

Measuring the Effect of Student Satisfaction on Students Motivation

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Abstract

This research studied student satisfaction and its influence on motivation for study. In this view students are not simply people who come to receive a service but are active participants because they are part of the institution's organization. Therefore, assessing student satisfaction on multiple dimensions are important for the strategic planning in the educational institution. The measurement used is based on SERVQUAL, which divides the service component into five dimensions. Another measure is based on the Motivated Learning Strategies Questionnaire.

The survey was conducted among third and fourth year students studying a production course. The students were split into two groups one evaluating general university services and another evaluating specifically production courses that utilize services offered by the Albert Laurence School of Communication Arts. The results showed that satisfaction is positively related to the motivation of students and their perception of their performance quality. However, students appeared to be more satisfied with services offered by their school and are more motivated. Therefore, the assessment of services offered by the individual schools might serve as an important indicator that should be included into the quality assurance framework.

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