ABSTRACT

This study assesses the Students’ perception on the status of NAAC Quality Dimensions in Indian Higher Learning Institutions. The primary data was collected from the Students in Southern States, namely, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Puducherry, through questionnaire by adopting Service Quality Techniques. This research work has measured the Students’ perception on the basis of SEVEN NAAC Quality Dimensions. The total number of Students enrolled in NAAC Accredited Arts and Science Colleges in Southern states are 7,81,530 as on 31st December, 2011. The questionnaire was distributed to 22,500 Students selected by adopting “Disproportionate Stratified Random Sampling Technique”. The gathered information is found to be valid in respect of 17,670 Students only. The Students have been categorised into Male and Female, Govt. and Private College, UG, PG and Research Scholars (RS) and Arts and Science Students.

The data collected from various sources have been classified and tabulated by applying appropriate statistical tools. The statistical techniques used for the study are Reliability Analysis, Mean, Standard Deviation, ‘t’ Test, Analysis of Variance, Discriminant Analysis and Multivariate Analysis of Variance. This study has also applied DMAIC Methodology through Six Sigma and Service Quality Techniques. It has listed 10 hypotheses which are based on 4 objectives. The results indicate that the Students have high positive perception on three NAAC Quality Dimensions namely “Teaching, Learning and Evaluation” (TLE), “Infrastructure and Learning Resources” (ILR) and “Student Support and Progression” (SSP). Hence, the researcher has suggested that by improving the Students’ perception on service quality, the satisfaction level of Students is likely to improve.