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A STUDY OF STUDENT SATISFACTION IN COMMUNITY COLLEGE OF HONG KONG

Abstract:

The purpose of this paper is to explore the key factors affecting student satisfaction/retention in community college of Hong Kong. The factors that influence students' retention in Hong Kong community college have not been studied before since the establishment of the community college in 2000. This research aims to fill this gap by studying the major factors impeding student interest and retention in community college. In view of the decreasing trend of secondary school graduates in Hong Kong, it is important to examine strategies for student satisfaction and student retention. Seven items used in the survey were rated as both important and satisfactory and hence should be maintained. On the other hand, program choices and class schedule may have caused concerns to students and should be addressed by the college. Moreover, class size and IT lab may be overkilled. Consequently, it may be worthwhile to re-allocate resources spent on IT lab and class size to program choices and class schedule.

Keywords:

student retention; community college