



AIC 2018: FUTURE OF MARKETING AND MANAGEMENT

Investigating the Factors Impacting the Student Satisfaction
with the Universities In the Era of Artificial Intelligence: A
Comparative Study of Malaysia and Pakistan

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*Peer-review under responsibility of 4th Asia International Conference 2018 editorial board
(<http://www.utm.my/asia/our-team/>)*

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Research Highlights

It has been highlighted from the results of independent sample t-Test that the university facilities have a high impact on student satisfaction in Malaysia (mean=4.1788) and Pakistan (mean=3.7212). The research model is based on five hypotheses, and university facilities have a positive relationship with student expectation. While results of t-Test indicate that the students in Malaysia have high expectation on university facilities, compared to students in Pakistan.

This research has evaluated the variables (university image, facilities, quality of academic staff, university location, student expectation and overall student satisfaction), In the era of artificial intelligence. Furthermore, the results also indicate that the impact of university location and university image have very less impact on student satisfaction.

Graphical Abstract

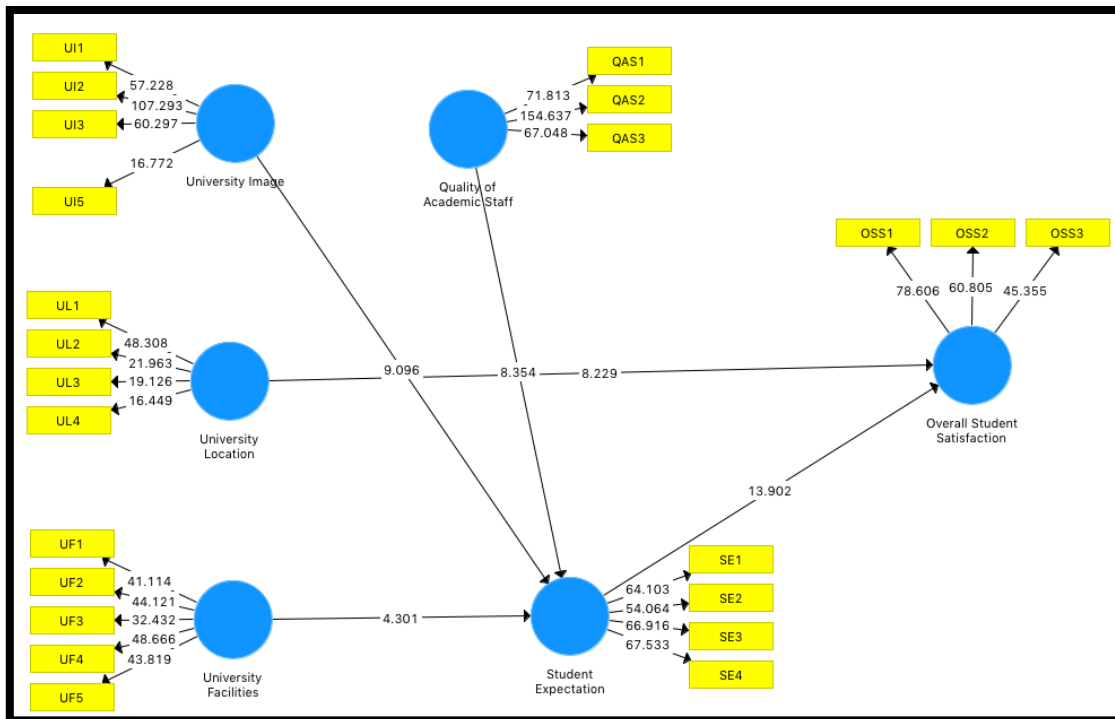


Figure 1: Research Framework and Bootstrapping Results



Research Objectives

Technology is continuously changing the world (Farooq, Zareen, Khalil-ur-, & Yasmin, 2018), and advancement in technology is empowering the users (Farooq & Jabbar, 2014), In returns users are always demanding quality services, the firms which are providing quality services are performing well (Buzdar, Janjua, & Khurshid, 2016), These developments are also impacting the students learning and creating the need to research students satisfaction (Khalil-ur-rehman & Farooq, 2018) Therefore the core aim of this research is to investigate the factors which impacts on students satisfaction. The study also compares the student of students of Malaysia and Pakistan to make it beneficial for the universities. In particular, the objective of this research are:

1. To investigate the factors impacting student satisfaction in the era of artificial intelligence.
2. To evaluate the factors affecting the student satisfaction in Pakistan.
3. To investigate the factors impacting the students' satisfaction in Malaysia.
4. To compare the factors impacting student satisfaction in Malaysia and Pakistan.

The significance of this research will investigate the hypothesis positive impact on research, and this research will benefit the university management staff in public and private universities of Malaysia and Pakistan.

Methodology

The researcher has applied the quantitative method to collect primary data from the university students of Malaysia and Pakistan. For data, collection referral sampling technique has been used. The researcher has selected a total of 396 respondents to collect data, which required sample size was 384 (Krejcie et al., 1970). Data collection was done online on Google Forms from 162 universities in Pakistan and 68 universities in Pakistan. The questionnaire was based on two sections, variables, and demographic related questions.





Results

The research was carried out based on 396 respondents whereby 296 respondents were selected from Pakistan and 132 respondents from Malaysia. There were 326 male and 70 female with a different age group. SmartPLS 3.0 and SPSS were run to analyse the data, the results of discriminant validity HTMT <9.0 (Gold et al., 2001) were achieved by deleting only two indicators where 20% were allowed to remove (Helbing et al., 2019). The results also indicate that the discriminant validity has been achieved between all the constructs.

Findings

The findings of this research conclude that the university facilities have high impact ratio on student satisfaction on the university students of Malaysia compare to students in Pakistan in the era of artificial intelligence. The findings also indicate that all the hypothesis have a significant and positive relationship.

Artificial Intelligence is becoming the core focus of tech giants Google, Apple, Facebook, and Microsoft. The direction of this AI era have an impact on the students learning and measuring the right variables is a key component which was university facilities to be improved and enhanced in Malaysia and Pakistan. The universities can use this study results to improve the university image and loyalty which can lead to higher ranking and better visibility as concluded by many researchers earlier. (Naseer, Farooq, Haq, & Farooq, 2018; Qadir & Farooq, 2018; Tolulope, Folarin, & Farooq, 2018)

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