

INTERNATIONAL STUDENT SATISFACTION OF ANTALYA INTERNATIONAL UNIVERSITY STUDENTS

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ABSTRACT

Student satisfaction is crucial for educational institutes, especially universities. This study utilizes “Net Promoter Score”, which is a management tool that can be used to gauge the loyalty of a firm’s customer relationships. It serves as an alternative to traditional customer satisfaction research. Although criticized, it has been widely used mainly because of its simplicity and practicality. Another reason that led to this method is that it has been utilized in “Key influencers of international student satisfaction in Europe” reports prepared 3 times by StudyPortals since 2011 (www.studyportals.eu) which has more than 1200 participating universities in 40 countries in its Student Experience Exchange Platform (STeXX) project funded by the European Union in 2010-2011, forming a basis of comparison for the outcomes of the research. This research aims to reveal the international student satisfaction of Antalya International University students.

Key Words: Student satisfaction, Mobility, Higher education, International education.