

A MEASUREMENT OF STUDENT SATISFACTION WITH THEIR STUDIES USING THE FUZZY LOGIC METHOD

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ABSTRACT

The aim of this paper is to measure satisfaction using fuzzy logic. The motive is the fact that this field is relatively unexplored in the international literature. In this paper, Department of Marketing (of the TEI of Athens) students' satisfaction with their studies in this Department was investigated. The Total Satisfaction Index was measured. For the computation of satisfaction the Fuzzy Least-Squares Regression (FLSR Model) was chosen and used. The satisfaction dimensions (criteria) used were the satisfaction with the classes' content, class assignments, teaching staff, class laboratory part and student's satisfaction with his own study effort. Then, specific actions are proposed for Satisfaction Index improvement where necessary. This research contributes to the assessment of the current situation and proposal formulation to the Department for the improvement of the services provided to students so as to increase their satisfaction.

Keywords: Fuzzy Logic, multicriteria analysis, student satisfaction

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