FACTORS ASSOCIATED WITH THE SATISFACTION OF CHARTERED ACCOUNTANCY STUDETNS IN SRI LANKA

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Department of Mathematics

University of Moratuwa

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Dissertation submitted in partial fulfillment of the requirements for the degree of Master of Science in Business Statistics

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Declaration of the Candidate and the Supervisor

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material, previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief that it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Signature: Date:

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Abstract

The main objective of this study is to identify the factors that significantly associated with the satisfaction of the Chartered Accountancy students in Sri Lanka. This scenario has been tested with a sample of 380 (n = 380) randomly selected Chartered Accountancy students from two main external institutes in the context. The response rate for the study was 98.68% and relevant statistical tests were performed to prepare the data set for the statistical analysis. Results highlighted that almost all the current students are with a high level of satisfaction about becoming a Chartered Accountancy student in Sri Lanka. The significant associations were identified by using Pearson Chi-Square and validated by Spearman Rank Correlation and based on the analysis a significant association has been identified among the academic role, staff quality, examination, marking and feedback, course management, industry and job market implications, personal attributes and age towards Chartered Accountancy students' satisfaction. The factors utilized in testing the student's satisfaction have been derived mostly through research based on academic contexts, but a highlighted difference has been identified among both academic and professional education. Therefore, the factors have been rearranged with the intention of better representation of the professional educational context. Through the factor analysis, the 34 dimensions used in defining 8 independent variables have been rearranged to 9 factors except the state of the academic role and staff quality. Those renamed newly arranged nine (9) factors are compatible syllabus and personal influence on succession, industry and job market behavior, learning atmosphere, academic role, institutional policies, examination and marking standards, control over practical training firms and its pressure on career progression, staff quality and administration function. The findings of the study provide insights on the policy prospects of the institute, the factors that must be considered on satisfying the students.

*Keywords:*Students satisfaction, Significant associations, Not significant associations, Chi-Square, Chartered Accountancy, Accounting Education

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List of Abbreviations

CA	Chartered Accountancy
OS	Overall Satisfaction
NSS	National Student Satisfaction Survey
AR	Academic Role
SQ	Staff Quality
EMF	Evaluation, Marking and Feedback
FLR	Facilities and Learning Resource
CM	Course Management
IJ	Industry and Job Market Implications
PO	Policies of the Institute
PA	Personal Attributes
SAC	Student As Customer
KSA	Knowledge, Skills and Attitudes

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