

## Student Satisfaction Analysis with Study Programme by Satisfaction Pyramid Method

### Abstract

The paper describes the method of satisfaction measurement as one of the marketing techniques used for detecting student satisfaction with study programs. A method of Satisfaction Pyramid is presented, which is used for satisfaction analysis. The theoretical part of the paper describes a methodological approach to satisfaction measurement and the field part presents total satisfaction, Satisfaction Index and partial satisfaction with significant factors and the last part of the paper refers to the importance of partial factors. The aim of the article is to detect the level of student satisfaction with the most important subjects in the study programme and also to set the importance of every factor influencing total satisfaction. The student satisfaction analysis was realized at two Czech universities, which offer study programmes of adult education.

**Keywords:** *evaluation, satisfaction measurement, satisfaction pyramid, adult education*

### 1. Introduction

Today, there are ongoing discussions about the quality of education at all levels of the education system. We are using various methods of evaluation for detecting the level of quality. Evaluation represents a significant element with regard to quality management in education. (Vašátková, 2010, p. 49). Evaluation is understood as a systematic process targeted at determining and accessing the value and impact of programmes, institutions, policies, processes, interventions or services, and their