



## The Key Egyptian Preference Factors for Increasing Students' Satisfaction Applied Study on Arab Academy for Science, Technology and Maritime Transport

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### ABSTRACT

Education is currently considered as a global product with institutions worldwide competing for students and finding ever more creative ways to satisfy the student's needs and preferences. In the past, education was the responsibility of government. In particular, after the 1990s, private universities, academies and institutions with a commercial focus have mushroomed. This study aims at investigating the effect of studying and meeting students' preferences on influencing the Egyptian students' choice; it also examines how overall student's satisfaction can be broken down into dimensions. For the fulfillment of these objectives, the researcher uses a self-administered questionnaire with a randomly selected cohort of respondents at a selected educational institution in Egypt, which is acting as a private entity in essence but it is not one of profit educational institution. A total of 375 students take part in the study. Results reveal that Egyptian students select the educational university or institution according to five factors, personal factor is the first important criteria and subsequently financial aid and procedures, academic quality and facilities, then campus specification and finally socialization needs. This study also shows that demographic factors and background of parents and families are affected students' preferences and satisfaction in Egypt.

**Keywords:** Educational services, consumer satisfaction, competitive advantages.

**JEL Codes:** I230, I250, M300, M310.

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