

## **Measuring students' satisfaction towards the co-curricular trainers: An application of structural equation modeling technique**

### **Abstract**

This study measures the students' satisfaction towards the co-curricular trainers to grant them better quality of co-curricular service in boosting up their satisfaction level. The theoretical framework of measuring students' satisfaction (SSCT Model) was developed based on relevant literatures and theoretical considerations adopted from the American Customer Satisfaction Index Model (ACSI Model). 362 usable and completed questionnaires was collected from co-curricular students in Universiti Utara Malaysia (UUM) Kedah, Malaysia. Data was analyzed using Structural Equation Modeling (SEM) technique, to estimate the fit indices for all the latent variables (i.e. student's expectation towards the trainer, perceived quality, perceived value, students' satisfaction (SSCT), trainers image and students confidence). Results conjectured that students' satisfaction (SSCT Model) is analogous to the existing model (ACSI Model) as the model had a good fit. Thus, the SSCT Model can be implemented as a structured model for measuring students' satisfaction towards the co-curricular trainers.