

An Empirical Study of Students' Satisfaction with Professional Accounting Education Programs, Sri Lanka

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This study aimed at analyzing the factors affecting students' satisfaction with professional accounting courses offered by Professional Accounting Education Institutions and also aimed to assess the impact of students' satisfaction and students' loyalty towards Professional Accounting Education Institutions in Sri Lanka. It was evident that a significant gap exists between student enrolment and the rate of students' passing out as professional accountants as per the annual reports of the Institute of Chartered Accountants of Sri Lanka and the Institute of Certified Management Accountants of Sri Lanka (2014-2018). The study adopted a deductive methodology while employing a stratified random sampling technique and distributed 500 questionnaires which had a response rate of 80%. The data were analyzed using structural equation modeling via SPSS and AMOS versions 25. The study concluded that course assessment and institutional image, teaching methods, teaching staff, course organization and infrastructure facilities, and institutional administration and efficiency significantly impact the students' satisfaction. And also, it concluded that the students' satisfaction significantly impacts students' loyalty. This study added value to the literature by focusing the students' satisfaction from two extreme angles (i.e., students' need and loyalty) and introduced a new model which would enhance the appropriate administration of the Professional Accounting Education Institutions.

Keywords: Professional Accounting Education Institutions, Students' satisfaction, Students' loyalty, Sri Lanka