

Abstract

Student satisfaction is a critical factor influencing the success of educational institutions, directly impacting enrollment, retention, and the overall reputation of the academy. This study examines student satisfaction at Sash Medical Coding Academy in Coimbatore, with the objective of identifying key factors that affect satisfaction levels and exploring ways to enhance organizational effectiveness. The research aims to assess various aspects of the academy's offerings, including course content, teaching quality, infrastructure, career services, and overall student support.

Data for this study was collected through surveys and interviews with students enrolled at the academy, focusing on their perceptions of the academy's educational environment and services. The analysis highlights areas where students express high levels of satisfaction, such as the expertise of instructors and the relevance of course material. However, the study also identifies areas for improvement, including enhancing infrastructure facilities, improving student support services, and providing more career development opportunities.

The study concludes with recommendations for Sash Medical Coding Academy to improve student satisfaction, such as increasing interaction between students and faculty, upgrading facilities, and introducing additional career support initiatives. By addressing these factors, the academy can enhance organizational effectiveness, leading to higher student retention rates, better learning outcomes, and improved institutional reputation in the competitive educational landscape.