


STUDYING THE STUDENTS' NEED OF SPORTS FACILITY IN  
SWISS GERMAN UNIVERSITY

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### STUDYING THE STUDENTS' NEED OF SPORTS FACILITY IN SWISS GERMAN UNIVERSITY

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This thesis research is intended to investigate the students' need of sports facility in the Swiss German University campus. Identifying this need is a part of pursuing student satisfaction.

Student satisfaction is considered vital as it serves as customer satisfaction from the university point of view, and also helps students in their performance throughout years of study. To appropriately identify the needs and determine the ways to meet them, a survey and a matrix analysis are employed; Questionnaire and Quality Function Deployment are the tools of choice. A need for sports facility is shown by SGU students, and critical features required are pointed out. The sports facility also contributes to the satisfaction level, making this facility more important. But since it is not the sole significant educational attributes, a delicate balance should always be maintained between supporting the sports facility and other services.

*Keywords: Student Satisfaction, Sports Facility, Survey Research, Quality Function Deployment.*

## DEDICATION

I dedicate this thesis to God, and my family.



*Unless the LORD builds the house,  
the builders labor in vain.  
Unless the LORD watches over the city,  
the guards stand watch in vain.  
Psalm 127: 1*

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