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## **STUDENT'S PERSPECTIVES ON TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION**

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### **Abstract**

This paper aims at examining students' perspectives and perceptions towards implementation of Total Quality Management (TQM) in the context of students pursuing Master's Degree at The Maharaja Sayajirao University of Baroda. The rationale behind the inquiry lies in the emergent need of the application of TQM in higher education of India for qualitative education that can compete with global education in the 21<sup>st</sup> century.

The study is based on a sample survey of 462 respondents out of a population of 5898 by employing sample size determinants like: confidence level, confidence interval and population size. The convenience sampling technique is used. A survey questionnaire was administered to students pursuing Master's Degree in different Programmes of The Maharaja Sayajirao University of Baroda in person. The questionnaire covers factors like management commitment, student satisfaction, employee involvement and continuous improvement. 326 respondents are considered as valid respondents for further investigation. The study is qualitative research in nature and the collected data has been analyzed by scale reliability for questionnaire scaling validity, descriptive statistics, measurement of items, correlation, including other applicable statistical tests with a view to know whether management commitment has positive relationship with student satisfaction, employee involvement and continuous improvement. IBM SPSS.25 is employed for data analysis as a statistical tool.

The collected data reveals a positive relationship among management commitment, student satisfaction, employee involvement and continuous improvement with reference to the students of The Maharaja Sayajirao University of Baroda.

This study indicates the significance of TQM in higher education in India which can improve quality of education and can also compete at global level. Further research can be undertaken with more samples by extending the area of research.

**Key Words:** TQM, Higher Educational Institutions, Management Commitment, Student Satisfaction, Employee Involvement