# Degree of satisfaction of graduates and employers of the Jalpan Academic Unit

# Grado de satisfacción de egresados y empleadores de la Unidad Académica Jalpan

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**Abstract**

The Technological Universities are subject to the acceptance and/or rejection of graduates in the labor market from updating and/or acceptance of academic programs that are required to upgrade, from studies keep under graduates and satisfaction employers; for it was considered necessary to develop research estimated that yields relevant data in making decisions on the direction of the Academic Unit of Jalpan. Along with the Technological universities, the Academic Unit Jalpan mission is to train professionals associated with high standards of quality perceived by society and specifically for the productive sector. Perform study to determine the degree of satisfaction of graduates and employers Unit, aims to contribute to the institution's goal of "knowing employment status, academic staff and graduates of UTSJR".

**Resumen**

Las Universidades Tecnológicas están sujetas a la aceptación y/o rechazo de los egresados en el mercado laboral a partir de la actualización y/o aceptación de los programas académicos que se requieren actualizar, a partir de los estudios que mantienen los egresados y la satisfacción de los empleadores; por lo que se consideró necesario desarrollar investigaciones estimadas que arrojen datos relevantes en la toma de decisiones sobre el rumbo de la Unidad Académica de Jalpan. Junto con las universidades Tecnológicas, la Unidad Académica de Jalpan tiene como misión formar profesionistas asociados con altos estándares de calidad percibidos por la sociedad y específicamente para el sector productivo. Realizar el estudio para determinar el grado de satisfacción de los egresados y empleadores de la Unidad, pretende contribuir al objetivo de la institución de "conocer la situación laboral, del personal académico y de los egresados de la UTSJR".

**Graduates, Employers, Quality, Perception and satisfaction**

**Egresados, Empleadores, Calidad, Percepción y satisfacción**

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## Introduction

The research focuses mainly on measuring the degree of acceptance of graduate students and employers who hire students after the period of stay, or after the completion of the career of the Technological University of San Juan del Río, in its unit Academic of Jalpan; whose pretensions are to know the opinion of the academic quality regarding what the labor sector demands, such as the needs and demands of the graduate profile that must be developed, and the information that is produced to help the management decision making academic and its programs relevant to the labor sector.

For its understanding, the main variables that guide the study are analyzed, such as the case of the perception that comes from the comparison between the expectations that the client has of the service that he obtains, and the degree of satisfaction that occurs as an effect of the provision. requested and expected.

Another fundamental variable in the provision of academic services refers to the main objective of offering quality educational services, referring in this case to the Quality of the service that aims at customer satisfaction.

On the other hand, emphasis is placed on the situation faced by the university student in Mexico and in the particular case of the student graduated from the sub-system of Technological Universities.

A special emphasis is placed on the follow-up of graduates because it represents the backbone of this study, knowing the acceptance or rejection of the graduates of the Technological Universities, a specific case of the aforementioned unit.

A methodology is described that guides the research process in terms of focus, type of research and scope to follow; In addition to the evaluation that is intended to be measured when obtaining the information from the graduate, versus the one issued by the employer as a result of the services that it offers. A conclusion is drawn from the descriptive exploratory study.

## General objective

Know the degree of satisfaction of the graduate and employers of the Technological University of San Juan del Rio Jalpan Academic Unit, through the analysis of the information on the insertion and performance of the graduate in the productive sector, to validate the educational services provided by the institution .

## Specific objectives

Obtain the opinion of the graduates on the academic quality they received with respect to the labor needs they have faced in the productive sector.

Know the needs and professional demands of the employer of the graduate of the Jalpan Academic Unit.

Generate reliable information based on the opinion of graduates and employers that facilitates more effective decision-making for management.

## Literature review

PerceCustomer choice and expectations of service quality

López points out that in recent years much has been written, and from different perspectives, about the relationship between user satisfaction and the assessment of the quality of services.

For them it is normal that, given the diversity of existing references on these issues, different points of view, definitions and interpretations are given. (Lopez, 2005). Being the point of interest of this project to conceive a clear idea regarding the perception and expectations of the client of the service provided by the entity under study, it is decided to investigate in a particular way the conceptualization of the subject, to give a solid support to the investigation.

*Perceoption*

The dictionary of the Spanish Royal Academy defines the concept of perception as "inner sensation resulting from a material impression made on our senses" (Dictionary of the Royal Academy, 2014), it is understood as the process by which a person selects, organizes and interprets stimuli to give meaning to something, a definition that ties in with the contribution of Shepherd, Ahmed, Ramos and Ramos, for whom perception is the process by which an individual chooses, organizes and interprets what he observes, listens to, touches, smells and tests in his quest to confer meaning and order to the world. (Shepherd, 2012)

Regarding the concept of perception of the service for Setó, the perception will depend on its provision, taking into account before, during and after the sale. And that the level of performance that really matters is what the customer subjectively perceives. In other words, "The service relationship could be appropriate according to the company's opinion based on its performance parameters, but not for the client. So the most important thing is the subjective perception that the client has about the service" (Setó, 2004).

While satisfaction and perceived value are related but distinct concepts, effective organizations recognize that even when they are offering the features of a product or service to their customers, what they are really buying are the benefits that those products and services provide. The perception of value is then the point of view that the customer has regarding these benefits, and in terms of satisfaction, it is the feeling of the customer once they make their purchase.

The value perceived by the customer is one of the main elements that guarantee the success of any company, to ensure the growth of the company it is necessary to have loyal customers who spread their satisfaction with the purchase of the service and product as well as increase the perception that the customer has regarding their products, call it continuous improvement.

*Expectations*

Pubroso defines that "the concept of expectation is closely linked to that of prediction. In this sense, it could be defined as what customers think will happen during the development of an exchange" (Barroso, 1999), this is how the customer generates their expectations through messages that the same company issues either formally or informal, as well as through factors that are not under the control of companies.

For Setó, the quality of the service implies a comparison between the expectations of the client and the perceptions that he has about the service received (Setó, 2004), an analysis that he makes based on the model of Grönroos, Parasuraman, Zeithaml and Berry who define quality. as the difference between customer expectations and their perceptions.

In the analysis that Setó makes with respect to the study by Boulding, Karla, Staelin and Zeithaml, he points out that expectations are not defined solely in subjectivity, but rather are modified. He captures it as a dynamic concept that changes over time, depending on the results of the previous provision of the service, so that every company must worry about increasing the value of its products and / or services.

Customers shape their expectations through a series of factors, Kotler stands out among them; past shopping experiences, advice from friends and colleagues, and company and competitor information and promises; he creates the assumption that if the company raises expectations too high, the customer is likely to be dissatisfied, however, if the company sets expectations too low, it will fail to attract enough customers. The key to having satisfied customers and the company meeting its goals is to raise expectations and deliver products and services that meet them. (Kotler, 2006)

Gosso describes the customer's expectations as the performance characteristics that he expects to receive in the provision of a service, an idea that is formed by means of two dimensions that he names structural and emotional.

The first refers to everything associated with the tangible elements in the service provision process, such as the staff uniform, the cleanliness of the facilities, the facilities themselves, the equipment of the institution, etc. While the second, he has to do with the emotional plane of the client, about how he expects to feel the experience of the service. (Gosso, 2010).

Gosso's analysis of expectations is complemented by Karl Albrech's proposal, which consists of a four-level hierarchical scale for the expectations that a client expects to satisfy in the performance of a service. He defines these levels with the concepts: basic, expected, desired and unexpected.



**Figure 1** Hehrarity of customer expectations

Regarding the last level, Gosso points out that it is important that every company should try to have hyper-satisfied customers, keeping in mind that recurring surprises lose strength over time and become expectations corresponding to the level expected by the customer, so innovation must be done. constantly on the unexpected attributes included in the service offer.

*Satisfaction*

According to the Larousse dictionary, the word satisfaction refers to the taste or pleasure that is generated from the fulfillment of a taste or desire. (Larousse)

Satisfaction is a feeling of pleasure or disappointment that results from comparing product experiences with previous benefit expectations. If the results are lower than expectations, the client is dissatisfied and if the results are up to expectations, the client is satisfied, and if they exceed expectations, very satisfied or delighted clients will be obtained.

Satisfaction, therefore, contributes to happiness while, on the contrary, dissatisfaction generates suffering.

According to Keith, customer satisfaction appears when a company focuses on service quality, said satisfaction originates perceptible rewards in the company, such as customer loyalty and corporate image. (Keith, 1991)

1For Setó, customer satisfaction is one of the priorities of modern companies, as proof mentioned, the growing interest in conducting studies that allow accurate measurement of the level of satisfaction, which result in reliable data on which decisions can be made. management and produce performance improvements. Said author points out that few researchers have taken on the task of formulating models of cognitive tone to consider the affective nature of satisfaction. One of the most outstanding contributions for Setó is the one formulated by Oliver in 1989, according to which there are five prototypes of satisfaction in which the client makes different positive states of mind that go from joy to surprise.



**Figure 2** Psatisfaction rototypes

The measurement of customer attitudes is becoming an important element in the quality movement.

Because with the knowledge of perceptions, effective commercial decision-making increases considerably as long as they are measured reliably. Bob points out that the level of customer satisfaction can be measured systematically through questionnaires developed with scientific methodology, for Bob, customer satisfaction questionnaires are extremely appropriate for those organizations in the service sector as opposed to the manufacturing industry, in which the quality can be evaluated by an objective index, such as size, time, material, etc. (Bob, 2002).

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Terry G. from Deming explains that it is necessary to measure the satisfaction of customer expectations through market research and with the results redesign and increase the value of the product and service to make the company grow in success. (G., 2003)

Returning to López for the particular case that the study starts from the student's satisfaction, the author defines the satisfaction experienced by an apprentice as linked to the quality of the training, but not only to the quality perceived during the provision of the training service" (López , 2005).

*Quality of service*

For Alcalde, quality is something that is implicit in the genes of humanity, considered as the ability to do things well, based on the definition of the ISO 9000 standard that Alcalde takes up, quality should be understood as the degree in which a set of characteristics meets a certain established need or expectation, emphasizes that the survival of organizations depends largely on the degree of satisfaction that is achieved in the client. (Mayor, 2009)

Quality took a big boost after the Second World War, Vargas points out that based on such facts, companies see quality as a competitive factor, so they should go beyond perfect design, stating that quality is not focuses exclusively on the production department but is the responsibility of the entire organization. (Vargas, 2011)

The quality of service is a permanent function that overflows in all aspects of the organization's work. According to Rosander, quality applies to any organization whether it operates for profit or not. Quality encompasses the work of the members including decisions, acts, data, etc., regardless of the level at which they perform their functions, defines quality as a permanent function and it is the customer who ultimately judges whether the attributes of the goods or services are satisfactory and acceptable, for this reason the customer is the center of any quality improvement program. (Rosander, 1992)

Based on the judgments of the different authors cited, the main objective of service quality is customer satisfaction, a key factor in the growth and success of modern companies, so it is necessary that it not be considered exclusively as a potential source of advantages. competitive, if not as the need to work in quality for the survival of the company.

*The university student in Mexico*

According to Oliveras in the note published in the newspaper La Jornada, one of the main problems among young Mexican university students is the high dropout rate of higher education.

According to information from the Organization for Economic Cooperation and Development (OECD), in Mexico only 25 percent of those who attend this level graduate. Scholars of the dropout phenomenon pointed out that this is due, in part, to the fact that the university does not meet the expectations of young people and that many students do not study at the school of their choice. Despite this, the university system does not assume its responsibility and leaves the burden of this failure to the students and their families. Olivares highlights the results of the 2010 National Youth Survey (ENJ) that show that 76 percent of young people between the ages of 12 and 29 say they would like to get a bachelor's degree. However, only 23 percent of those between 18 and 29 years old had studies at that level, which did not necessarily conclude, data provided by Herlinda Suárez,

Of the more than 36 million young people who live in the country (31.23 percent of the total population), 18.75 percent (3 million, 377 thousand 372) is a student in higher education (normal, professional or postgraduate). The ENJ reveals that 15 percent of those who attend this level accept that they study in a school that is not their preference, because they had no other choice.

Suárez added that this measurement shows that 37 percent of undergraduate students in Mexico are not enrolled in the university of their choice. In addition, 13 percent of higher education students say that their studies at that level were below their expectations and 16 percent of those who dropped out say they did so because they were bored.

Also based on the ENJ, Pérez detailed that 81.5 percent of undergraduate students consider that their career will help them get a job, 76.8 to earn money, 73.5 to solve problems and 71 percent to start a business.

The data add that 63 percent of these young people have worked at some time. Of them, 48.2 percent continue to work during their university studies, 83.9 percent like their current job, and 71.8 percent got their first job with a family member or friend. Despite this last figure, only 9.8 percent of those in professional education consider that one of the most important options to get a job lies in personal contacts, 52 percent say it is through education and 23 through work experience. (Olive groves, 2013)

*The graduate of the Technological Universities*

One of the relevant objectives of the Technological Universities is to help their graduates have a decent job, however, according to Silva, the graduates of these institutions do not necessarily have access to jobs with the desired quality and conditions, it is common for them to occupy positions such as auxiliaries and assistants and who receive salaries lower than those of the professionals with the lowest salaries. The absence of recognition by the productive sectors of the Figure of Higher University Technician, hinders the alleged "employability" of graduates and limits their working conditions. (Silva, 2008)

According to the General Graduate Exam (EGEL) applied by the Ceneval referred to by Brockmann & González, between 45 and 50% of graduates do not have the basic knowledge of their profession.

So, for companies, the quality of a graduate is practically a bet equivalent to a flip. The foregoing, without a doubt, plays against university students, since a risk-averse employer will think twice before hiring a graduate about whom he does not have enough information; It will require personnel evaluations or, where appropriate, training that represents high costs. (Brockmann, 2014)

*Follow-up of graduates*

Thehe first experiences around studies for graduates according to Valenti & Varela date back to the eighties, as pioneers in the subject are the Metropolitan Autonomous University, Conalep, the Monterrey Institute of Technology and Higher Studies, the University Autonomous of Nuevo Leon, among others. (Valenti, 2004)

According to Valenti, it is important to distinguish what is meant by graduate follow-up and graduate study. The follow-up of graduates basically is conducting research on the graduates at a moment in time, it refers to the fact that they can be done in a specific period and not be repeated, or carried out sporadically, as far as the study of graduate follow-up consists in longitudinally following the graduates.

PubRadas highlights that knowing the professional performance of graduates and their relationship with the strengths and weaknesses in their training, allows innovating and incorporating this knowledge into the curriculum, as well as formulating training strategies that improve the quality of the university's educational process. (Barreds, 2014)

In order to offer a quality education relevant to the needs of the productive sector, Technological Universities have made efforts from different perspectives, to systematically evaluate the results of the training process of Higher University Technicians. In this regard, graduate studies represent a fundamental tool for the institution to know the level of relationship that study plans and programs have with the professional training provided by the institution. (Mir A. &., 2005)

**Methodology**

The methodology implemented for this research is based on the statistical methodology for carrying out the study of graduates of technological universities proposed by Mir, the research methodology and the procedure "Tracking Graduates" with which the area of linkage and extension of the UTSJR (Mir A. &., 2005) (Procedure: follow-up of graduates, 2011) (Hernández R. &., 2003)

(Hernández R. &., 2003), the research is developed with a quantitative approach of descriptive exploratory type, which seeks to project the degree of satisfaction of graduates and employers of the Jalpan Academic Unit, since its purpose is to provide information that helps to evaluate and select a course of action, through the examination and data collection of the variables immersed in the study.

The plan or strategy conceived to obtain the information (Hernández R. &., 2003), is based on a non-experimental research design, because the variables in the study will not be manipulated, but rather, the phenomenon will be observed in its natural environment.

We will work on the analysis of the perception of the graduate and the employer regarding their degree of satisfaction in relation to the service that the Jalpan Academic Unit has provided in terms of the training of students and the needs of the labor market.

According to the statistical methodology for carrying out the study of graduates in the Technological Universities proposed by Mir, the selection of the sample is fundamental due to the magnitude, costs and time involved in carrying out a census in which the information is collected. of all graduates and employers. The data collection is carried out on the population of graduates of the Jalpan Academic Unit, of the Business Development careers, as well as the entrepreneurs who have the student who has completed his studies working in their companies, and has obtained the title of TSU in Business Development, Marketing Area.

The delimitation of the population is carried out taking the last four generations that correspond to the period 2011-2014, a space in which the approximation is sought in terms of the context that the graduate faced in the economic, social and labor aspects in the region, In addition to the fact that the same curriculum was taught, this fragmentation by generation will be called a cohort.

| NO. | COHORTE | NÚMERO DE EGRESADOS |
|---|---|---|
| 1 | 2009-2011 | 20 |
| 2 | 2010-2012 | 26 |
| 3 | 2011-2013 | 19 |
| 4 | 2012-2014 | 27 |
| | TOTAL | 92 |

**Table 1** Population delimitation

The sample is defined as non-pyroballistic, since it is a "subgroup of the population in which the choice of elements does not depend on probability but on the characteristics of the investigation" (Hernández R. &., 2003), in this case called the study of graduates.

Mir advises Technological Universities to manage a presence greater than 80% in the framework per generation, so that the cohorts should not present a smaller number of surveyed graduates than what is illustrated in the following Table:

| NO. | COHORTE | NÚMERO DE EGRESADOS | ENCUESTAS REQUERIDAS |
|---|---|---|---|
| 1 | 2009-2011 | 20 | 16 |
| 2 | 2010-2012 | 26 | 21 |
| 3 | 2011-2013 | 19 | 15 |
| 4 | 2012-2014 | 27 | 22 |
| | | TOTAL | 75 |

**Table 2** Study sample

The instruments developed for the collection of information for the study that seeks to project the degree of satisfaction of graduates and employers, is based on the institutional formats of both the SGI-PVI37 Graduate Monitoring Procedure of the UTSJR, and the questionnaire "Study of Graduates of the Technological Universities" instrument used to know the professional training and employment situation of the graduate, published by the General Coordination of Technological Universities in the year 2005. (Procedure: follow-up of graduates, 2011) (Mir A. &. 2005) Adapting them to information needs and research objectives, two instruments are created, aimed precisely at the two variables under study "graduates - employers,With the previous references, its validation and reliability is ensured for the type of exploratory study in question.

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Indicator #1: Survey addressed to the employer of the graduate of the Jalpan Academic Unit UTSJR - with the purpose of knowing the level of satisfaction of the services that the graduates of the Jalpan Academic Unit provide in their company and in this way provide feedback to the institution to effective decision-making in corrective measures in the teaching-learning process of the students. Its elaboration results from indicator # 10 of the SGI-PVI37 graduate follow-up procedure and the questionnaire of the Study of Graduates of the Technological University. (Procedure: follow-up of graduates, 2011) (Mir A. &., 2005)

Indicator #2: Survey aimed at graduates of the seventh, eighth, ninth and tenth generation, with the objective of – Collecting information on the work and school experience of graduates of the Jalpan Academic Unit. Its purpose is to allow the institution to carry out a permanent review process of its study plans and programs that keep them adequate to the demands and requirements of a dynamic and constantly changing labor market. Its elaboration results from the FVI72-SGI format Follow-up of graduates, section Level of Academic Satisfaction and the Study of Graduates of Technological Universities, Professional Training and Employment Situation. (Mir A. &., 2005) (Procedure: follow-up of graduates, 2011)

Prior to the application of the instruments, the first step is to carry out the framework by cohort, taking into consideration that it must be above 80% of contacted graduates, the fields that are required in the registry are; telephone, personal Facebook page, occupation, if they work, name and address of the company and in the case of being students, name of the university, career and semester in which they are studying.

Once prepared, the data required to communicate with the student is subtracted from the framework, as well as the list of companies that turned out to be employers of the graduate and proceed to interview.

For the preparation of the records, the Microsoft Excel program will be used, a spreadsheet that allows the user to create and manipulate data tables and graphs, in which the handled data can be statistically visualized and thus project the results of the variables in study. (Microsoft 2015, 2014)

For the projection of the degree of satisfaction of the employer, the format provided by the linking area of the UTSJR will be used, which uses the study's own formulas.

**Results**

Indicator #2 shows that the graduate of the last four cohorts in 42% have not started working, among the main reasons they highlight that they are studying a degree or have not found a job with the salary they want, in 19% the graduate of the cohorts is hired in the place where they develop their stay, thus calling the professional practice during the last quarter of the career.

Of the graduates who have started to work, only 37% currently work, the reasons why they have stopped doing so is the continuity of their studies in 60%, contract terms in 20% and the rest I resign because they do not it suited.

The position held by the graduate is 37% operational level employee in production or service, 37% supervisor or technician or specialized worker.

17% as officials in intermediate level management positions and 17% as owners or partners. The salaries received range from $2,000.00 to $28,000.00 where 37% correspond to monthly salaries between $4,000.00 and $6,000.00 and 52% are between $2,000.00 and $3,000.00.

Regarding the relationship between the graduate's training and the work they have performed, 28% consider it very related, 23% related, 14% somewhat related, 26% not very related, and 9% consider that there is no relationship.

The difficulties with the highest incidence that the graduate of the Jalpan Academic Unit UTSJR presents in the workplace are: insufficient preparation in a foreign language, insufficient preparation in specific subjects, general knowledge and insufficient preparation in handling specialized equipment.

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**Graphic 1** Satisfaction prototypes

The satisfaction level of the graduate is mostly represented between satisfied and satisfied, in terms of technology and / support software, bibliographic and hemerographic collection, the level of satisfaction is between medium and little satisfied.
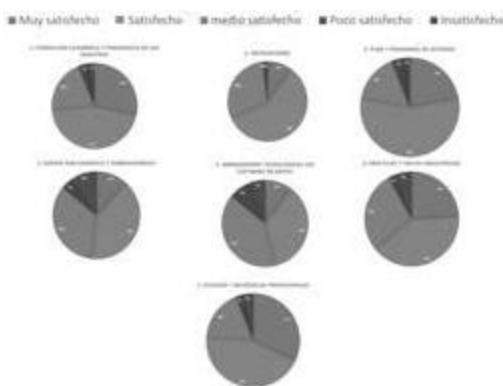


**Graphic 2** Satisfaction levels

Regarding the exceptions that the graduate had when he entered the university, the institution provided him with a service that 10% considered lower than expected, 54% as expected and 36% higher than expected.

Regarding the satisfaction and fulfillment of the student's expectations, 92% of the graduates of the study cohorts would advise studying at the Technological University of San Juan del Río, Jalpan Academic Unit.

Indicator #1 projects a level of satisfaction of the employer of the graduate of 69% very satisfied and 31% satisfied.

## Conclusions

The employer of the graduate of the Jalpan Academic Unit determines a degree of satisfaction of the service that is provided that places it according to the prototypes of satisfaction in the degree of surprise, a level that is due to the effect of delight that takes place depending on when the result goes beyond expectations.

It highlights the need for the graduate to be employed in jobs where their skills and knowledge are put into full practice, as well as the suggestion of permanent links with the productive sector through internships throughout their training, since it is precisely in the labor sector where skills and knowledge are potentiated in the reality of business needs.

Regarding the level of satisfaction of the graduate, the work that the Academic Unit has been carrying out is qualified by the graduate student with a level of satisfaction of a satisfied level, since it has fulfilled in its majority the expectations that were had when entering the university. institution.

As for the comments that the graduate suggests to the Unit, it is the requirement at work and compliance with the activities that are assigned to him, said comment is summarized in that the expectation of the student to define it in quality and satisfaction requires this one of a requirement little flexible that demands and trains the student in responsibility.

It also suggests the pedagogical preparation of the teaching staff so that they impart the knowledge and experience they possess in the best way.

To finish with the analysis of the research and taking up Silva's contribution in his study, the graduate does not access jobs with the desired conditions or salary, however the sector recognizes that the graduate has the skills and knowledge to grow and develop in companies that demand and need the TSU in Business Development.

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