

Student satisfaction analysis can be very useful to academic institutions to help them understand the student learning experience and identify areas for improvement. Student satisfaction is a multifaceted concept, which builds on many different overlapping experiences, making it difficult to measure.

The purpose of this study is to identify the factors that influence students' learning experience and impact on students' learning outcomes. For an institution, it is always the priority to identify areas to invest in and improve students' learning.

The processed dataset was extracted from an online survey system based on a comprehensive survey that contains several subscales to measure students' satisfaction and experience. Both single-item and multi-item survey questionnaires are used in the instrument with a total of 106 items.

The study population was defined to be all college business undergraduate students from two regional (north) universities. The sizes of the two samples taken from the two universities were 151 and 183 respectively and came from all grade levels. Students were invited to participate in the survey voluntarily. The survey was completely anonymous. The participation rate was unknown. A non-probability sampling plan was used in this survey.