



Uncovering Alumni Perspectives: A Cluster Analysis of University Satisfaction

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Alumni as one of the university's main stakeholders: future sustainability, competitiveness, growth, and development



Managing the Alumni-University relationship as key to the strategic objectives of the universities



Higher education as an experiential asset and the university as a unique service provider



Students are consumers of their higher education experience



Relationship marketing for the orientation of an organization towards its clients: University - Alumni and students



LOYALTY is one of the most relevant variables in relationship marketing because it is highly related to generating benefits for the organization.



The perception of **SATISFACTION** has a significant influence on **LOYALTY**.



SATISFACTION becomes a crucial variable for the relationship between Alumni and the University. This research seeks to deepen the study of this variable.

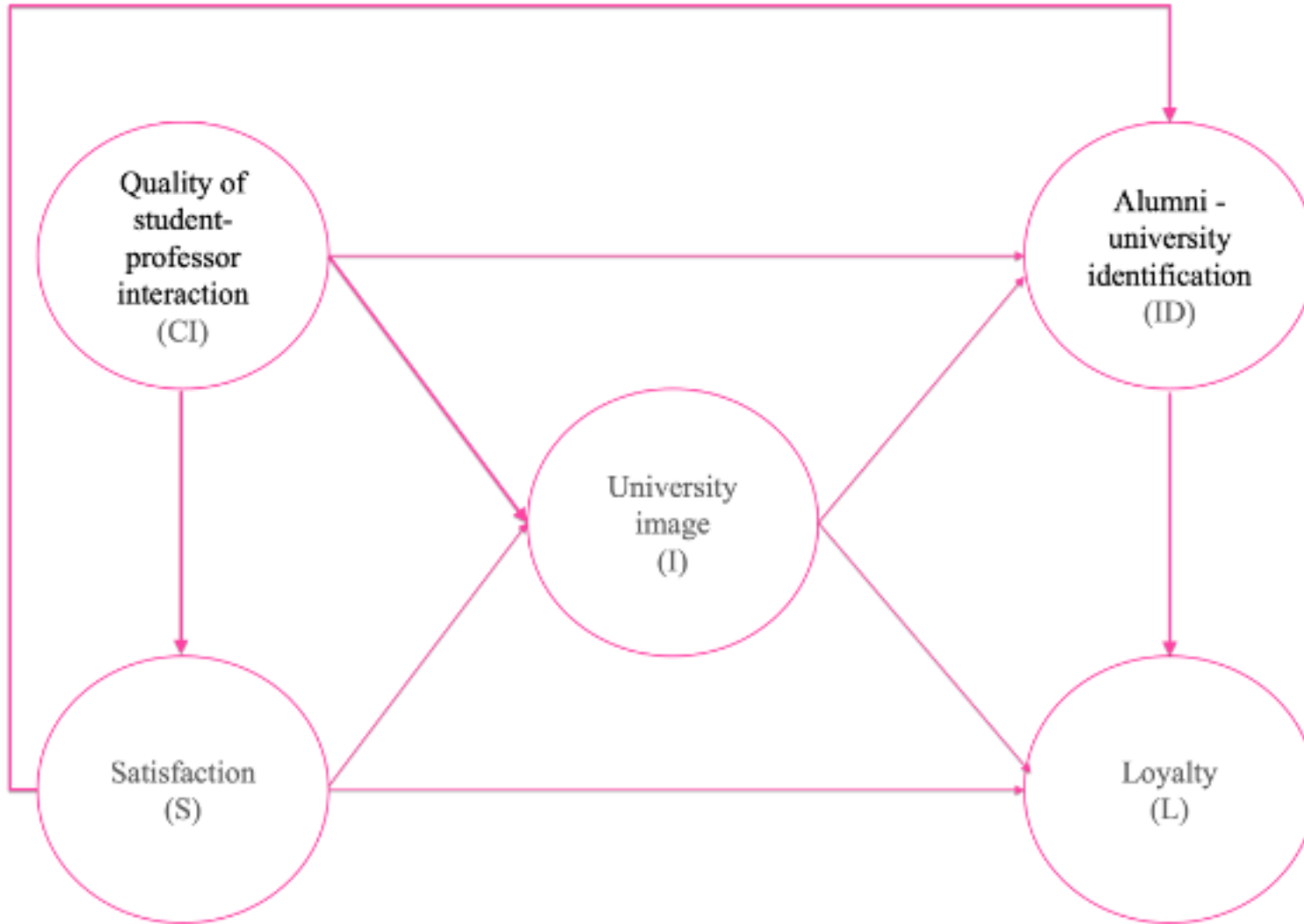


The study used a quantitative approach, the two-step cluster analysis technique, on a sample of 333 Alumni of the School of Management of the Pontificia Universidad Católica del Perú.



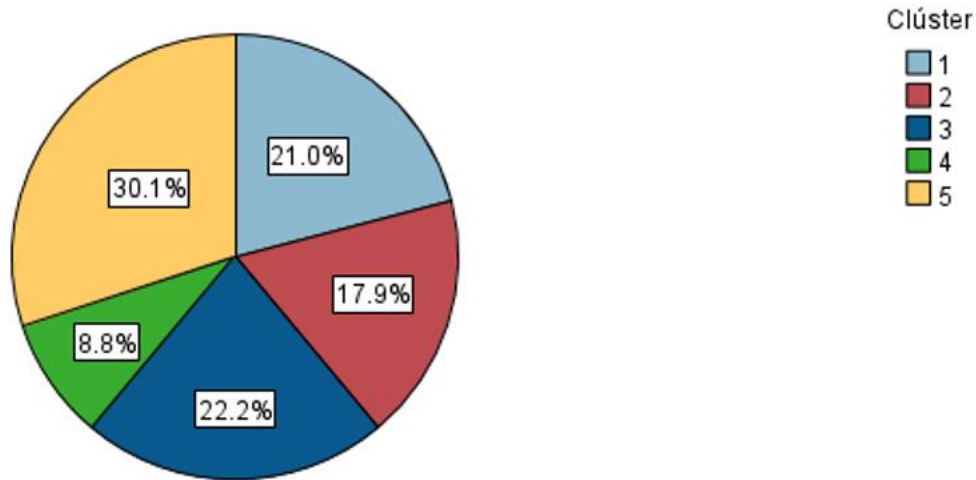
The variables researched are sex, specialty, current employment status, and the measurement of the perception of satisfaction used by Schlesinger et al. (2015; 2014; 2012) measured using a scale of three items.

Graduate- University Identification Model



Schlesinger, M. W., Cervera, A., & Iniesta, M. A. (2015; 2014; 2012)

Tamaños de clúster



We obtained five clusters with a good measure of cohesion, silhouette, and separation as a result of the application of the two-stage technique, using six variables: sex, specialty, current employment status, and the three items of the perception of satisfaction.

It means that the resulting clusters have a "good" separation between them and high cohesion within each one.

In short, their quality ensures that there would be no overlap between the clusters.

Cluster	1	2	3	4	5
Size	21.0% (69)	17.9% (59)	22.2% (73)	8.8% (29)	30.1% (99)
Entries	Business management specialty 94.2%	Public management specialty 62.7%	Business management specialty 100%	Business management specialty 79.3%	Business management specialty 100%
	Current occupation: Study and work 87%	Current occupation: Work 79.7%	Current occupation: Work 100%	Current occupation: Work 69%	Current occupation: Work 100%
	In general, I am satisfied to have studied at PUCP 7.99	In general, I am satisfied to have studied at PUCP 8.31	In general, I am satisfied to have studied at PUCP 7.85	In general, I am satisfied to have studied at PUCP 4.69	In general, I am satisfied to have studied at PUCP 8.29
	Gender: Male 58%	Gender: Female 74.6%	Gender: Male 100%	Gender: Female 79.3%	Gender: Female 100%
	The university has met my expectations 7.52	The university has met my expectations 7.78	The university has met my expectations 7.38	The university has met my expectations 4.31	The university has met my expectations 7.78
	My decision to have studied at PUCP was the right one 7.57	My decision to have studied at PUCP was the right one 8.14	My decision to have studied at PUCP was the right one 7.95	My decision to have studied at PUCP was the right one 4.69	My decision to have studied at PUCP was the right one 8.23

- Clusters 3 and 5 are made up entirely of Alumni from the business management specialty.
- Only cluster 2 comprises Alumni from the public management and social management specialties, these two being the specialties that have historically had the fewest number of students within the School of Management and, therefore, of Alumni.
- A clear arithmetic difference can be observed between the average scores in cluster 4 and the rest of the clusters.
- 4, there are averages of 4.69 for S1, 4.31 for S2, and 4.69 for S3; on the other hand, in the rest of the clusters, the averages for these three items are above 7, within a scale that goes from 1 to 9.
- The behavior is statistically different and lower in cluster 4.
- This could suggest that the segment with the least satisfaction is more likely to have less institutional loyalty upon graduation.

Average Loyalty items of the model according to each cluster

Cluster	If you had to take other courses, studies, you would consider the university as your first option	If someone asks you for advice, you would recommend the university	If the opportunity arose, you would comment positive things about the university with your family and friends	You would encourage others to study at the university
1	5.90	7.51	7.81	7.67
2	6.64	8.05	8.14	7.93
3	6.11	7.58	7.77	7.79
4	3.59	4.21	5.00	4.10
5	6.67	8.14	8.44	8.28

- Clusters 1, 2, 3, and 5 reveal good levels of satisfaction towards the university and the School of Management; this is positive.
- Data indicates that cluster 4 is the segment of Alumni with the least satisfaction, showing essential differences with the other clusters. Even though it is the smallest cluster, the low levels of satisfaction are worrisome. This cluster is composed of Alumni who, at the time of the survey, were not working or studying.
- The cluster analysis identified specialty as the primary variable. It is interesting to note that even though there is a significant difference in the number of students and Alumni between the three specialties: business, public and social management, mainly 80%, 10%, and 10%, respectively, a cluster was formed with public and social management Alumni.
- Two of the studied variables were irrelevant to the study; these were age and whether they were currently studying.
- The second table shows a similar behavior from cluster 4 regarding loyalty towards the university, hinting that lower levels of satisfaction are associated with lower levels of loyalty.



Thank you!

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