

**Educational programs and students' satisfaction in Tanzania: A Case of Accounting
Education in Dar es Salaam Higher Learning Institutions**

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This work was based on assessment of factors affecting students' satisfaction in accounting educational programs offered by higher learning institutions in Tanzania. Specifically the study had the objectives which are: determining the relationship between program related factors and students' satisfaction, students' related factors and students' satisfaction, institutional related factors and students' satisfaction, and finally the relationship between environment related factors and students' satisfaction. The study used primary data collected using a sample of 363 respondents from four accounting education higher learning institutions in Dar es Salaam. Structured questionnaires were used to collect quantitative data which were then analysed using regression and correlation analysis to achieve the objectives of the study. The findings revealed that Program related factors, Student related factors, and Environmental related factors have significant and positive influence on students' satisfaction in accounting educational programs offered by higher learning institutions in Tanzania. However, the Institutional related factors had no significant influence on students' satisfaction. Based on the findings of the study, it can be concluded that program related factors, students' related factors and environmental related factors have a significant influence on students' satisfaction. While Institutional related factor has no significant influence in student satisfaction. Thus the study recommends for the higher learning institutions to improve the level of student satisfaction by improving the program, student and environmental related factors. Policy makers should use these results in setting relevant policies for high educational programs improvement.