

Comparative Study between Herzberg's and Maslow's Theories in Maritime Transport Education

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Abstract : Learner satisfaction has been a vital field of interest in the literature. Accordingly, the paper will explore the reasons behind individual differences in motivation and satisfaction. This study examines the effect of both; Herzberg's and Maslow's theories on learners satisfaction. A self-administered questionnaire was used to collect data from learners who were geographically widely spread around the College of Maritime Transport and Technology (CMTT) at the Arab Academy for Science, Technology and Maritime Transport (AAST&MT) in Egypt. One hundred and fifty undergraduates responded to a questionnaire survey. Respondents were drawn from two branches in Alexandria and Port Said. The data analysis used was SPSS 22 and AMOS 18. Factor analysis technique was used to find out the dimensions under study verified by Herzberg's and Maslow's theories. In addition, regression analysis and structural equation modeling were applied to find the effect of the above-mentioned theories on maritime transport learners' satisfaction. Concerning the limitation of this study, it used the available number of learners in the CMTT due to the relatively low population in this field.

Keywords : motivation, satisfaction, needs, education, Herzberg's and Maslow's theories

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