

Assessing The Perceived Differences Of Service Quality Across Gender In Public Polytechnic Institutes**Arti Behl¹ , Dr. Sharanjit Singh Dhillon²**

ABSTRACT - The objective of this research paper is to assess the role of gender in evaluating the service quality of public polytechnic institutions. This study is based on the primary data. Questionnaire is framed for collecting the necessary information. Likert's 7 point scale has been adopted to quote the responses of the students. A sample of 250 students is taken for study. The data was analyzed with the help of Independent Sample 'T'-Test. This study analyzes the role of gender in evaluating the service quality of public polytechnic institutions. It is important to investigate service quality logically because in the present era of fierce competition among institutions, quality of service plays an important role for their survival. Different students perceive the service quality differently according to their demographic features. The study concluded that no significant differences between male and female respondents for service quality dimensions in public polytechnic institutes.

KEYWORDS: Public, Private, Dimension of service quality

1. Introduction

Nature and delivery of higher education is one of the important requirements for the institutions to be successful in present globalized world. Demographic aspect of service quality is also considered important to know about the perception of students. This study analyzes the role of gender in evaluating the service quality of polytechnic institutions. The rule of survival of the fittest applies. The institutions which are best & provide quality services will be able to survive in the long run. The quality sets must be efficient and better than the others to remain in competition. Different students perceive the service quality differently according to their demographic features. It is immensely significant for an institution to recognize the effects of gender while evaluating the service quality. This is one of the very important operative strategies of marketing. Thus the study has discussed the differences in the student's perception towards service quality of public polytechnic institutes on the basis of gender.

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2. Review of Literature

Ganesan-Lim et al; (2008) examined the role of demographics in influencing the observations of the factors of service quality. The main aim of the study was to frame an outline of demographics and their effect on service quality. Primary data was used for the study. The technique of MANOVA was applied to analyze the data. The study also revealed that gender and Income were insignificant factors, highlighting service sector is moving beyond the restriction of gender biasedness and income inequalities.

Mokhlis (2012) undertook the analysis to determine the discriminator demographic and social variables for the service quality of local government. According to the study there are dissimilar demographic groups and that different factors of service quality may affect unlike groups differently. The study found that there were statistically significant differences in discriminant functions namely: gender, age, and education with regard to dimensions of service quality. Empathy, tangibles and reliability were formed to be the three predictor variables which helped for discriminating between the gender. It showed that perception of females was lower than males.

Ivana et al;(2013) examined the demographic structure and perception of the Bachelor students at the German study line. Questions related to learning and teaching, educational services, infrastructure and streamlines for graduates. The study found that number of female were more than the number of male at the Bachelor level, which indirectly showed the relation of gender and academic enrollment of students. To find out the significant differences between male and female concerning the gratification level of the professed quality, t – test for independent sample had been used to compare the means of two populations. Further, the study found that male group was less satisfied as compared to female group in regard to features such as readiness of teaching staff, presence of technical apparatus, and the availability of visiting and internal lecturers.

3.Data Base and Research Methodology: The present study is based on primary data. For the data collection, a questionnaire was developed based on SERVQUAL scale and review of literature. In all 35 statements were framed for evaluating the service quality in polytechnic institutes. These attributes were measured on a seven-point rating scale, ranging from 1 (strongly disagree) to 7 (strongly agree), where students were asked to indicate the extent to which each attribute influences their evaluation for choosing public polytechnic institutes. The data was analyzed with the help of Independent Sample 'T'-Test.

4.Hypothesis

Following is the hypothesis with regard to discernment of students related to gender in public polytechnic institutes.

H₀₁: No significant differences found in perception of students for service quality dimensions through Gender.

4.1 Profile of students in Public Polytechnic Institutes:

In order to understand the perceptions of students towards service quality, the profile of students in public polytechnic has been analyzed. On the grounds of gender, there may be deviations in the service quality. These deviations are also evaluated. The following table 1.1 shows the demographic features of the students.

Table 1.1
Profile of Students

Features	Frequency	Percent	Cumulative Percent
Gender			
Male	105	42.0	42.0
Female	145	58.0	100.0
Total	250	100.0	

Source: Based on survey

Table 1.1 reveals that in sampled population, the number of males is 105 and number of female is 145. Thus it is clear that there were more female respondents (58%) than males (42%).

4.2 Exploration of differences in Students Perceptions to Service quality of Public Polytechnic Institutes through Gender

The investigation of difference in student's discernments to service quality across the factor of gender has been discussed in this segment. In this study dependent

variables are the magnitudes of service quality. The mean values of dependent variables are calculated. This is done for the two categories male and female. The data was analyzed with the help of Independent Sample 'T'-Test. This test has recognized significance of differences of means in students' discernments to service quality through gender.

Table 1.2

Mean Scores of Students Perceptions towards Service Quality of Public Polytechnic Institutes through Gender

Group Statistics					
FACTORS	GENDER	N	Mean	Std. Deviation	Std. Error Mean
RELIABILITY	Male	105	4.9937	.57267	.05589
	Female	145	4.9724	.60413	.05017
TANGIBILITY	Male	105	5.0143	.79876	.07795
	Female	145	5.0690	.59983	.04981
TRUSTWORTHY	Male	105	5.0000	.84067	.08204
	Female	145	4.9138	.85461	.07097
EXPERTISE	Male	105	4.8048	.74998	.07319
	Female	145	4.7931	.72129	.05990
RESPONSIVENESS	Male	105	5.0032	.74607	.07281
	Female	145	5.0046	.74327	.06173
EMPATHY	Male	105	4.9746	.64167	.06262
	Female	145	4.8322	.84266	.06998
PERSONAL ATTENTION	Male	105	4.9683	.78789	.07689
	Female	145	4.8345	.82132	.06821
CUSTOMIZED SERVICES	Male	105	4.9302	.72012	.07028
	Female	145	4.9149	.73889	.06136
PROMPTNESS	Male	105	4.9270	.72939	.07118
	Female	145	4.9977	.68886	.05721
ASSURANCE	Male	105	4.9619	.76175	.07434
	Female	145	4.8138	.80135	.06655

Source: Author's calculations

Table 1.3

Independent Sample 'T' Test: Differences in Service Quality of Public Polytechnic Institutes through Gender

FACTORS		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
RELIABILITY	Equal	.199	.656	.280	248	.779

	variances assumed					
	Equal variances not assumed			.283	230.876	.778
TANGIBILITY	Equal variances assumed	5.888	.016	-.618	248	.537
	Equal variances not assumed			-.591	184.109	.555
TRUSTWORTHY	Equal variances assumed	1.285	.258	.793	248	.429
	Equal variances not assumed			.795	226.350	.428
EXPERTISE	Equal variances assumed	.207	.649	.124	248	.901
	Equal variances not assumed			.123	219.013	.902
RESPONSIVENESS	Equal variances assumed	.003	.959	-.015	248	.988
	Equal variances not assumed			-.015	223.744	.988
EMPATHY	Equal variances assumed	6.387	.012	1.453	248	.147
	Equal variances not assumed			1.517	247.349	.131
PERSONAL ATTENTION	Equal variances assumed	.000	.995	1.293	248	.197
	Equal variances not assumed			1.301	229.457	.194
CUSTOMIZED SERVICES	Equal variances assumed	.122	.728	.162	248	.871
	Equal variances not assumed			.163	227.516	.871
PROMPTNESS	Equal	.493	.483	-.782	248	.435

	variances assumed					
	Equal variances not assumed			-.774	216.502	.440
ASSURANCE	Equal variances assumed	.858	.355	1.472	248	.142
	Equal variances not assumed			1.484	230.546	.139

Source: Author's calculations

The mean scores of various dimensions of service quality are presented in the Table 1.2. The mean scores of service quality dimensions i.e. Tangibility, Responsiveness and Promptness are more in case of females which reflected that females have more distinctive viewpoint towards these dimensions as compared to males. While males have more prominent viewpoint towards Reliability, Trustworthy, Expertise, Empathy, Personal Attention, Customized services and Assurance dimensions. In order to understand the significant differences in the opinion of males and females towards service quality dimensions, Independent Sample 'T' Test has been applied and the results are presented in Table 1.3.

Table 1.3 reveals that there are no significant differences between male and female respondents towards service quality dimensions. Both male and female perceptions towards service quality are almost same. The results are in line with Ganesan-Lim et al;(2008)and Grazhdani & Merollari(2015) which also showed no significant differences between male and female respondents for service quality dimensions. The reason is that majority of male & female students belongs to rural background .Thus they are not much aware about service quality dimensions. In addition to it, most of the students belong to under privileged category so they are least bother about service quality dimension.

5. CONCLUSION

The above analysis in respect of assessing the perceived differences of service quality in public polytechnic institutes with regard to gender. In case of Public polytechnic institutes the study reveals that there are no significant difference is found between male and female respondents towards service quality dimensions.

Both genders have same perceptions towards the entire dimension of service quality. This may be because both male and female in government institutions are majorly career oriented & gives stress on academic concepts. It can be concluded that demographic factors play a very important role in assessing the service quality of polytechnic institutions. These factors provide guidelines to the higher education industry to offer promptly and personally rather than through informal way. In a nutshell, service quality of polytechnic institutions must be a line with the demographic factors. Service delivery to the students should be analyzed from their perspectives, rather than institutions' own perspective.

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