

Impact Of Service Quality On Students' Satisfaction In Public Polytechnic Institutes

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Abstract: The objective of this research paper is to evaluate the impact of service quality on student's satisfaction in public polytechnic institutions. This study is based on the primary data. Questionnaire is enclosed 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. ANOVA technique has been applied. The result of test shows student's satisfaction is affected by the dimensions of service quality in public polytechnic institutes.

Key words: Student satisfaction, Service quality

Introduction- Public institutions play a pivotal role in the amelioration of general as well as technical education. Students just like other clientele, at the outset anticipate superb services from the education service providers. The question is how to judge the degree of student's contentment i.e satisfaction. If student's satisfaction meets his/her expectation, he or she feels satisfied. But if satisfaction of student is not up to his/her expectation, then they feel discontented. This study examines the influence of service quality on students' satisfaction.

Review of Literature:

Bharwana et al; (2013) examined impact of service quality on customers' satisfaction. The objective of the study was to determine the impact of service quality on customer's satisfaction. This data was collected from the students of colleges of Faisalabad, Pakistan. All students laid more emphasis on the concept of service quality of the institution. Regression technique was used to examine whether SERVQUAL was commentator of satisfaction of customer or not. It studied the impact of independent variable i.e. Tangibles, Empathy, Reliability, Responsiveness and Assurance.

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Tangibles had got greater score among all the other dimensions of service quality. Empathy acquired lowest score. Moreover one of the important results was that all of perspective of SERVQUAL had a significant relation with customer satisfaction. The study demonstrated that students were up to some extent satisfied with quality of services provided by colleges.

Vemula (2013) examined the practice of diverse factors of service quality in the present educational system. The study took primary as well as secondary data to discuss the impact of service quality on the satisfaction of the student in higher educational institutes. Primary data was collected with the help of questionnaire. The study included six colleges in Hyderabad and Secunderabad. A sample of 306 students was taken. The value of Pearson correlation indicated that a high positive correlation existed amid two factors of service quality and student satisfaction. These two factors were reliability and assurance. It explained that these two mentioned factors were considered as important ones to affect satisfaction in education sector.

Data sources and research methodology

In this study effort has been made to analyze the influence of service quality on students' gratification in polytechnic institutes. Total score was calculated both for different dimensions of SERVQUAL scale and for students' satisfaction in order to examine the impact of service quality on students' satisfaction. Data for dimensions of SERVQUAL scale and for students' satisfaction was collected on 7 point Likert scale where 1 stands for strongly disagree and 7 stands for strongly agree.

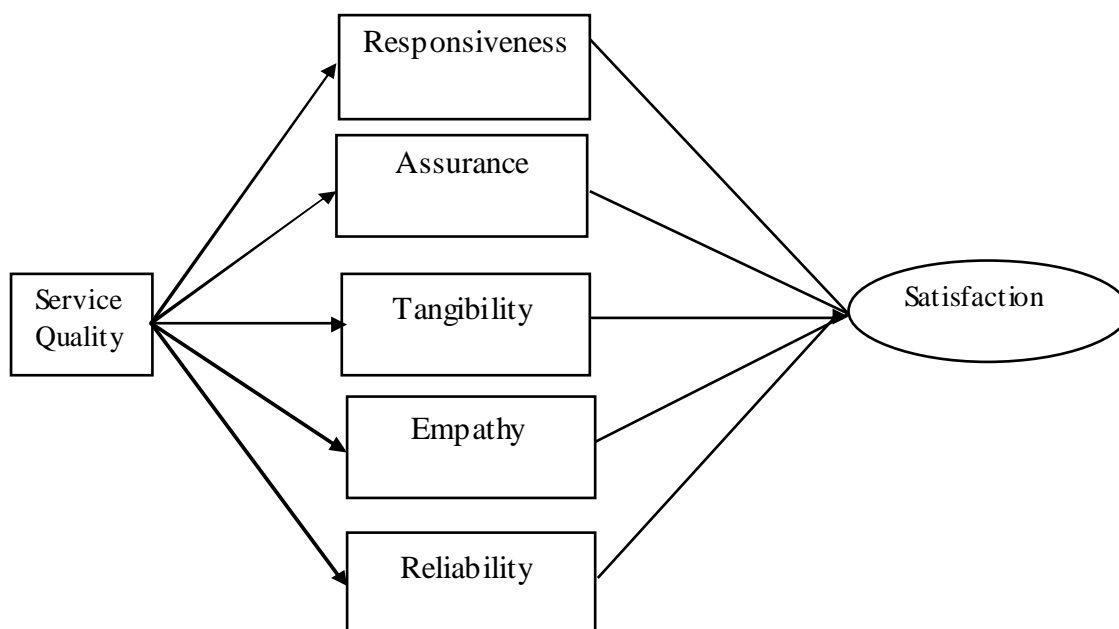
Section-I

1.1 Customer Satisfaction

Customer Satisfaction is the result of a customer's perception of the value received and value received equals perceived service quality relative to price (Halo Well, 1996). The following criterion was laid down by (Parasuraman et al; 1988) for expressing the relationship between service quality and customer satisfaction.

Figure 1.1

Relationship between Service Quality and Customer Satisfaction



Source: Parasuraman *et al.*, 1988

It emerges from review of literature that satisfaction of the customer is important for service providers. The satisfaction of students is also important for education service providers. Students' satisfaction is positively affected by the service quality provided by education service providers. In this section effort has been made to check the impact of service quality on students' satisfaction. Increased satisfaction leads to patronage, loyalty and possession of customer. Thus, satisfaction is something related to those services and products which have already been purchased. A customer satisfaction model that shows the relationship between service quality and customer satisfaction has been shown in Figure 1.1

SECTION- II

1.2 Analysis and Interpretation of Impact of Service Quality on Students' Satisfaction for Public Polytechnic Institutes

The impact of service quality on students' satisfaction with the help of total scores of ten dimensions of service quality is taken in the current study. Students' satisfaction was taken as dependent variable whereas dimensions of service quality were taken as independent

variables. Students’ satisfaction was measured by taking the total of five statements depicting students’ satisfaction for each and every respondent and service quality was measured by total score of ten dimension of service quality. Furthermore, a preliminary investigation was done to ensure that no violation of the assumptions on multicollinearity, normality, linearity and homoscedasticity exists.

Following hypotheses were set and checked.

- H₀₁: There is no impact of the dimension ‘Reliability’ on students’ satisfaction.
- H₀₂: There is no impact of the dimension ‘Tangibility’ on students’ satisfaction.
- H₀₃: There is no impact of the dimension ‘Trustworthy’ on students’ satisfaction.
- H₀₄: There is no impact of the dimension ‘Expertise’ on students’ satisfaction.
- H₀₅: There is no impact of the dimension ‘Responsiveness’ on students’ satisfaction.
- H₀₆: There is no impact of the dimension ‘Empathy’ on students’ satisfaction.
- H₀₇: There is no impact of the dimension ‘Personal Attention’ on students’ satisfaction.
- H₀₈: There is no impact of the dimension ‘Customized services’ on students’ satisfaction.
- H₀₉: There is no impact of the dimension ‘Promptness’ on students’ satisfaction.
- H₀₁₀: There is no impact of the dimension ‘Assurance’ on students’ satisfaction.

Empirical Results: Correlation was applied to check the relationships among independent variables to examine the multicollinearity. The correlation among independent variables should not be more than .70 (Malhotra & Peterson, 2006). In the present study, all the independent variables are moderately correlated. This means that independent variables have been chosen in fairly good manner and there is no problem of multicollinearity.

Besides this, the results of ANOVA (Analysis of variance) have been shown in the Table 1.1

Table 1.1
ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4516.900	10	451.69	38.344	.000*
	Residual	2815.756	239	11.78		
	Total	7332.656	249			
a. Predictors (Constant): Tangibility, Reliability, Empathy, Assurance, Responsiveness, Trustworthy, Expertise, Personal attention, Customized services, and Promptness						
b. Dependent Variable :Students’ satisfaction						

Source: Author’s calculations

Note: (*) indicates significant at 5% level of significance

Table explains overall goodness of fit of the model. F- Statistic of the model is 38.344. The calculated value of p statistic is smaller than 0.05 which means independent variable very well explain the variation in the dependent variable at 5% level of significance.

Table 1.2
Model Summary

Model	R	R Square	Adjusted R Square
1	.784	.616	.600

Source: Author’s calculations

Table 1.2 provides the summary of the model which specifies student’s satisfaction as a function of dimensions of service quality i.e tangibility, reliability, empathy, assurance and responsiveness, trustworthy, expertise, personal attention, customized services, promptness. The value of R square of the model is 0.616 which shows that 61.6% of the variation in the dependent variable i.e. students’ satisfaction is explained by ten independent variables. Adjusted R² value, which is the most useful measure of the success of a model, at 0.600 accounts for 60% of the variance in the dependent variable. Apart from it, the value of R shows that a significant relationship exists between dependent variable and independent variables.

SECTION- III

Evidences shows that service quality is an excellent technique to enhance customers’ satisfaction level .One of the main objective of this study is to determine the impact of various service quality dimensions on student satisfaction of public polytechnic institutes of Punjab.

The analysis indicate, that service quality and all its dimensions such as Reliability, Tangibility, Trustworthy, Empathy, Customized services, Promptness and Assurance have significant impact on satisfaction of students in case of public polytechnic institutes. These findings are in conformity with the existing literature. The reason is number of previous

researches on this construct have been done in developed countries while this research is being done in a developing country where the concept of customer satisfaction and service quality is entirely different from developed countries on environmental grounds, financial resources, curriculum infrastructure, qualification of faculty members etc. Thus it can be concluded that better service quality creates a long term bonding between student and service provider. If the higher educational institutions have to attract and perpetuate rational students, it has to introduce new technologies along with improvement in the service quality.

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