Service Quality Dimensionality in Higher Education Institutions (HEIs): An Analytical Approach from Students’ Perspective

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ABSTRACT

High levels of stress in the academic environment is linked to a lack of clarity in academic role and a phenomenon of chronic overwork caused by changing HEI’s structures and expectations. But there is a current positive trend of universities developing more and more wellbeing policies, which means impact of technology in higher education institutions learning environment. The major aim of this research paper is to identify the dimensions, which is the best predictor of overall service quality in higher educational institutions service sector. EduQUAL item in original form is not enough in the context of southern tamilnadu educational environment. A five dimension EduQUAL item including customer evaluation revealed reliable and valid results in one of the southern states of India i.e. Tamilnadu context. The researcher has used SPSS for analyzing the data and AMOS. The significant coefficient is Assurance dimension and the remaining 6 predictors are non-significant. The non-significance variable exceeds 0.05, and do not contribute much to the regression model. This means that the Assurance dimension is the main predictor for overall satisfaction of students.

Keywords: Assurance Dimension, EduQUAL, Higher Educational Environment, Higher Education Institutions, SERVQUAL

INTRODUCTION

Students’ of Higher education institutions self-esteem and confidence, affecting sometimes physical wellbeing (e.g. lack of sleep, poor nutrition). Individuals, graduate (Muurlink, O. and Poyatos Matas, C. 2011). A higher degree of stress: Wellbeing Review of relevant literature and empirical evidence (mainly surveys) to demonstrate a relationship between high levels of stress in the academic environment (postgraduate and teachers) and 1) a lack of

DOI: 10.4018/ijtem.2015010106
clarity in academic roles 2) chronic overwork. Credibility/validity: a well-constructed article but which does not provide measurement tools. High levels of stress in the academic environment is linked to a lack of clarity in academic role and a phenomenon of chronic overwork caused by changing university structures and expectations. But there is a current positive trend of universities developing more and more wellbeing policies (following a ‘Google’ model) which means impact of technology in higher education institutions learning environment. Findings of an Individuals and graduate perceptions of the benefits of higher education with respect to service quality dimensional- ity measurement contribute a lot to health behavior of student customers of HEI’s. The major aim of this research paper is to identify the dimensions, which is the best predictor of overall service quality in higher educational institutions service sector. The paper estimate validity of individual constructs forming part of EduQUAL. It incorporates five dimensions called as Tangibility, Reliability, Responsiveness, Assurance, Empathy, and its Perception level leads to overall student satisfaction along with customer evaluation model.

OBJECTIVE OF THE STUDY

Identifying ‘net effects’, other relevant distinctions which are addressed by the questions posed by Pascarella and Terenzini in their latest volume are: how far changes are differentially related to the kind of institution attended (‘between-college’ effects), how far changes are related to differences in the student experience within any given institution (‘within-college’ effects), whether changes are differentially shaped by individual student characteristics (‘conditional’ effects), and whether the effects of higher education are durable (‘long-term’ effects). These are important distinctions that need to be made in discussions about the impacts of higher education. The ‘net effects’ of higher education, i.e. those changes in students which can actually be attributed to the influence of higher education on learning and cognition, moral development, career and economic returns is more expansive and consistent than the evidence concerning changes in attitudes, values and psychosocial characteristics. The individual SQ factors that influence customer’s perception as well as the relative importance of these influencing factors and weighting are the source of their perceptions. This research aims an analytical approach of service quality of the HEI’s in three districts i.e. Madurai, Virudhunagar and Tirunelveli of Tamil Nadu, one of the southern states of India, to correlate performed service quality with their satisfaction and to study the influence of the both in the customer evaluation of the HEI’s customers, Thereby the study suggest to improve their service quality to retain their customers. The research includes development of scale to measure the expectation and perceived service quality, overall satisfaction and a scale to measure the future customer evaluation of the HEI’s customers. Accordingly, the objectives of the study are:

1. To measure service quality of HEI’s service provider;
2. To analyse important factors of quality assessment in HEI’s service provider;
3. To identify differences of the student perception on the service quality based on their demographic factors and SQ dimensions;
4. To recommend which area(s) that needs for improvement.

PROBLEM STATEMENT

Globalization and information technology have brought challenges to educational institutions in Tamilnadu. The education service providers are facing with an increasing competition as more new programs offered, new delivery means of the existing program (i.e. distant learning or e-learning) are introduced, new institutions are established (both public and private), and new foreign entities enter the market. With this,
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