



STUDY ON THE IMPORTANT OF SERVICE QUALITY IN A UNIVERSITY

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ABSTRACT

Excellent service quality can retain existing customers and develop new ones (Kolter, 1991). Schools, like enterprises, provide good service quality, which will help schools attract new students, retain old students, and reduce the transfer rate.

This research object to students on university, and implements the method of questionnaire distribution. Results shown students pay attention to the department's class in accordance with the schedule in the syllabus, and also hope that if they have any complaints about the university, they need to have an immediate response in communication.

In addition, in addition to the abundance of books, the library also needs to have sufficient public facilities. Competitions, seminars, and conferences are what students need to expand beyond their studies. In terms of universities, efforts should be made to enhance exchanges with industries and provide students with more job opportunities in the future.

KEYWORDS: *service quality*

MOTIVATION

Quality is the cornerstone of a school's competitiveness. The improvement of quality is the trend of business management and a key factor for success (Parasuraman et al., 1985; 1988); therefore, quality is an important factor for the sustainable survival of schools.

In order to reduce the impact of the reduction in the number of students, the school has adopted various preferential programs for recruiting new students. But as far as CAISHI is concerned, the consolidation of service quality is the most fundamental competitive advantage.

The purpose of the research is to understand students' satisfaction and emphasis on school service quality.

LITERATURES

Hill (1997) conducted a research survey on the service quality of British universities. The aspects of measuring educational services include teaching (covering curriculum content, teaching quality, teaching methods, teacher-student interaction, and teaching evaluation); student participation in curriculum review and development, counseling, work experience, computer facilities, library services, school bookstores, career services, cooperatives, scholarships, health services, accommodation services, student associations, restaurant services, teaching centers, study tour services.

Soutar et al. (1996) used the SERVQUAL scale model to measure Australian college students' perceptions of school service quality in the form of customer perspectives.

Its measurement dimension is divided into two levels of teaching and administration. Its teaching aspects are divided into:

- Tangibility
- Reliability
- Reactivity
- Caring
- Guaranteed
- Knowledge and Communication.



Administrative dimension is divided into as following:

Tangibility
Reliability
Reactivity
Caring
Guaranteed
Communication and systems.

Sakthivel and Raju (2006) studied the educational quality model based on TQM, and developed seven dimensions to measure the educational quality of engineering students:

Senior management support
Customer attention elements
Course delivery
Communicate
Equipment
Continuous improvement
Elements of the learning environment.

Conrad and Wilson (1985) proposed that the variables to measure educational quality include:

Staff quality
Student quality
Course quality
Quality of supporting service systems (e.g. library, laboratory, equipment and physical landscape) financial resources
Six quality elements including the quality of program implementation.

ANALYSIS AND RESULTS

Based on the above literature review, this part uses the variables of service quality, including: support from senior managers, customer attention elements, course delivery, communication, equipment, continuous improvement, learning environment and other service elements, to explore students' perceptions of these elements. perceptions are different. The research elements is shown as following, and the items in the constructs as Table 1 to 7.

SERVICE QUALITY

- Senior management support
- Student attention elements
- Course delivery
- Communicate
- Equipment
- Continuous improvement
- Learning environment

In the following, for the seven research dimensions, the calculation and analysis of the item scores of each dimension will be carried out.

In Senior management support, the average acceptance level of the dimension importance is 3.78, which means that in the title item, "The university pays attention to the requirements and complaints of students and parents, and can analyze the reasons for improvement." is considered the most important by students. , followed by "The university will listen to good suggestions from students and implement them in practice.", "Provide students with an environment in which they can learn effectively", and "Provide adequate resources and equipment for students to study" (Table1).



Table 1 Senior management support mean table

| Items | mean |
|--|------|
| Provide adequate resources and equipment for students to study | 3.78 |
| Faculty members have considerable devotion and loyalty to the teaching or administration of the university | 3.74 |
| The university has arranged appropriate teaching courses | 3.75 |
| The university will listen to good suggestions from students and implement them in practice. | 3.81 |
| The university has made efforts to promote exchanges between industries | 3.77 |
| Provide students with an environment in which they can learn effectively | 3.79 |
| The university pays attention to the requirements and complaints of students and parents, and can analyze the reasons for improvement. | 3.83 |

Students' cognition of the importance of each university service index heading item is generally between ordinary and important. In Table 2, in the aspect of Student attention elements, "Students are free to choose elective subjects without any restriction" is the most important indicator for students; followed by "The University provides the help students need at all times", "Students have unimpeded access to school" resources, equipment", and "Teachers and staff are patient at all times to help and care for students".



Table 2 Student attention elements mean table

| Items | mean |
|--|------|
| The University will provide students with academic or non-academic needs | 3.73 |
| Teachers and staff are patient at all times to help and care for students | 3.83 |
| The University provides the help students need at all times | 3.85 |
| Before entering the school, the university has given the new students a brief introduction to the school equipment and other matters | 3.64 |
| Students have unimpeded access to school resources, equipment | 3.83 |
| Students are free to choose elective subjects without any restriction | 3.89 |
| University encourages students to be more involved in activities | 3.67 |
| Teachers and staff on the university let students share their expertise | 3.76 |
| Complaints made by students to staff are resolved | 3.78 |
| The university has a service for on-campus recruitment | 3.72 |

In Table 3, in Course delivery, the mean facet importance is 3.74. Among them, students considered the indicator "Good communication channels between students and the department" as the most important aspect of curriculum structure, followed by "The timetable provided is based on the convenience of students", and "The department has the latest instruments (eg: multimedia, computer aided, projection systems) to enhance student presentations". In Communicate, in Table 4, "After the university accepts the complaint, it will improve it as soon as possible" is the most important service indicator considered by students, and the average cognitive level of the overall dimension is 3.73.



Table 3 Course delivery mean table

| Items | mean |
|---|------|
| The timetable provided is based on the convenience of students | 3.79 |
| innovative teaching methods | 3.71 |
| Good communication channels between students and the department | 3.79 |
| The department has the latest instruments (eg: multimedia, computer aided, projection systems) to enhance student presentations | 3.78 |
| The department provides students with sufficient study materials (eg: course outline, course focus) | 3.72 |
| The department has classes in accordance with the schedule in the syllabus | 3.65 |

Table 4 Communicate mean table

| Items | mean |
|---|------|
| The University has records and accepts student and parent complaints and responds appropriately | 3.70 |
| There is a good interaction or communication meeting between the university and students and parents to correct or solve students' problems | 3.65 |
| After the university accepts the complaint, it will improve it as soon as possible | 3.83 |

In addition, in Equipment, in Table 5, "There are enough public facilities in the library" is the most important indicator for students, followed by "The university has a sufficient number of laboratories and computer classrooms", "The University has indoor/outdoor activity spaces for sports" , games", and "Meals in the university cafeteria are fresh and healthy". The overall dimension's importance recognition degree is 3.80.



Table 5 Equipment mean table

| Items | mean |
|---|------|
| University building equipment (e.g. auditoriums, meeting rooms, lecture halls and administrative centres) | 3.79 |
| The university has a sufficient number of laboratories and computer classrooms | 3.84 |
| There are enough public facilities in the library | 3.86 |
| There are computer hardware and programming software for students' convenience | 3.79 |
| Meals in the university cafeteria are fresh and healthy | 3.81 |
| University medical services, safety planning and first aid measures | 3.77 |
| The university is well equipped for accommodation | 3.78 |
| The University has indoor/outdoor activity spaces for sports, games | 3.82 |
| The University has well-marked car parks | 3.78 |

In Continuous improvement, the overall facet average is 3.73. Among them, students believe that "The University continues to improve the quality of teaching and improve the overall performance of the university" is the most important service indicator project, followed by "The department has stimulated students' thinking to enhance students' creativity", "The Department has stimulated students' thinking to enhance students' creativity", "The The University has arranged special activities to enhance students' communication, leadership, interpersonal, critical thinking, problem-solving and decision-making skills", and "The department encourages students to attend department meetings to discuss class/classwork aspects" (Table 6).



Table 6 Continuous improvement mean table

| Items | mean |
|---|------|
| The University continues to improve the quality of teaching and improve the overall performance of the school | 3.80 |
| The department has stimulated students' thinking to enhance students' creativity | 3.78 |
| The University has arranged special activities to enhance students' communication, leadership, interpersonal, critical thinking, problem-solving and decision-making skills | 3.70 |
| The department encourages students to attend department meetings to discuss class/classwork aspects | 3.70 |
| The department evaluates student performance and makes suggestions for improvement | 3.70 |
| The university encourages students to participate in different competitions, seminars and conferences to expand their knowledge beyond their studies | 3.69 |

In the Learning environment, students' perception "The university has to protect students from smoking, poisoning (drugs)." is the most important service indicator, in Table 7, that followed by "Teacher-student interaction contributes to teaching", "The University's library provides students with a convenient learning environment and the required books, and is convenient for students to obtain.", and "There are seminar rooms in the library.". The overall facet importance average is 3.76.



Table 7 Learning environment improvement mean table

| Items | mean |
|---|------|
| The University sees students as part of an overall team. | 3.72 |
| Teacher-student interaction contributes to teaching. | 3.84 |
| Frequent group discussions can enhance students' knowledge. | 3.75 |
| Teachers and staff are professional in their attire and demeanor. | 3.62 |
| At any time, the department/university is happy to address student concerns. | 3.72 |
| The University's library provides students with a convenient learning environment and the required books, and is convenient for students to obtain. | 3.82 |
| There are seminar rooms in the library. | 3.76 |
| Our campus has spectacular buildings and delightful garden views | 3.73 |
| The university has to protect students from smoking, poisoning (drugs). | 3.89 |

CONCLUSION

Students pay attention to the department's class in accordance with the schedule in the syllabus, and also hope that if they have any complaints about the university, they need to have an immediate response in communication.

In addition, in addition to the abundance of books, the library also needs to have sufficient public facilities. Competitions, seminars, and conferences are what students need to expand beyond their studies. In terms of universities, efforts should be made to enhance exchanges with industries and provide students with more job opportunities in the future.

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