



## **A study on service quality in higher education institutions with special reference to western Tamilnadu**

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### **ABSTRACT**

Service quality is regarded as the managerial efforts in facilitating activities of acquiring, creating, storing, sharing, diffusing, developing, and deploying service by individuals and groups. The Learned people and Higher Educational Institutions are considered as the service society, service hub respectively. Academic sector has significant opportunities to apply Service quality practices to support its education, research and also facilitate the nation in achieving the set of objectives. Service quality in higher educational institutions provides a set of practices for linking people such as students, teachers, researchers, business, and external entities also link with technology. It also focuses on how institutions can promote strategies and practices that help different actors and practitioners to share, manage and apply new service in Service quality encompasses much more, going beyond the intrinsic service industry of colleges and universities. At present educational are striving very hard to improve their standard, quality and adding more and more value to the services in order to attract quality of students and faculty members. This situation has raised the need to implement the service quality practices in the educational institutions in order to achieve their mission, be competitive, remain innovative, and ensuring the satisfaction of stakeholder's expectations.

**Keywords:** higher educational institutions, innovative

### **INTRODUCTION**

An Education in India has witnessed a tremendous growth in the last two decades with growing number of providers as well as takers of higher education. In present situation the educational institutions are facing a lot of competition from each other. The institutions are striving to improve their standards, quality by adding more and more an implementation of service quality practices in Higher education will be highly beneficial resulting in improved academic indicators to student learning, curriculum development, effective administrative and strategic tasks, better research quality, and enhanced faculty development.

The main objective of this study is focusing on the service quality practices adopted by self-financing arts and Science Colleges, measure the teachers level of satisfaction towards the Service quality Practices by self-financing arts and science college and to identify the nature of problems faced by self-financing arts and science colleges in implementation of effective measures to enhance service quality among higher self-financing arts and science colleges.

This study analyzes the service quality variables and its impact on productivity of students and faculty members. There are various factors such as academic and administrative activities carried by institutions, Teacher and Perception towards their institution, student related activities, service quality practices, service creation, service acquisition, service storage. Service transfer practices, service application practices, service sharing practices, Institutional cultural prevalent, employee engagement practices, faculty relationship, Institutional Learning Practices, Work Environment, Human Resource Practices and variables of satisfaction were taken for the study.

### **Objectives of the Study**

To analyse the perception of teachers on students monitoring, promotion and recognition practices followed by self-financing arts and science colleges in Western tamilnadu.

To measure the teachers' perception of the nature of service quality practices.

### **Scope of the Study**

This study will be valuable to the educational entrepreneurs, academicians and educational experts in understanding the need for implementation of service quality in higher education. There are studies which have examined the service quality practices towards faculty members. On the other hand, there exists a research gap towards analysis the as certain the service quality practices of the faculty members especially in the Self-financing arts and science college. So, it is essential to study the service quality practices such as service creation, sharing, service application, institutional learning practices, institutional cultural prevalent, work environment and satisfaction of the faculty members. Because they are sharing more service rather than other aspects.

### **Limitations of the study**

Research studies which involve sampling techniques have in heren tweeknesses as such studies do not give direct representation to the population rather their findings are depend enton in direct representation which may or may not represent the population truly. This study is also not free from limitations. Some of the limitations of the study are:

The primary limitation of the study was that, it was confined to Western tamilnadu, thus the study may suffer from geographical limitation. The findings and suggestion of this study may not suit to other district or other state, where it may have different demographic and socio-economic status.

The study is based on interview schedule / questionnaire and so the result would vary according to the opinion of the respondents.

The study has the basic limitations inherent for primary data which could have been influenced by psychological feelings of the respondents; this may influences the findings and conclusion drawn by the study.

Similarly, Third limitation of the study is that the data collected in the present study may not be free from the errors particularly with respect to respondents "involvement of the subject to certain limitations. There two issues may also influenceing eneralization of the study findings.

The sustainability of the growth of education sector depends on the degree of importance given to human resources. The brisk development in service quality is due to the service quality practices adopted by the education sector comprising of higher education institutions belonging to Government, Government aided and self-financing colleges. The development of service is a great challenge deciding the survival of these institutions. The service quality process helps inrecognizing and overcoming the crucial challenges faced by the industry.

Over the past decade or so, service quality has progressed from a prominent topic to an increasingly common function with in organizations belonging to various sectors. To advance organizational performance and to compete success fullying lo balmarkets, organizations need to have effective service quality . The Service training and development, Service assessment and management, Career growth, Human resource development, Service quality process capability have been identified as the major factors that are much needed in many organizations for their development and growth. Even though the need to manage service efficiently is generally accepted, service quality is still an intangible concept, and many studies continue to explore these intangible issues (Darroch & McNaughton, 2002). Even today, the outcome of service quality has not been clearly defined or understood. A lack of a proper framework for assessing the current status of service quality has cast doubt over the basic concept itself.

### **REVIEW OF LITERATURE**

Review of literature justifies the reasons for the conduct of a research study and demonstrates the understanding of the topic. It narrates a brief elaboration of prior studies. Prior research will help us to ensure that the researcher has included all the major relevant constructs in the study. The literature review is needed because it is a necessary skill for both the researchers and practitioners of a profession which claims to be founded on a service base and also to locate and summarize the findings of research on a given topic; it is for assessing the evidence and for arguments to support the conclusions. It is also useful to obviate the need for fresh research or to replicate the study.

By probing the emerging theories, models and frameworks for service quality is a primary reason for selecting this topic area and offering a critical analysis of the literature. It follows that it is significant to understand critical success factors and the contexts in which they have been presented to date. This literature review provides an overview and a critical analysis of most of the related theoretical and empirical studies about the relationship among Service Training and Development, Service Assessment and Management, Career Growth, Human Resource Development, Service quality Process Capability. Additionally, this literature review serves to establish a theoretical framework for this study and the research questions to beans were and the research hypotheses to be tested.

Walsh & Ungson (1991) Organizational memory includes individual memory (a person's observations, experiences, and actions) as well as shared service and interactions, organizational culture, transformations

(production processes and work procedures), structure (formal organizational roles), ecology (physical work setting) and information archives(both internal and external to the organization).

Read and Kleiner (1996) in their study sought to replicate the importance of service training and the importance of learning theory. Ten learning methods were identified to be the best namely videotapes, lectures, one-on-one instruction, roleplays, games/simulation, case studies, slides, computer-based service training, audiotapes and films. The study also detailed the factors considered for selecting the service training method and the various ways of evaluating the trainees after completing the program.

Grant (1996) recognized three means to incorporate service within an organization. The regulations that govern transfer from tacit to explicit, i.e. from experts to non-experts forms the starting point. The second means is to wary of organizational etiquette, set of rules and regulations and procedural formalities. The last aspect is to constitute teams which can take care of themselves and execute the task on hand by pooling in the necessary resources. Group synchronization must be achieved for better results. Service gaining is the procedure of increasing new subject matter and restoring on hand subject matter inside the corporation's tacit and explicit service base. This has been explained by various terminologies viz.: capture, creation, construction, identification, and generation

## **METHODOLOGY**

Descriptive research is chosen for this research. It is intended at finding issues or problems through a process of data collection that enables to describe the situation more elaborately. In essence, descriptive studies are used to describe several aspects of the phenomenon.

### **Sample Selection**

To have fair representation, it was proposed to have selected a sample from Faculty Members from the list of the Arts and Science Colleges in Western tamilnadu. The selection of respondents among arts and science faculty members is appropriate for several reasons. Faculty community is giving more importance to service quality practices their perceptions of those respondents would provide a comprehensive idea about the considered study.

### **Direct–Data Survey**

Diverse service quality practices are basic data for the study. The primary, as well as the secondary data was used to derive an accurate result (Saunders et al. 2012). The source of the data used to carry out the analysis is primary data. In order to fulfil the objectives set out, field survey method was employed to collect the primary data from 720 selected respondents through the structured questionnaire. The articles related to service quality practices, perception, cultural prevalent, employee engagement and satisfaction were taken into consideration in order to collect data for the review of the literature. The literature was used to prepare the appropriate questionnaire to test the relationship between the chosen factors taken for the study.

### **Research Hypothesis 1:**

H<sub>0</sub>: There is no significant relationship between the Position held by the teachers and their Perception related to various factors of Performance Monitoring, Promotions and Recognition of teachers in the Institution.

H<sub>1</sub>: There is a significant relationship between the Position held by the teachers and their Perception related to various factors of Performance Monitoring, Promotions and Recognition of teachers in the Institution.

The study determined to find out the significant relationship between position held by the teachers and the performance monitoring, promotion and recognition of teachers in the institutions and the results of the ANOVA test had a p value ranges from 0.00 to 0.004. The study observed that the computed ANOVA test values were found to be within the significant level of five per cent. Therefore, the hypothesis framed has been accepted and it is concluded that sample teachers level of understanding on teachers monitoring, promotion and recognition practices followed by self financing arts and science colleges in Western tamilnadu is influenced by the position held by them in their respective colleges except in case of Management of Salaries & Other Rewards and Management of Promotions & Recognition of Faculties, Here it is found that p value is greater than 0.005 and hence null hypothesis accepted which states that there is no significant relationship between teachers level of understanding on teachers monitoring, promotion and recognition practices followed by self financing arts and science colleges in Western tamilnadu is influenced by the position held by them in their respective colleges.

### **Measure Of Dispersion**

Association Between Position Held of Teachers And Level Of Perception on Performance of Student Related Activities

**Table1**

Variables	Professor		Associate professor		AssistantProfessor	
	Mean	SD	Mean	SD	Mean	SD
StudentsRelatedActivities						
InstitutionalGoalAchievements	1.000	0.000	3.000	0.000	1.410	0.492
Studentsuccessrate(InTermofAcademics)	2.000	0.000	3.000	0.000	1.680	0.575
StudentsEmploymentRate	2.000	0.000	3.000	0.000	2.095	0.634
StudentsTurningInnovativeEntrepreneurs	2.000	0.000	3.000	0.000	2.138	0.742
StudentsPassingto HigherEducation	2.000	0.000	3.000	0.000	1.891	0.778
StudentsPressuringResearchWorks	3.000	0.000	3.000	0.000	2.298	0.729
StudentsAdmissioninForeignUniversities	4.000	0.000	3.000	0.000	2.812	1.054
Industrial Integration in Terms of IV,interships/Projects,Seminars,Guest-Lecturers	4.000	0.000	3.000	0.000	2.075	1.116
Collaborationwithindustriesforstudentskill Exchange	4.000	0.000	3.000	0.000	2.035	0.886
CollaborationwithForeignuniversitiesforStudentsExchangeProgrammes	2.000	0.000	3.000	0.000	2.469	1.052
InternationalVisits toStudents	2.000	0.000	3.000	0.000	2.454	1.103
Entrepreneurial & PersonalityDevelopmentCellfunctioning	2.000	0.000	3.000	0.000	2.190	0.821
RecognitionofMulti-SkillOrientedStudents	2.000	0.000	3.000	0.000	2.051	0.738

Levelof Significance:5percent

The table analyzes the association between the position held by faculties and the factors related to the students' activities. The three scale positions as per norms, Associate Professor, Professor and Assistant Professors were compared and the results tabulated showed that professor have gained more performance monitoring, promotions and recognition of students in the institution.

Five factors were identified as being maximum percentage variance accounted. Ten variables: Locating Updated Service from University Database, Service Sharing would Create New Horizons for Institution, Service Sharing would Improve Work Processes in the Institution, Service Sharing would Strengthen ties Between Existing Members and myself, Encourages Service Sharing in Action, Encourages to bring new service into the Institution, Expertise has Developed as a Result of Working together with Colleagues, Service Sharing among Individuals is Based on Trust, Additional Points for Promotion is Given in Return For Service Sharing and Provides Training Programs, Structured Work Teams, Colloquia etc. to Facilitate Service Sharing are grouped as first factor and it accounts for 56.34 percent of the total variance. Four variables: Experienced Colleagues are always swilling to Share, Service Sharing among Individuals is based on Trust, Rewarding Service Sharing

with Monetary Incentives and Facilities available in the Institution Infrastructure Enables to Access the Shared Service Effectively constitute the second factor and it accounts for 10.90 percent of the total variance. Three variables: Service Accessibility from University Database, Locating Updated Service from University Database and Useful Application of Shared Service are down represent the third factor and it accounts for 7.57 percent of the total variance. Three variables: Service Sharing would get well Acquainted with New Members, Additional Points for Promotion is Given in Return For Service Sharing and Provides Training Programs, Structured Work Teams, Colloquia etc. to Facilitate Service Sharing compose the fourth factor and it accounts for 6.07 percent of the total variance. One variable: Service Sharing Results in Enhancing Expertise and Providing Opportunities for Recognition constitute the fifth factor and it accounts for 3.82 percent of the total variance.

## FINDINGS

In the twenty first century, workplace dynamics may undergo a sea change and human resource in colleges may be required to set standards of increased productivity, improved performance and management of self-learning process in new and innovative ways. The rules which determine the success of a college may be entirely different from those of the present to future. Though, the final countdown of the twenty first century has begun, KM may continue to remain an important force for the educational sector in future. As KM practitioners create rather than merely respond, they may look for greater leverage and more productive ways to help teachers, teams, and individuals to change their own human resource practices.

At remendo us amount of information flows into the colleges presently. Personal computers and networking facilities have dramatically influenced the educational practices of acquiring, deploying and delivering technology, and the way the colleges face global competition. These factors result in changing work roles, and thereby paving the way for new sets of competencies to meet these roles in order to build and sustain the competitive advantages by developing new product and services capabilities, creating revolutionary changes, improving core capabilities and enhancing collaborative capabilities.

There is an increased need for Self-financing arts and science colleges to deal with the ambiguity of global competition like cooperation and competition simultaneously. Unlike the other resources, Human Resources may be developed and improved to an unlimited extent. KM has the potential to improve an individual's quality of work life. The key role of KM in colleges is to create, sustain and intellectualize a learning of organizational environment that serves as a foundation to any training and learning with in an organization.

## SUGGESTION

Based on the finding semerged from the analysis of data collected through questionnaires and interactions with the self financing arts and science colleges officials of the select colleges, the following suggestions are offered to improve the KM Practices, which are prevalent in colleges. The following suggestions are made in Self-financing arts and science colleges.

The present research effectively mentions about various service quality practices and its impact on performance of self financing arts and Science College. This study taken has various variables under different areas like teachers perception towards functioning of their institution like perception on performance monitoring promotions and recognition of faculties, students related activities, service acquisition, service storage, service transfer practices, service application, service sharing, Institutional cultural prevalent, employee engagement, Institutional learning, work environment and Human Resources are considered and proper analysis are made by choosing Simple Percentage, Regression, Factor Analysis etc.

The totals of 720 respondents are identified from twenty six arts and Science Colleges through Simple random sampling and detailed questionnaire is given to them.

Training in frastructure in Self-financing arts and science colleges may be revamped to meet the present innovative technological requirements. The teachers of Self-financing arts and science colleges should be trained adequately to use state of art technology. Separate training and development wing may be created to discuss the technological developments and innovations in human relations and their career developments. It is necessary to make training cost effective and link it to business strategy and goal.

Since most of the respondents feel that research and consultancy are one of the more important developments in higher education institution. So, the college activities have to establish there source facilities and create innovative environment to enable the staff members to perceive their research related activities.

## CONCLUSION

Indian educational system has entered into the new era of technology-enabled and customer-centric education. It is bracing itself ocatch up with the International trends in education – in the matter of developing the service quality standards, provision of more delivery channels, newer innovations in education and provision for financial services beyond the traditional boundaries of education. Whilst pursuing these endeavors, Indian education continue store adjust itself to the demands and compulsions of involving International prudential

standards. In this journey, the educational sector is supported by a robust supervisory system. While making reforms in the matter of education technology, supervisory system have been pursued with vigour in the previous years and they have taken deep roots; the concept of KM in education has been lagging behind. In the past few years, Indian educational system has witnessed radical transformation in the way it operates. This is only the beginning of journey. For successfully operating in the new educational systems, they need to build new capabilities.

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