A STUDY ON STUDENTS SATISFACTION LEVEL TOWARDS SERVICE QUALITY OF TEACHER EDUCATION COLLEGES WITH SPECIAL REFERENCE ERODE DISTRICT

Dr. G. SAKTHIVEL
Assistant Professor (Research Supervisor)
C.N.College Department of Commerce Erode

L. SARAVANAN
Ph.D. (Full Time) Research Scholar
C.N.College Department of Commerce Erode

Article Particulars

Abstract

This study attempts to examine the relationship between service quality and students satisfaction from the teacher education colleges. Furthermore, this study is also examining critical factors in service quality of satisfaction of the students. This study was conducted using a set of questionnaire to 200 Bachelor of education Degree students from two self financing college of education .This study mainly concentration for assessment of student satisfactions about their demographical profile . Analysed every character of self question of five point scale on demographical l profile on statistical software.

Keywords: Service quality, satisfaction, self financing colleges.

Review related literature

In this combining the studies of a range of determinants of the overall students' perceived service quality that have been acknowledged the four independent variables adopted by Sohail and Shaikh (2004), Joseph, et.al (2005) and Kennington, Hill and Rakowska (1996) are (1) contact personnel; (2) physical facilities of the tertiary institution; (3) access to facilities; and (4) cost of courses accessible.

Mario Rapso Helena Alves (1998), stated that the service expectations are shaped around three main areas a) Learning & Career b) Reputation & facilities of the Universities, c) Availability & empathy of the staff.

Cook and Zallocco (1983), opines that specifically, a potential student comes to know about a higher education organization and forms expectations concerning the quality of service he should receive from the institution, from others who have attended or attending the institution, parents, friends, relatives etc. Other sources of information such as institutional advertisements and Universities guides will also impact on Universities choice of students.

Hooley and Lynch (1981) examined the choice processes of future students of UK and establish that course suitability, Universities location, academic reputation, distance from home, type of Universities (modern/old), and advice from parents and teachers, as a formative factor in their preference for a particular Universities.

Sevier's (1993) and McDonnell's (1995) study on choice of college by African-Americans found that the choice of college was influenced by reputation of college, availability of financial aid, total cost of attending, job placement record, quality of faculty, geographic location and number of students. From the investigate studies

(Sevier, 1993; McDonnell; 1995, Mazzarol, (1998, Soutar, and Mcneil, 1996; and Lin, 1997) it can be deduce that faculty reputation, institution's reputation, academic environment, size of school, employment after graduation, exact academic programs, financial aid availability, student population and social atmosphere, geographical location and quality of faculty were the superseding factors that affect undergraduates' decision to enrolment in a higher learning institution.

(Bitner, 1990) asserts that the physical facilities do power the overall students' perceived service quality because students will associate various tangible elements with the services provide by the higher education institution.

Ford, et. al. (1999), stated that reasonable cost of education influences the overall students' perceived service quality. In adding, the provision of financial services such as scholarship is indicated as one of the important determinants of the in general students' perceived service quality

(Hill,1995). The human interaction component will affect the consumer's evaluation process in evaluating the perceived service quality (Bitner, 1990). One of the human interaction components in this research includes the contact personnel.

(Sohail and Shaikh, 2004) He was tested contact personnel as one of the independent variables for the overall students' perceived service quality, which includes courtesy, good manners and respect exposed by the administrators; courtesy, attention and empathy shown by the lecturers; neatness and cleanliness of the lecturers; competencies of the faculty to perform their duties properly; and maintenance of records by the administrators. Considering the discussion above it is essential to analyse the six institution quality factors which power the overall satisfaction of students' towards the educational institution.

Consumer satisfaction definition

Westbrook and Reilly define- Consumer satisfaction is as emotional response to the experience provided by, (or associated with) particular products or services purchased, retail outlets, or even molar patterns of behaviour, as well as the overall marketplace Expected service Perceived service delivery Consumer driven service Design and standards Company perceptions of consumer expectation. consumer satisfaction as a process of evaluation rendered that the experience was at least as

good as it was supposed to be. Consumer satisfactions elaborated hunt definition where they said 'consumer satisfaction is a process of consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption'. Satisfaction is the consumer's fulfilment response. It is a judgemental that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment. 'This definition approaches two sides where the first approach defines satisfaction as a final situation or as end-state resulting from the consumption experience and the second approach emphasizes the perceptual, evaluative and psychological process that contributes to satisfaction'.

Importance of consumer satisfaction

In modern business philosophy business should be consumer oriented and the implementation of the main principles of continuous improvement, justifies the importance of evaluating and analyzing consumer satisfaction. In short, consumer satisfaction is considered as baseline of standardize and excellence of performance for many business. It also helps to identify the potential market opportunities. Mentioning about importance of consumer satisfaction in business perspective , other wards said that one magazine 'Consumers are the purpose of what we do and rather than them depending on us, we very much depend on them. The consumer is not the source of a problem, we shouldn't perhaps make a wish that consumers 'should go away' because our future and our security will be put in jeopardy.' However, the concept of consumer satisfaction is not a new one. Satisfied consumer think twice or several times before switching to alternatives because they become attached emotionally and also afraid to believe on alternatives quality. They all bring the similar message. First, satisfied consumers share their experience with average five or six people and dissatisfied consumers normally tell ten people about their unfortunate experience. Secondly, many consumers do not complain about dissatisfaction but it is needs to realize by the company and it differs from industry to industry. Finally, people do not think 18 dealing consumer satisfaction is not as costly as to recruit a new consumer. Actually it is only twenty five percent of the recruit a new consumer'.

Measuring consumer satisfaction

Now a day's measuring consumer satisfaction become an important issue to most of business organization. In this regard there is a rumoured by Lord Kelvin (19th century) 'If you cannot measure something, you cannot understand it'. In recent decades importance of consumer satisfaction has increased thus many organization considered measuring consumer satisfaction should be set as a parameter. 'It also considered as reliable feedback and it provides as effective, direct, meaningful and objective way the consumers' preferences and expectations, consumer satisfaction measurement

provides a sense of achievement and accomplishment for all employees involved in any stage of the consumer service process and it motivates people to perform as well as achieve higher levels of productivity. Other author said that mentioned in their book about main advantages of measuring consumer satisfaction, one- measuring consumer satisfaction helps to evaluate business current position against its competition and accordingly design its future plans. Second Satisfaction measurement is able to identify potential market opportunities. Third- it helps to understand consumer behaviour and particularly to identify and analyze consumer expectations, needs and desire. Fourth- It improve the communication the total clientele. Fifth- By this measurement it is also possible to examine whether new actions, efforts and programs have any impact on the organizations' clientele. Sixth- Organizations weakness and strength against competition are determined, based on consumers' perceptions and judgement. Seventh- Personnel is motivated to increase its productivity.

Determinates of consumer satisfaction
Consumer satisfaction is one of the most important issues concerning business organizations of all types. Business organizations try to give best service to the consumer and also look for the reason that can increase the satisfaction level. Factors include friendly employees, knowledgeable employees, Helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

Factors that affecting consumer satisfaction
However, Zeithaml et al. also expressed some determinates that causes consumer satisfaction and they are mentioned below, Product and service features Consumer satisfaction is significantly influenced by the consumer's evaluation of product or service features. Thus, firms also study concerning satisfaction what features and attributes of their services consumer measure most and that firms measures the perceptions of those features and overall service satisfaction. In this regard, research has found that normally consumers make trade-offs among service like, price level versus service quality or friendliness of personnel versus customization.

Objectives of this study
1. This study main aim assessment of student satisfaction level on service quality
2. Assesement of various aspect including satisfaction level.
3. How to improve student satisfaction level

Sampling methods

In this study using sampling methods name convenient sampling ,This study used likert five Point scale followed questionnaires prepared, researcher prepare self structured questionnaires.

Sampling area

This studies the sample taken 100 students in two colleges of education in Erode District.

Statistical tools used in this study

In this study used for statistical methods names Percentage analysis

Analysis of Data   Level of Satisfaction   N=100

S.No	Parameters	Highly Level Satisfaction %	Medium Level Satisfaction %	Low Level Satisfaction %	Total %
1	Infrastructures	53	29	18	100
2	Staff Facilities	30	31	39	100
3	Library Facilities	29	27	44	100
4	Utilization of Teaching Aids	26	31	43	100
5	Utilization of Labs	30	38	32	100
6	Sports Facilities	40	35	25	100
7	Canteen Facilities	49	25	26	100
8	Hostel Facilities	56	20	24	100
9	Transport Facilities	46	40	14	100
10	Office Facilities	36	51	13	100
11	Other Amenities	56	20	24	100

Interpretation

1. In this study first assessment infrastructure facilities level. Many student high-level of satisfied, So many college of education fulfilled the student need of infrastructure level.
2. Many student opinion the college of education not appointment of qualified staff members. So colleges of education appointment qualified staff members followed by university norms.
3. Libery facilities is important of ever college of education In above table maximum student utilised the libery facilities, the college of education have automation of libery is important and various books purchase the every year is important and more hours working libery is important.
4. The teaching aids is important of every college of education and it used every lesson teaching time, But in this student opinion many college not used suitable

teaching aids suitable time. So college of education staff members compulsory used teaching aids is prober time.

5. In college of education lab facilities is important of teaching Psychology, Physical science, Biological science, Mathematics, language subjects, more are college of education used teaching aids properly.

6. Universities conducted the various Sports meet, district level, state level, college level. In this study many college of education give important students participation of sports meet.

7. In above the table canteen facilities were more reliable for students, various food available, and low cost, and hygienic was important.

8. Transport Facilities was more satisfied student needs, many college of education to give the free transport facilities because increasing competition level.

9. In every college of education non teaching staff members function is important, in above table clearly mention by student satisfaction is moderate level. So college of education increasing student satisfaction in this field.

10. In above table other amenities mean, various committees formed by college of education to full file student needs (raging controlled committees, grievance removable committee, counselling committees, function of after course completed,) many college of education properly satisfied the student needs.

Conclusion

In satisfaction is important of ever higher education colleges. Teacher education college is important of every county because strong teacher education college of create strongly teachers, strongly teacher create strong students. The student is important of every nation because student improve the national wealth and student create more new innovation of scientific and non scientific sectors. The self financing college of education received more fees bust few college of education give the low service quality, but many college of education followed the marketing service for education sector. In these college of education give the properly give the service quality, many students further recommended to his friends and other relatives in the college of education. In this study strongly agreed the service quality is important of every college of the education.

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