

A Study on Level of Satisfaction towards Service Quality in Higher Education Institutions with Special Reference to Western Tamil Nadu

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ABSTRACT

This study seeks to investigate the relationship between the quality of lecturer services and the condition of infrastructure, and how these aspects combined impact student happiness. The study utilizes a descriptive quantitative research methodology to examine Private Higher Education Students in Tamil Nadu. Nevertheless, as there is a lack of official data regarding Private Higher Education Students in Tamil Nadu, a sample of 260 students is chosen randomly using the snowball sampling technique. The study used a partial (t) test to examine the collected data. The analysis reveals a remarkable discovery: the caliber of lecturer services has a substantial impact on student satisfaction. Furthermore, it has been disclosed that the caliber of infrastructure also has a substantial impact on determining the overall levels of happiness among students. The study highlights the significance of lecturer service quality and infrastructure quality in impacting student satisfaction levels in private higher education institutions in Tamil Nadu.

Keywords: *Education Quality, services Student satisfaction, Higher educational institutions, Tamil Nadu, India*

1. INTRODUCTION:

Education is a methodical process that helps adults and children gain experience, information, skills, and a positive attitude. Education encompasses both imparting knowledge to others and acquiring knowledge from others. In addition, education encompasses the institution of

teaching as a whole as well as the knowledge acquired through training or schooling. As a noun, education has a few other meanings. The term 'education' refers to both the process of teaching and learning. Education can help a nation transition to a knowledge economy in the modern world. The education sector is made up of organisations including schools, colleges, institutes for teacher training, and ministries of education. Organised institutions are important in many facets of education. They communicate with others as well as other relevant parties like parents, the community, and religious organisations. In India, one of the system's fastest-growing segments is higher education. It provides trained labour, cutting-edge research, and sustainable development. India now has one of the largest higher education systems in the world. Higher education has been a great achievement for the country since independence. Higher education helps the country and its citizens grow socioeconomically by disseminating specialised knowledge, skills, and training. It provides better career opportunities and greater predicted lifetime incomes for the individual. Over the past 20 years, there has been a significant increase in both the number of higher education providers and students in India.

2. STATEMENT OF THE PROBLEM

Institutions of higher learning provide a range of services to help students achieve their academic goals. The need for service delivery is critical given the current push for higher education and the rising enrolment figures. As the primary recipients of higher education, college students need high-quality support services in order to complete their coursework. The academic success of pupils might be impacted by ineffective service delivery. The majority of students are concerned about things like inadequate library services, horrible housing conditions, and inadequate transit services. Additionally, hostel facilities that aim to house students are ineffective, which leaves students unhappy. Students' discontent with the quality of services they receive frequently takes the shape of reactions, which can range from nonviolent protests to full-blown riots, which are occasionally seen in medical institutions. Students and management would in one manner or another stage an unprecedented peace demonstration or an outright riot if they were dissatisfied with the services provided by the medical colleges.

3. OBJECTIVES OF THE STUDY:

The study is carrying the following specific objectives.

1. To assess the demographic profile of students who enrolled in higher education institutions
2. To investigate factors influencing to get domain knowledge and skills setting at higher education institutions, where they enrolled
3. To find out quality of service provided by the higher education institutions as viewed by respondents
4. To suggest for improving the quality of services at higher education institutions

4. HYPOTHESIS OF THE STUDY

The following hypothesis is being proposed to carry out the study.

1. H_0 : There is no disparity between Government and Private owned higher education institutions on quality of service offered in higher learning
2. H_0 : The domain knowledge and skill settings of the students who enrolled at higher education institutions are adequate
3. H_0 : The graduates from higher education institutions are employable as required by the industry

5. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve a research problem. It is the science of studying how research is done. The researcher has explained the methods and steps adopted for achieving the purpose of the study and to arrive at a meaningful conclusion.

5.1 Research Design

Descriptive Research design was used in this study. In this research, primary data have been collected from the students who are studying at medical colleges in Western Tamilnadu.

5.2 Source of Data

Both primary and secondary data were used in the study for analysis purposes. For collecting primary data, a field survey technique was employed. A well framed questionnaire was also used to collect the primary data. The reliability of the contents in the questionnaire was tested with the help of Cronbach's alpha.

6. DATA ANALYSIS:**TABLE NO. 1****LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY**

S. No.	Category	Range	No. of Respondents	Percentage (%)	Mean Score	SD
1.	Low	≤ 3.22	74	25.1	3.22	0.27
2.	Medium	3.23 – 3.76	93	31.5	3.48	0.16
3.	High	> 3.76	128	43.4	3.66	0.18
	Total		295	100.0		

It is described from the above table as follows.

- Low level of satisfaction towards service quality – 74 students (≤ 3.22 mean score)
- Medium level of satisfaction towards service quality – 93 students (3.23 – 3.76 mean score)
- High level of satisfaction towards service quality – 128 students (> 3.76 mean score)

Among the 3 categories, the majority of the students have a high level of satisfaction towards service quality with mean score of 3.66 points followed by a medium level with mean score of 3.48 points and low level with mean score of 3.22 points. It is found that most of the students are having high levels of satisfaction towards service quality in higher education institutions.

AGE AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY

A two-way table was prepared with a view to find the degree of association between age of the students and level of satisfaction towards service quality in higher education institutions. The details are shown as follows.

TABLE NO. 2
AGE AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY
(TWO-WAY TABLE)

S. No.	Age	Level of Satisfaction			Total	Mean Score
		Low	Medium	High		
1	18 years	11 (17.2%)	20 (31.3%)	33 (51.6%)	64 (100.0%)	3.56
2	19-20 years	29 (29.9%)	28 (28.9%)	40 (41.2%)	97 (100.0%)	3.46
3	21-23 years	25 (29.8%)	29 (34.5%)	30 (35.7%)	84 (100.0%)	3.47
4	Above 23 years	9 (18.0%)	16 (32.0%)	25 (50.0%)	50 (100.0%)	3.54
	Total	74	93	128	295	

The above table mentioned that the percentage of high level of satisfaction towards service quality was the highest (51.6%) among 18 years aged students and the same was lowest (35.7%) among 21-23 years aged students. The percentage of medium level of satisfaction towards service quality was highest (34.5%) among 21-23 years aged students and the same was lowest (28.9%) among 19-20 years aged students. The percentage of low level of satisfaction towards service quality was highest (29.9%) among 19-20 years aged students and the same was lowest (17.2%) among 18 years aged students. From this study, it is found that a high level of satisfaction towards service quality is perceived by students belonging to the 18 years of age group.

H_0 : There is no significant relationship between the age of the students and their level of satisfaction towards service quality.

TABLE NO. 2.1.
AGE AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY
(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	D.F	'p' Value	Remarks
Age	7.415	6	0.284	Not Significant

It is confirmed from the above table that since the 'p' value is greater than 0.05 and the null hypothesis "age and level of satisfaction towards service quality are not associated", holds good. From the analysis, it is found that there is no significant relationship between the age of the students and their level of satisfaction towards service quality.

GENDER AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY

A two-way table was prepared with a view to find the degree of association between gender of the students and level of satisfaction towards service quality. The details are shown as follows.

TABLE NO. 3
GENDER AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY
(TWO-WAY TABLE)

S. No.	Gender	Level of Satisfaction			Total	Mean Score
		Low	Medium	High		
1	Male	33 (16.4%)	87 (43.3%)	81 (40.3%)	201 (100.0%)	3.51
2	Female	41 (43.6%)	6 (6.4%)	47 (50.0%)	94 (100.0%)	3.45
	Total	74	93	128	295	

It could be observed from the above table that the percentage of high level of satisfaction towards service quality was the highest (50.0%) among female students and the same was lowest (40.3%) among male students. The percentage of medium level of satisfaction towards service quality was highest (43.3%) among male students and the same was lowest (6.4%) among female students. Further, the percentage of low level of satisfaction towards service quality was highest (43.6%) among female students and the same was lowest (16.4%) among male students. From the analysis, it is found that the maximum level of satisfaction towards service quality is perceived by the male students.

H_0 : There is no significant relationship between the gender of the students and their level of satisfaction towards service quality.

TABLE NO. 3.1

**GENDER AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY
(CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	D.F	'p' Value	Remarks
Gender	47.942	2	0.000	Significant at 1% level

It is confirmed from the above table that since the 'p' value is lesser than 0.05 and the null hypothesis "gender and level of satisfaction towards service quality are not associated", does not hold good. From the analysis, it is found that there is a close significant relationship between the gender of the students and their level of satisfaction towards service quality.

FAMILY MONTHLY INCOME AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY

A two-way table was prepared with a view to find the degree of association between family monthly income of the students and level of satisfaction towards service quality. The details are furnished in the following table.

TABLE NO. 4

**FAMILY MONTHLY INCOME AND LEVEL OF SATISFACTION TOWARDS
SERVICE QUALITY (TWO-WAY TABLE)**

S. No.	Family Monthly Income	Level of Satisfaction			Total	Mean Score
		Low	Medium	High		
1	Upto Rs.25,000	13 (22.4%)	18 (31.0%)	27 (46.6%)	58 (100.0%)	3.54
2	Rs.25,001 to Rs.50,000	24 (27.6%)	24 (27.6%)	39 (44.8%)	87 (100.0%)	3.44
3	Rs.50,001 to Rs.75,000	22 (20.2%)	33 (30.3%)	54 (49.5%)	109 (100.0%)	3.53
4	Above Rs.75,000	15 (36.6%)	18 (43.9%)	8 (19.5%)	41 (100.0%)	3.44
	Total	74	93	128	295	

It could be discussed from the above table that percentage of high level of satisfaction towards service quality was the highest (49.5%) among the students belong to Rs.50,001 to Rs.75,000 as family monthly income and the same was lowest (19.5%) among the students belong to above Rs.75,000. The percentage of medium level of satisfaction towards service quality was highest (43.9%) among the students belonging to above Rs.75,000 and the same was lowest (27.6%) among the students belonging to Rs.25,001 to Rs.50,000. Further, the percentage of low level of satisfaction towards service quality was highest (36.6%) among the students belonging to above Rs.75,000 as family monthly income and the same was lowest (20.2%) among the students belonging to Rs.50,001 to Rs.75,000. From the analysis, it is found that maximum level of satisfaction towards service quality is perceived by the students who had upto Rs.25,000 as family monthly income of the students.

H_0 : There is no significant relationship between the family monthly income of the students and their level of satisfaction towards service quality.

TABLE NO. 4.1

**FAMILY MONTHLY INCOME AND LEVEL OF SATISFACTION TOWARDS
SERVICE QUALITY (CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	D.F	'p' Value	Remarks
Family Monthly Income	12.580	6	0.050	Significant at 5% level

It is depicted from the above table that since the 'p' value is lesser than 0.05 and the null hypothesis "family monthly income and level of satisfaction towards service quality are not associated", does not hold good. From the analysis, it is found that there is a close significant relationship between family monthly income of the students and their level of satisfaction towards service quality.

FAMILY TYPE AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY

A two-way table was prepared with a view to find the degree of association between family type of the students and level of satisfaction towards service quality and the details are shown in the following table.

TYPE OF THE COLLEGE AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY

A two-way table was prepared with a view to find the degree of association between type of the college of the students and level of satisfaction towards service quality whereas the details are given in the below table.

TABLE NO. 5

TYPE OF THE COLLEGE AND LEVEL OF SATISFACTION TOWARDS SERVICE QUALITY (TWO-WAY TABLE)

S. No.	Type of the College	Level of Satisfaction			Total	Mean Score
		Low	Medium	High		
1	Government	39 (31.2%)	44 (35.2%)	42 (33.6%)	125 (100.0%)	3.47
2	Private	30 (26.5%)	37 (32.7%)	46 (40.7%)	113 (100.0%)	3.47
3	Deemed Medical Universities	5 (8.8%)	12 (21.1%)	40 (70.2%)	57 (100.0%)	3.60
	Total	74	93	128	295	

It was determined from the above table that the percentage of high level of satisfaction towards service quality was the highest (70.2%) among the students who studying in deemed medical universities and the same was lowest (33.6%) among the government college students. The percentage of medium level of satisfaction towards service quality was highest (35.2%) among the government college students and the same was lowest (21.1%) among the students who were studying in deemed medical universities. Further, the percentage of low level of satisfaction towards service quality was highest (31.2%) among the government college students and the same was lowest (8.8%) among the students who were studying in deemed medical universities. From the analysis, it is found that the maximum level of satisfaction towards service quality is perceived by the students who are studying in deemed medical universities.

H_0 : There is no significant relationship between the type of the college of the students and their level of satisfaction towards service quality.

TABLE NO. 5.1
TYPE OF THE COLLEGE AND LEVEL OF SATISFACTION TOWARDS SERVICE
QUALITY (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	D.F	'p' Value	Remarks
Type of the College	22.952	4	0.000	Significant at 1% level

It is confirmed from the above table that since the 'p' value is lesser than 0.05 and the null hypothesis "type of the college and level of satisfaction towards service quality are not associated", does not hold good. From the analysis, it is found that there is a close significant relationship between the type of the college of the students and their level of satisfaction towards service quality.

7. CONCLUSION

Further, this study noticed that high level of satisfaction towards service quality is perceived by students who belong to 18 years of age group, male, father qualified college level, mother educated school level, upto Rs.25,000 as family monthly income, joint family, above 5 members as family size, students who not have sibling, living in semi-urban area, studying in deemed medical universities, studying homeopathic medicine and surgery, PG, 2nd year and high level perception on service quality. This study stated that the medical colleges should encourage faculty members to participate in continuing education programs to stay updated in their fields and regularly assess faculty members' teaching effectiveness through student feedback and observations in Western Tamilnadu.

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