

# THE STUDY OF SERVICE QUALITY SATISFACTION ON STUDENTS OF AMITY UNIVERSITY, PATNA, INDIA

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## ABSTRACT

This thesis was undertaken at the University of Amity to explore students' understanding of the case. The quality of service provided to them by the institutions. Quality of service is imperative for educational institutions to continue to grow. This study examines the relationship between the quality of service dimensions (tangibility, responsiveness, reliability, assurance, empathy) and student satisfaction. In addition, this study also examines the various critical factors contributes most to student satisfaction. A short, recorded literature is important for this analysis in this field. The research used a closed-ended questionnaire for the Basic Random Sampling survey of 61 respondents. The analysis presents the findings of the problem set focused on the aspects of the efficiency of the operation. The results of this study can be supported by the RATER Model, which makes it possible to understand what kind of relationship is shared between student satisfaction and quality of service. The findings generally indicate that most students are satisfied with the facilities provided by the university. Such results should enable Amity University to build a stronger strategic strategy to improve student retention and overall success. The outcome would show whether all five dimensions of service efficiency is associated with student satisfaction.

**Keywords:** RATER Model, Service Dimension, Service Quality

## INTRODUCTION

This chapter provides the background information about the significance on service quality in Universities. Moreover, it will explain the purpose of the study, objective, significance of the study, definition of the given terms as well are discussed in this chapter.

### Background

Amity university is a leading education provider in India with almost 29 campuses in all different states across the country.

It usually focuses on pursuing and strengthening its relationship with the students. Its major goal is to groom their students in such manner that they are industry ready professionals. To become one of the industry ready professional Amity provides them extra edge with the knowledge of technologies, training them on the latest market trends so that students get imbued with rich human values.

Amity has experienced its growth in recent years in the comparison of other institutions of Patna. This study of service quality of Amity University has a great

importance in attracting and retaining students. Student satisfaction in university has a positive impact on student motivation and retention. Satisfaction and dissatisfaction from experiencing a service quality shows what was expected and where to improve.

To ensure student satisfaction in Amity university, RATER Model is proposed. RATER Model is derived from SERVQUAL which was developed by Parasuraman, Valarie Zeithaml, and Leonard Berry. The RATER model was published in their book 'Delivering quality service: Balancing Customer Perceptions and expectations' in 1990. RATER model is used to measure customer expectations and it defines 5 dimensions that customer consider.

### Purpose of the Study

The purpose of the study was to find the students' perception regarding the quality of services provide to students at Amity University, Patna.

### Objective of the Study

The objective of this study is to understand the service quality of Amity University, Patna, and its relationship with the student Satisfaction.

### **Significance of the Study**

It is hoped that this study may form an important role in literature review to future researchers who are going to take similar studies. Since application of the model for measuring the five dimensions of quality that is RATER Model is a completely different approach in Amity University Patna. The study may find beneficial to the academic institution of Amity University Patna as it will provide a qualitative assessment of the services provided to them.

Further, the finding from this study may be helpful to Amity University Patna so that they can provide the ideal kind of services expected by the students in need.

This information would be used to enhance the quality of services provided to the students which would result in student satisfaction and an increase in student retention rates.

### **About to the Study**

Past many years, idea of education was not well-known and there have been no universities to produce high quality education. However, from mid- nineteenth century, importance of education started increasing and thus, universities came in light even if there was deficiency of universities. Concerning 10-15 years from then, education was accepted worldwide and thus, variety of universities started growing. That was once, basic purpose of universities was to deliver education to students and settle for terribly less fees. Education was the lowest and students had very little expectations from Universities. Students had no expectations from universities expect from obtaining sensible education and data of these could not be bought with less cash and thus, there's increase in fee structure of universities. All this leads university towards being service to its customers United Nations agency square measure students. Although, goal of the university is to deliver quality data to the scholars and goal of the students is to understand the maximum amount data as he gets, university operating as an industry isn't a nasty plan, as a result of in doing therefore, it takes care of alternative aspects of temperament of the scholars with education, simply that university ought to maintain quality of data transfer and students mustn't behave as paying customers however sincere and untiring candidate United Nations agency works towards perfection of their goal.

This build universities attain their goal whereas students can do their goal, and each will become productive. Amity University is known university and

established itself as an excellent service supplier of the scholars. Amity has invariably centered over strengthening its relationship with students yet. Its goal is to groom its students in such the simplest way in order that once they enter the business as knowledgeable, they will be remembered for long. Here teaching professionals square measure experience with the data, coaching on the most recent market trends and imbibed with wealthy human values to create themselves socially responsive. As a university Amity is trying to provide its best services to its students singly.

As the topic suggests checking “The service quality satisfaction on students at Amity University Patna.” in step with different studies done by researchers it's been understood that student satisfaction assessment is important in crucial service quality in university. the most purpose of this paper is to judge the factors moving totally different students' satisfaction on services quality provided by Amity University. To what extent the scholars square measure assessing the standard of services offered by the university and unfold it through word of mouth. There are square measure 2 details to focus, tutorial quality and repair quality. The service aspects embrace each tangible and non-tangible options. This study investigated the subsequent analysis queries. Its objective to search out the various factors moving services quality. The study created use of proportionate probabilistic sampling size (PPSS) to gain proportional sample size. The study thought about seventy students from of these universities. The study ascertained vital relationship between the 5 dimension of services quality (Tangibility, responsibility, Responsiveness, Assurance, Empathy) and Students' Satisfaction. Such findings ought to facilitate university to create higher strategic arrange on enhance students' satisfaction throughout their tutorial tenure and attract a lot of students to the Amity university.

### **LITERATURE REVIEW**

Literature review is structured around several key areas in relation to the quality of student services in university. It proceeds by giving a detailed understanding of the theoretical framework on which study has been performed. We are here to understand the major findings of different expert researcher on the topic like the service quality of Amity university.

Here literature review has review under the guidance of different researcher, their findings as well.

The study by Onditi & Wechuli (2017) examines the service quality and student satisfaction in higher

learning institutions. It examines how the service quality is conducted in higher institutions and how it influences on student satisfaction. Service quality in higher institutions is a multidimensional conduct and researchers are evaluating service quality based on this dimensional model only. This study on service quality has many dimensions such as competence of staff, lecture delivery, reliability, tangibility etc.

Hanaysha, Abdullah & Warokka (2011), in their study, explain that quality is a combination of excellent learning process and student satisfaction. The major purpose to conduct this study is to evaluate the student satisfaction on the service provided to the students of higher education. It also explains the relation between the five dimensions of service quality and students' satisfaction. The major finding of the study explains that student is highly satisfied.

According to the study of Hanaysha, Dileep & Hilman (2012), student satisfaction is important for determining the service quality in universities. This study shows that all the five dimensions of service quality have strong relationship with student satisfaction. According to the study, assurance has a weak relationship with students' perception of service quality provided by the university. The independent variable (service quality) in relation to dependent variable (student satisfaction).

The study by Hasan *et al.*, (2008) explains the relationship between service quality dimensions and overall service quality and student satisfaction. It provides a clear result that service quality and student satisfaction have a positive relationship. According to the study we can understand that improving the service quality can directly improve the student satisfaction. Assurance and Empathy plays a vital role in increasing the satisfaction level of students.

According to the study of Saleem *et al.*, (2017), service quality is important for higher education institutions to remain growing. The study explains that relationship between service quality and student satisfaction with moderating role of university. This research measures the perceptions of the students.

According to the above literature review it is understood that service quality is conducted in higher institutions influences the student satisfaction. It is clearly understood that service quality and student satisfaction has direct and positive relationship. It is understood that improving the quality provided will

directly increase the satisfaction of students. This study states that quality is a combination of excellent learning process and student satisfaction. And every researcher found that it is important for institutions to grow and develop.

## RESEARCH METHODOLOGY

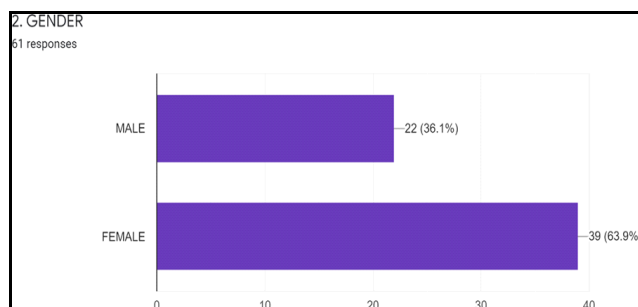
Research methodology is a process to identify and analyze relevant information in a specific research study. It helps in planning, decision making and to study cause and effect relationship between various variables and it also help to find and identify the behavior, pattern, and trends in study. Methodology refers to 'a systematic process of collecting data' for the purpose of meeting objectives.

- Research Approach: Qualitative approach
- Research design: Exploratory Design
- Data source: Secondary data and Primary data (collected only for reference purpose only)
- Sample size: 61
- Population: All the students at Amity university, Patna.

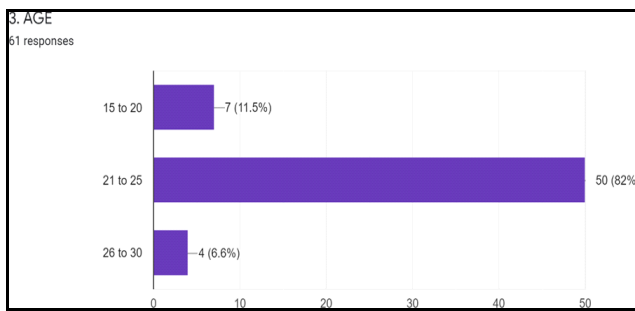
Qualitative research is a type of research that generates theoretical analysis. It is exploratory and analytical tool for research. It describes and analyses the problem deeply. In general, it generates rich and detailed data that contribute to in-depth understanding of the problem being studied. A vast level of literature is reviewed for this. Information is collected from different research papers available on different websites like Google Scholar and Researchgate.

## Respondent Portfolio

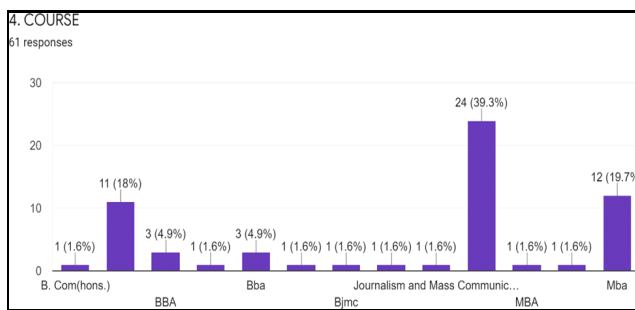
First question for the respondent was about their name. So, it is confidential that is not given here.



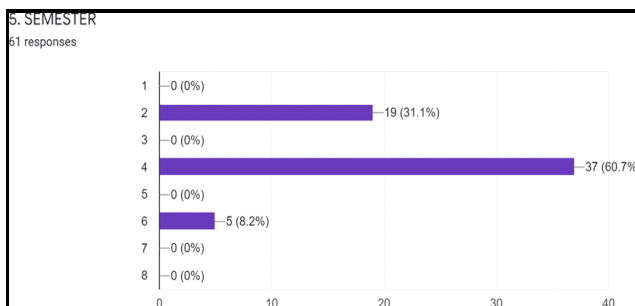
Here total respondent is 61. According to this there are 22 of male respondents and 39 of the female respondents.



Here also total respondent is 61 in which there are 7 respondents are between the age of 15-20. 50 respondents are between the age of 21-25. 4 respondents are between the age of 26-30.



Here 61 respondents are from various courses. Highest respondent is from MBA and lowest is from B. Tech CSE, from different semesters.



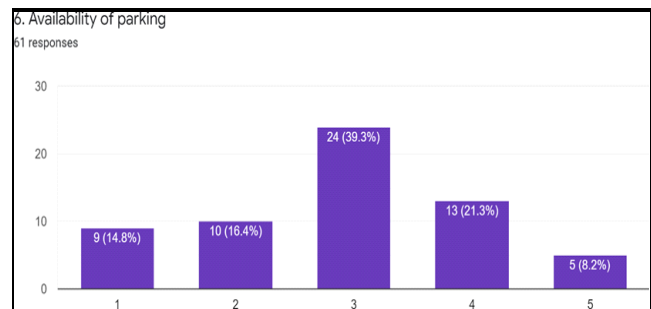
Here maximum respondent is from 4<sup>th</sup> semester. And lowest respondents are from 6<sup>th</sup> semester. There are 37 respondents at maximum level and 5 respondents at minimum level.

**Questionnaire:**

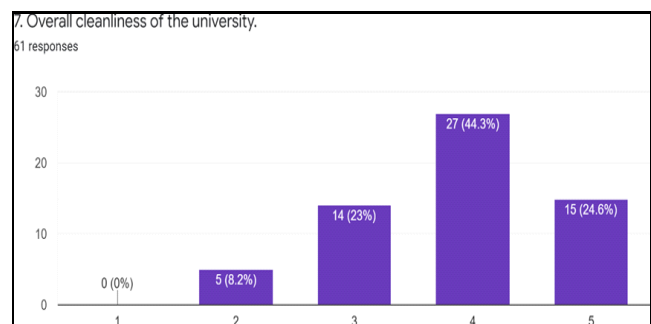
There are total 25 questions in this questionnaire. This questionnaire is made through the reference. It is based on 5 dimensions of service quality that is Tangibility, Responsiveness, Reliability, Assurance, Empathy of the RATER model. Each section has a set no. of questions and responses are provided. Here, 1<sup>st</sup> is very dissatisfied, 2<sup>nd</sup> is dissatisfied, 3<sup>rd</sup> is satisfied, 4<sup>th</sup> is satisfied, and 5<sup>th</sup> is very satisfied. According to this satisfaction will be determined.

**Service Quality (Independent Variable):**

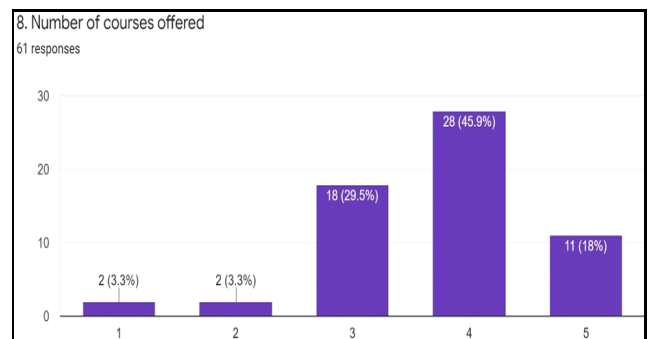
**1. Tangibility (Question 6 to Question 11)**



Here total respondents are 61. According to these 9 respondents are very dissatisfied with the availability of parking in the university. There are 10 who are dissatisfied with it 24 who are neutral towards it and 13 are those who are satisfied to it. There are 5 who are very much satisfied with the availability of parking.

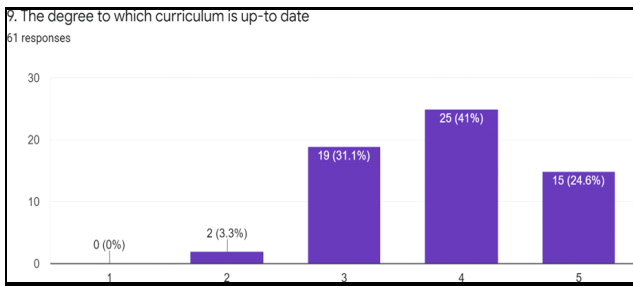


Here out of total 61 respondents 5 are those who are not satisfied with the overall cleanliness of the university. 14 are neutral towards it 27 respondents are satisfied with it and 15 are highly satisfied with overall cleanliness.

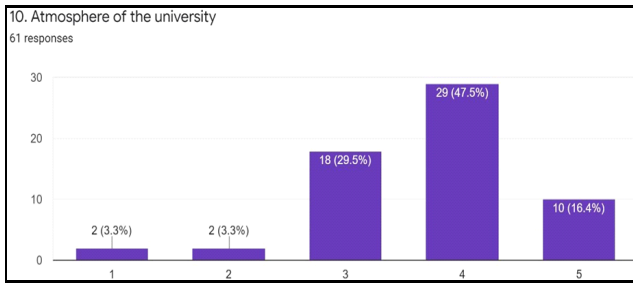


There are 2 students who are not very satisfied with the overall courses offered in the university. 2 are not satisfied but there are 18 who are neutral with the courses offered. 28 are those who are satisfied with the courses offered. And there are 11 who are highly satisfied with the courses offered.

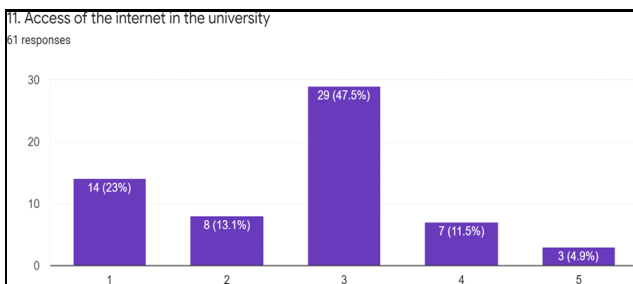




There are 2 out of total 61 respondents who are not satisfied with the up-to date curriculum. There are 19 who are neutral 25 who are satisfied, and 15 respondents are highly satisfied with the curriculum.

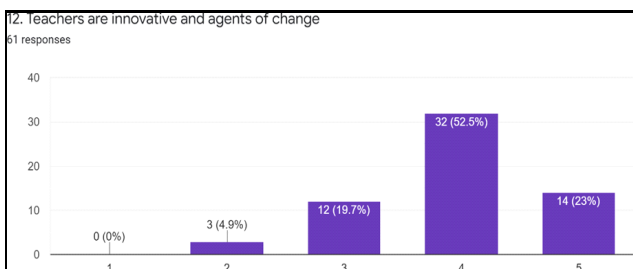


There are 2 out of total respondents who are highly dissatisfied with the atmosphere of the college. There are 2 who are dissatisfied but there 18 respondents who are neutral towards the atmosphere of the university. 29 are who are satisfied and 10 who are highly satisfied with the atmosphere of the university.

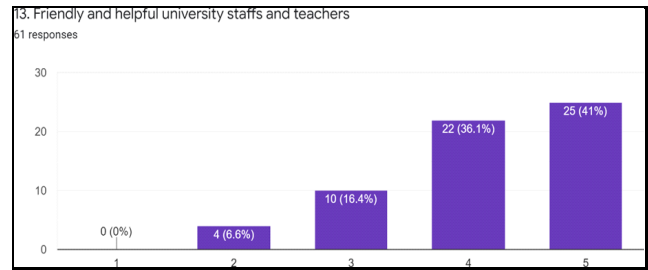


Out of total 61 respondents there are 14 who are highly dissatisfied and 8 are dissatisfied with the access of the internet in the university. There are 29 respondents who are neutral regarding access of internet and there are 7 who are satisfied as well. There are only 3 respondents who are highly satisfied regarding it.

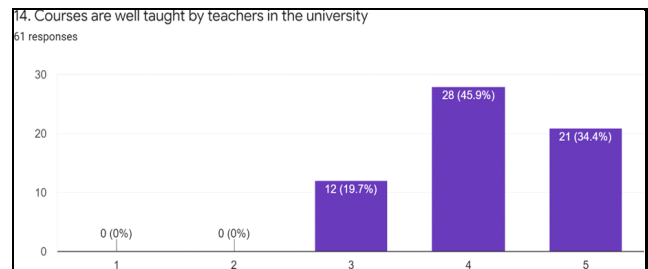
**2. Assurance (Question 12 to Question 16)**



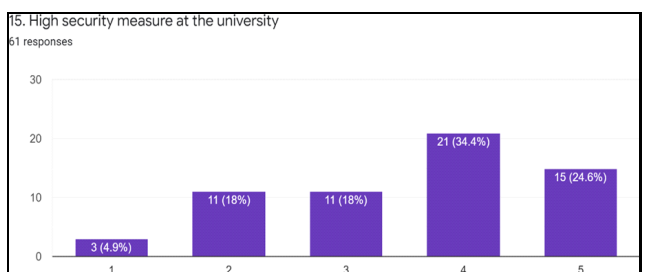
There are 2 out of total respondents 61 disagreed. There are 12 respondents neutral 32 respondents are agreed to the teachers are innovative and agents of change. 14 are strongly agreed to it as well.



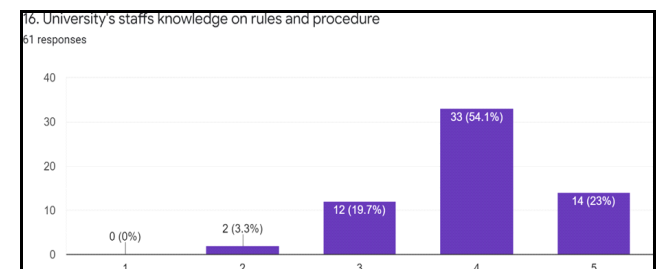
There are 4 out of total respondents who disagrees at the question of friendly and helpful university staff and teachers. 10 are neutral towards it, 22 agrees towards it 25 strongly agree towards it.



There are 12 respondents who are neutral towards the courses taught by teachers in the university. There are 28 respondents who agrees at it and 21 who strongly agree at it. Here no respondent is disagreeing or strongly disagree.

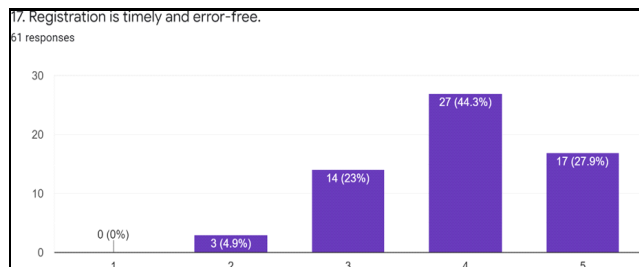


Out of total respondents 3 are those who are highly disagreed at the high security measure at the university. 11 are those who are disagreed and 11 are also those who are neutral, 21 respondents are agreed to the high security measure at university and 15 are strongly agreed over it.

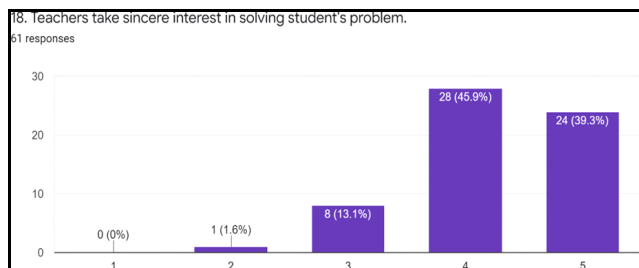


Out of total respondents 2 are those who are disagreed and 12 are also those who are neutral, 33 respondents are agreed at the university's staff knowledge on rules and procedure and 14 are strongly agreed over it.

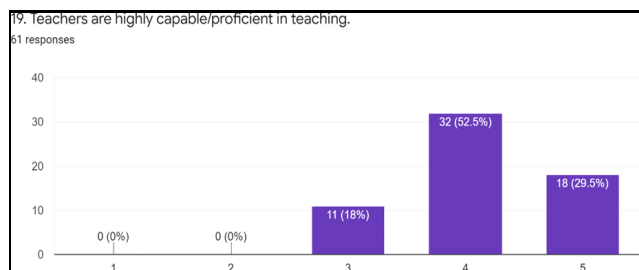
**3. Reliability (Question 17 to Question 20)**



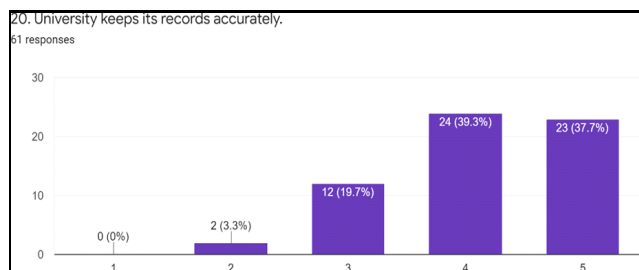
Out of total respondents 3 are those who are disagreed and 14 are also those who are neutral, 27 respondents are agreed to the timely and error-free registration university and 17 are strongly agreed over it.



Out of total 1 respondent is who disagreed and 8 are also those who are neutral, 28 respondents are agreed at teachers' interest in solving students' problem and 24 are strongly agreed over it.

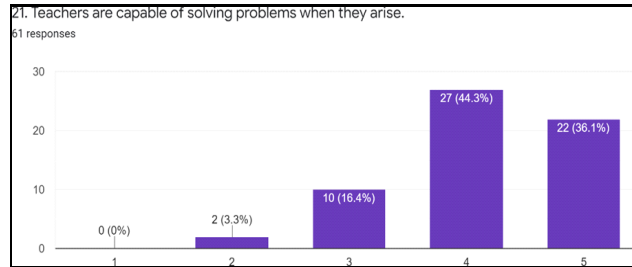


Out of total respondents 11 are those who are neutral, 32 respondents are agreed to the capability and proficiency of teachers that they are highly capable in teaching and 18 are strongly agreed over it.

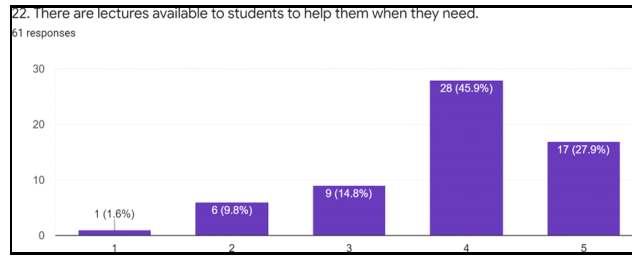


Out of total respondent 2 are those who are disagreed and 12 are also those who are neutral, 24 respondents are agreed to the record keeping of the university and 23 are strongly agreed over it.

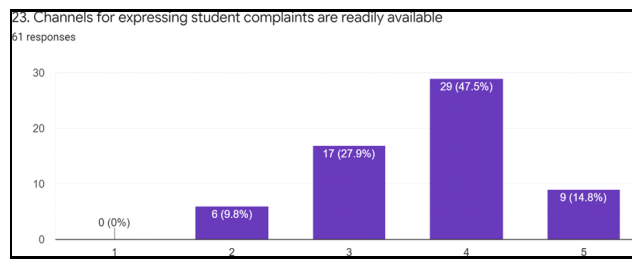
**4. Responsiveness (Question 21 to Question 24)**



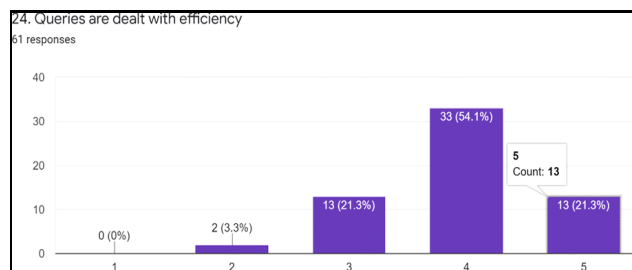
Out of total respondents 2 are those who are disagreed and 10 are also those who are neutral, 27 respondents are agreed to the capability of the teachers while solving problems and 22 are strongly agreed over it.



Out of total respondents 1 respondent is highly disagreed on the lectures available to help the student when they need in which 6 are those who are disagreed and 9 are also those who are neutral, 28 respondents are agreed to it and 17 are strongly agreed over it.

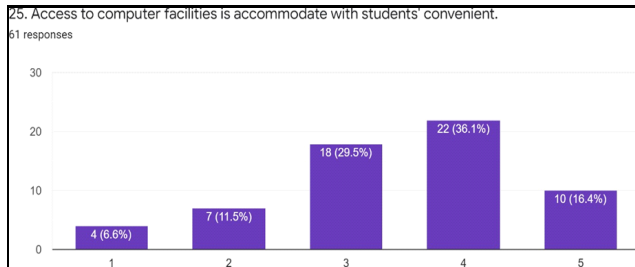


Out of total respondents 6 are those who are disagreed and 17 are also those who are neutral, 29 respondents are agreed to the readily availability of the channels for expressing students' complaints university and 9 are strongly agreed over it.

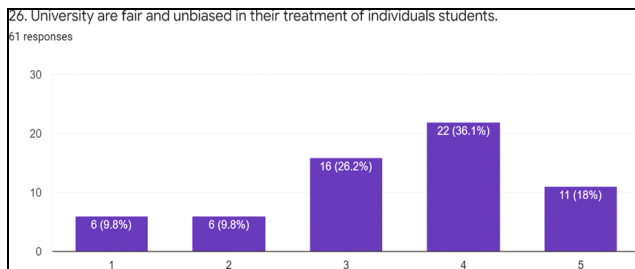


Out of total respondents 2 are those who are disagreed and 13 are also those who are neutral, 33 respondents are agreed to that their queries are dealt with efficiency and 13 are strongly agreed over it.

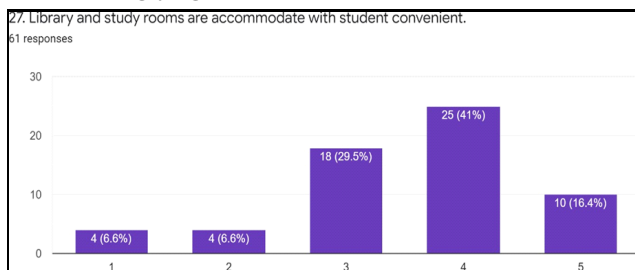
**5. Empathy (Question 25 to Question 28)**



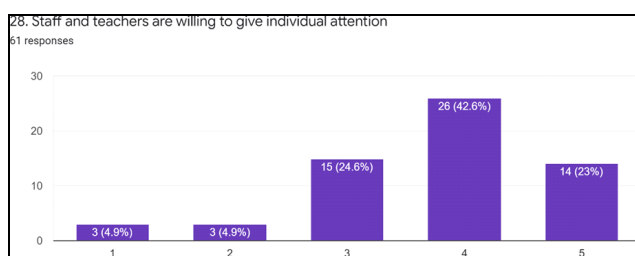
Out of total respondents 4 strongly disagreed at the access to computer facilities which is accommodated with student's convenience. 7 are those who are disagreed and 18 are also those who are neutral, 22 respondents are agreed to it and 10 are strongly agreed over it.



Out of total respondents 6 are those who strongly disagreed to the fair and unbiased treatment of individual students and 6 respondents disagreed to it 16 are also those who are neutral, 22 respondents are agreed to it and 11 are strongly agreed over it.

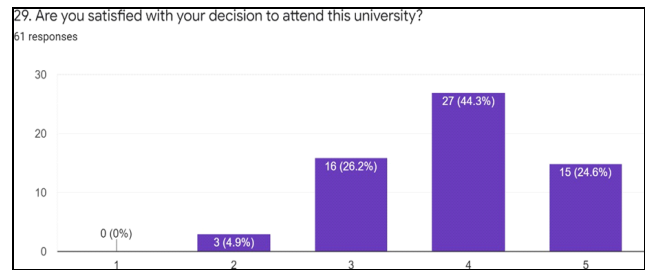


Out of total respondents 4 respondents strongly disagree whereas 4 disagreed over it. There are 18 those who are neutral, 25 respondents are agreed with the accommodation of library and study rooms with student convenience and 10 are strongly agreed over it.

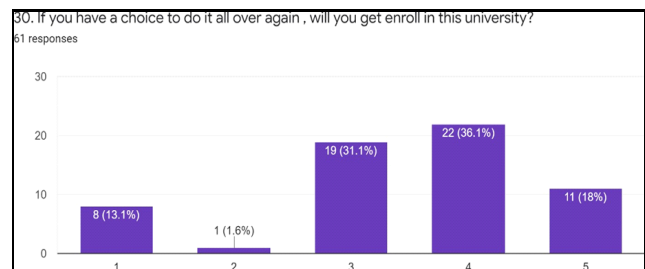


Out of total respondents 3 respondents strongly disagree whereas 3 disagreed over it. There are 15 those who are neutral, 26 respondents are agreed with the individual attention paying to each student and 14 are strongly agreed over it.

**Student Satisfaction (Dependent Variable) (Question 29 to Question 30)**



Out of total respondents 3 are those who are disagreed and 16 are also those who are neutral, 27 respondents are satisfied with their decision of joining this college and 15 are strongly agreed over it.

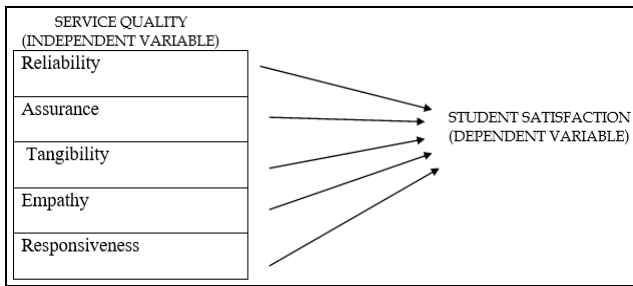


Out of total respondents 8 are those who strongly disagreed for getting enrolled again in the university and 1 respondent disagreed over it whereas 19 also those who are neutral, 22 respondents are agreed to it and 11 are strongly agreed over it.

**RESULTS & DISCUSSION**

Here the findings of the study are being discussed. According to study on the service quality of universities for the student satisfaction. The study explains that there are different dimensions on which student satisfaction depend upon. This study examines the service quality and student satisfaction in higher learning institutions. It examines how the service quality is conducted in higher institutions and how it influences on student satisfaction. Service quality in higher institutions is a multidimensional conduct and researchers are evaluating service quality based on this dimensional model only. This study on service quality has many dimensions such as competence of staff, lecture delivery, reliability, tangibility etc. Service quality is important for higher education institutions in order to remain growing. The study explains that relationship between service quality and student satisfaction with moderating role of university. This

research measures the perceptions of the students. According to the study student satisfaction is important for determining the service quality in universities. This study shows that all the five dimensions of service quality have strong relationship with student satisfaction. According to the study, Assurance has a weak relationship with students' perception of service quality provided by the university. The independent variable (service quality) in relation to dependent variable (student satisfaction).



At the end, the study tries to answer the following question as are students satisfied with the service quality provided to them on the very basis of these dimensions. The study shows that overall service quality has a great influence for the student satisfaction.

According to data collected at primary level (only for reference), here we compare what different attributes of service quality states. They can be explained with the responses collected through the student. Here every attribute explains how much student is satisfied with the services provided to them.

According to study, we have understood that student satisfaction is very much dependent on service quality therefore to increase satisfaction level of student it is necessary to understand the need, what problem students are facing. According to conceptual model, there should be a feedback form for students as well where they can easily share at which attribute service quality is not enough in satisfying their need. Amity University has a feedback form for teachers as well so that teachers can understand where they have to focus more and improve themselves; similar to it there should be a questionnaire for students' satisfaction as well which will help institutions in understanding where they are lacking at the end of every semester through online process based on service quality dimension that is tangibility, reliability, responsiveness, assurance and empathy. It will help institutions in understanding what more to provide and help in creating a strategy for it. It will also encourage in retaining students and grow more.

**Limitation and Scope of Study:**

The researcher encountered some of the limitation. The

proposed study area, Amity university Patna is being opted for this. During this pandemic situation of Covid-19, it is very difficult to get responses for respondent. Many students went out of touch as college is closed from months. This delayed the entire process of research.

However, as way of responding to this limitation, the researcher exercised patience with the respondent and conducted research over Google forms. On the other hand, there were not many students who respond to the Google questionnaire. As a lack of respondents, it cannot be considered as a full phase research.

This study was limited to the Amity University Patna. As according to the study, it is understood that every student should be involved in this procedure to get better results. Those students who are completely new to the campus are also included as they are new to campus and feeling the different services provided by institutions to them are fully satisfied or not. Each student is experiencing the services at its fullest level or not.

**CONCLUSION**

This study is based on objective of finding the different factors affecting the student's satisfaction. The objective and research question were set out to investigate the student satisfaction towards the service quality provided to them.

According to the objective and research questions were answers the study revealed that there only 61 students who respond to the questionnaire. According to those only 61 students it is understood that majority of students were dissatisfied with access of internet which is quite useful for the students. They are also not satisfied with availability of parking provided to them which explains that university needs a bigger space for parking as well.

Regarding their getting enrolled again in the same university for the higher studies there are few students who disagreed to it. Here university should take a charge to understand why these students do not want to get enrolled again in the university. So that more of the students sustain here.

Every factor of service quality affects the students. This study explains that there are five dimensions (tangibility, empathy, responsiveness, reliability, assurance) of service quality. These are only factors which affect the student satisfaction but as this is an exploratory study it is not understood which factors have greatest contribution in it. Although this is not an objective of study.



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