

**A Comparative Study of Service Quality and Student
Satisfaction of Public and Private sector Business Schools
of Lahore**



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DEDICATION

This Thesis is dedicated to my parents, family, teachers and friends

ABSTRACT

Major intention of this research thesis was to study the influence of service quality on satisfaction of students in business schools of Lahore, Pakistan. Second aim of this research was to check the difference between satisfaction level of students among public sector university student and private universities students.

To fulfill these objectives this research use quantitative research strategy, in which data was collected through self-administrative questionnaire. After going through the cleaning process, data was analyzed by using statistical techniques, i.e. regression, mean comparison, etc.

Research model was found significant as the significance value is lesser than .05 and it has ability to predict the students satisfaction. R^2 is 0.51 which shows that 51 % of the variation in student satisfaction is being explained by this model. Academic and non-academic aspects of service quality in higher education were identified as important quality indicators. Academic aspects like teacher's expertise and their interest in their subject also influence the satisfaction of student.

Interestingly the results of this research are bit clashing with the theoretical perspective. Non-academic aspect of the service quality got the lowest score, which means students are least concerned with the administrative staff's support. Access to resource persona and the resources got the highest score. Non-Academic Aspect of service quality got the lowest score that is .476 it indicates that students are least concerned with administrative staff support. Followed by the academic aspect of the service quality that have positive relationship student satisfaction and it is explaining almost 94%. That show students are concerned with what they are being taught in classes.

CHAPTER I

INTRODUCTION

1. Introduction

Satisfaction of the consumer or consumer is the first and the foremost concern for any business. In twenty first century satisfaction of clients and consumers become more important instead of consumer because industry is shifting from goods dominant logic to service dominant logic. Customer or client's satisfaction is purely related to the service quality the way in which service is being delivered. Even if we talk about the products and industry related to producing and delivering the products, not only the product quality matters, but the consumer of that products also gauges the quality of service associated to that product, i.e. method of product delivery, the way in which customer was treated by organizations, what was the after sale services, and how that organization deals the clients after delivering the product. In 21st century society as a whole shifting their orientation towards service, so it is the duty of organizations to ensure service quality of the products and services they are offering.