

**Student perceptions of service quality in  
medical colleges of Punjab**



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# **Student Perceptions of Service Quality in Medical Colleges of Punjab**



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## **Certificate of Approval**

The thesis titled “**Student Perceptions of Service Quality in Medical Colleges of Pakistan**” has been accepted by the Faculty of Department of Education, School of Social Sciences & Humanities, University of Management and Technology, Lahore in partial fulfillment of the requirements for degree of M.Phil.in Education.

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## **DEDICATION**

This study is dedicated to my parents. I have a great satisfaction in the blessings from them who instilled a great work ethic in me both personally and professionally. And also to my husband and caring mother-in-law. Without their support this work might not have materialized. They put up with me and comforted in my tantrums throughout the tough hours of the study.

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## **Abstract**

Providing excellent quality service has become a major objective of higher educational institution. Increasing customer satisfaction may provide instant benefit to higher educational institutions seeking to attain competitive benefit in the business. Medical Colleges are part of higher education, so this profession also needs to adapt quality services for better performance and integrating individual and community health requirements. It is no wonder that, due to its supposed relationship with expenses, cost-effectiveness, customer satisfaction, customer preservation and positive communication, service quality is a greatly researched topic. The central premise of this research is to ascertain Students' Perceptions of Service quality In Medical Colleges. The study attempts to corroborate how students perceive service quality provided in institution. A quantitative survey comprising 49 items was used to know the perceptions of students of Medical Colleges of Punjab Pakistan about the quality of services provided by the Institutions. The data was gathered from eight medical colleges including public and private, 400 students, both male and female students participated in the survey and their responses were recorded and analyzed using SPSS 21. Descriptive and inferential analysis techniques were used to determine which of the service quality most satisfies the students. The findings reveal that students are happy with the leadership and teaching services but do not enjoy campus life at all.

### **Keywords:**

Service, service quality, medical colleges' students, students 'perception, students 'satisfaction & engagement.

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# Chapter 1

## Introduction

Competitive pressures facing higher educational institutions are compelling them to produce more well-organized processes and focus on student needs. This competitive massiveness for students and financial resources challenges the capability of colleges and universities to survive. Furthermore, intensive promotion only seems to provide an institution the customer orientation required for fascinating new students and uphold its current ones.

For fulfilling the objectives of Higher Education, a serious industrial matter of excellence comes to education as the discipline of educational management (Shank, Walker & Thomas, 1995). For attaining mutual objectives within a shared culture, it is actually considered an exceptional 'instrument' as governments, local authorities, specialized organizations, schools, parents, almost all sections of society are persuaded in one way or another (HEDC, 2000). However, educational management is pointed out by researches as considerably different to business, so, to deal with quality in educational practice requires essentially diverse methods (Doherty, 1994; El-Khawas, 1998; Massy, 2002; Brennan & Shah, 2004). In the context of higher educational (HE) setting, many researchers regard phenomenon of quality as a complicated construct from evading uncertainty and to reach at some consensus (Cheng & Tam, 1997; Harvey & Associates, 2005, 2010).