

**The effect of service quality upon students' satisfaction in  
universities of Lahore**



**Amna Iqbal  
ID # 15001262003**

**Department of education  
School of social sciences and humanities  
University of management and technology,  
Lahore  
2017**

**The Effect of Service Quality upon Students' Satisfaction in  
Universities of Lahore**



**Amna Iqbal**

**ID # 15001262002**

**A Thesis Submitted in Fulfilment of the Requirements for the degree of MPhil  
in Educational Leadership and Management**

**In the**

**Department of Education**

**School of Social Sciences and Humanities,  
University of Management and Technology**

## **DECLARATION**

It is certified that this MPhil dissertation titled, “The Effect of Service Quality upon Students’ Satisfaction in Universities of Lahore”, is an original research. Its content was not already submitted as a whole or in parts for the requirement of any other degree and is not currently being submitted for any other degree or qualification. To the best of my knowledge, the thesis does not contain any material published or written previously by another author, except where due references were made to the source in the text of the thesis. It is further certified that help received in developing the thesis, and all resources used for the purpose, has duly been acknowledged at the appropriate places.

December, 2017

---

**AMNA IQBAL**

Roll # 15001262003

University of Management and Technology, Lahore, Pakistan.

## **DEDICATION**

To my beloved Father (Late) and Mother, the completion of this thesis could not have been possible without my Mother endless love, support and encouragement. She supported me in each step since the beginning of my studies till the end. She gave me everything which I expected to finish this journey. Much obliged to her for imparting these life lessons to me.

**Amna Iqbal**

## ACKNOWLEDGEMENT

The journey of MPhil has not travelled alone, I need to recognize some people who were there to help me to realize this dream. First of all, my heart-felt gratitude go to the most beneficent and the most merciful, Allah Subhanahu Wa Ta'ala for His never-ending blessings. Then I would like to express my deepest gratitude to Dr. Seema Arif, my research supervisor, a knowledgeable, competent, noteworthy and accomplished mentor and guide who accelerated courageous reforms at the Department of Education, UMT. I am thankful to her especially for her invaluable recommendations, rigorous directions and feedback and comments throughout the research work.

I also express my thanks to Mrs. Ayesha Shahzad, a cordial and sincere friend, who helped me technically, encouraged me especially in my weak moments. She always welcomed me whenever I needed her.

I truly and deeply thanks to my husband ,Gulam Zikria, for his constant source of support, encouragement and understanding when I spent so many days away from home and absence at many events.

I would like to thank my parents, and my late father I wish he were here with me and my lovely mother, whom I can never thank enough for her endless love, support and patience during this study. She always prays for me and last but not the least, my sister Safia, I am thankful to her for motivating me and becoming my strength in stressful days. I believe, this thesis will help me to begin my academic journey.I kudos to every person who was with me on this journey and owing to them I pursued my dream.

**Amna Iqbal**

## ABSTRACT

The interdisciplinary MPhil research aims to investigate the perception of students about perceived service quality and measure the individual effect of each of the six factors of service quality on student satisfaction. The study was quantitative in nature and cross sectional survey design was used in the paradigm of positivism. The researcher used the cluster sampling technique and study sample comprised 750 students from six public universities of Lahore. Descriptive and inferential statistics were used to find out the factors of satisfying and dissatisfying in higher education through six dimensions of quality services (tangibles, teachers teaching, academic planning, campus life, leadership, quality management). The data was collected using close ended questionnaire and subjected to different statistical analyses. The findings of the research indicated that students are satisfied with perceived services except tangibles, leadership and quality of management. The service quality factors were rated from highest to lowest, campus life, teacher & teaching, academic planning, tangible, leadership, quality management. Management of these universities should handle strategically problems related teaching and learning process and they should always listen to their student's complains. It is suggested that leadership of these universities need to change for getting student satisfaction and quality enhancement. Practically, this study enables the management of these universities to identify the strength and weaknesses and make necessary improvement to increase student's satisfaction. This study helps to other universities to improve service quality and students to make wiser choices. It contributes original block of knowledge in the fields of Education and Quality Management.

**Keywords:** Higher Education, Service Quality, Student Satisfaction, Perceived Service Quality, Public University

## TABLE OF CONTENTS

| Page No   |           |
|---|-----------|
| <b>DECLARATION</b> .....  | <b>1</b>  |
| <b>DEDICATION</b> .....   | <b>2</b>  |
| <b>ACKNOWLEDGEMENT</b> .....  | <b>3</b>  |
| <b>ABSTRACT</b> .....   | <b>4</b>  |
| <b>CHAPTER I INTRODUCTION</b> .....   | <b>9</b>  |
| 1.1. Statement of the Problem .....   | 12        |
| 1.2. The Purpose of the Study .....   | 14        |
| 1.3.Objectives of the study .....   | 15        |
| 1.4. Research Questions .....   | 15        |
| 1.5. Significance of the Study .....  | 15        |
| 1.6. Rationale of the Study .....   | 17        |
| <b>CHAPTER II REVIEW OF THE RELATED LITERATURE</b> .....                        | <b>18</b> |
| 2.1. Higher Education as a Service .....  | 19        |
| 2.1.1. Conceptualizing Higher Education Service Quality.....                    | 20        |
| 2.1.2. Service Quality at Private and Public Higher Education Institutions..... | 22        |
| 2.1.3. Service Quality and Student Satisfaction in Higher Education.....        | 23        |
| 2.1.4. Measuring Service Quality in Higher Education.....                       | 24        |
| 2.2. Service Quality.....   | 24        |
| 2.2.1. Perceived Service Quality .....  | 26        |
| 2.2.2. Service Quality and Student Satisfaction .....                           | 27        |
| 2.2.3. Service Quality in Higher Education.....                                 | 28        |
| 2.2.4. Service Quality and its Importance in Higher Education .....             | 30        |
| 2.2.5. Measuring Service Quality .....  | 32        |
| 2.3. Customer Satisfaction .....  | 33        |
| 2.1. Definitions of Customer Satisfaction over Time.....                        | 34        |
| 2.3.1. Student as Customer Paradigm in Higher Education .....                   | 35        |
| 2.3.2. Student as the Primary Customer .....                                    | 36        |
| 2.3.3. The Importance of Students’ Perceptions and Expectations .....           | 37        |
| 2.3.4. The Importance of Student Satisfaction .....                             | 38        |
| 2.3.5. Measuring Student Satisfaction.....                                      | 40        |

|   |           |
|---|-----------|
| 2.3.6. The Relationship between Service Quality and Customer/Student Satisfaction ..... | 41        |
| 2.3.7. Difference between Customer Satisfaction and Service Quality.....                | 43        |
| 2.3.8. Overall Student Satisfaction .....   | 44        |
| 2.4. Measuring Service Quality in Pakistan Higher Education.....                        | 45        |
| Chapter Summary.....  | 49        |
| <b>CHAPTER III METHODOLOGY .....</b>  | <b>51</b> |
| 3.1. Research's Methodological Stance and Paradigm .....                                | 51        |
| 3.2. Research Design.....   | 53        |
| 3.3. Restating the Objectives of the Study .....  | 55        |
| 3.4. Target Population and Sample .....   | 55        |
| 3.5. Instrument of the Study .....  | 56        |
| 3.6. Pilot testing of the Questionnaire .....   | 57        |
| 3.7. Reliability and Validity .....   | 58        |
| 3.8. Data Collection.....   | 59        |
| 3.9. Ethical Considerations.....  | 59        |
| 3.10. Data Analysis Techniques.....   | 60        |
| Chapter Summary.....  | 61        |
| <b>CHAPTER IV DATA ANALYSIS.....</b>  | <b>63</b> |
| 4.1. Demographic Profiles of Student .....  | 64        |
| 4.2. Descriptive Analysis for Service Quality.....                                      | 70        |
| 4.3. Factor Analysis.....   | 72        |
| 4.4. Pearson Product Moment Correlation .....   | 75        |
| 4.5. Stepwise Regression Analysis.....  | 77        |
| 4.6. Stepwise Regression Analysis for Word of Mouth.....                                | 77        |
| 4.7. Stepwise Regression Analysis for Commitment.....                                   | 79        |
| 4.8. Stepwise Regression Analysis for Engagement.....                                   | 81        |
| Chapter Summary.....  | 83        |
| <b>CHAPTER V FINDINGS, CONCLUSION AND RECOMMENDATIONS.....</b>                          | <b>85</b> |
| 5.1. Summary of the Study.....  | 85        |
| 5.2. Major Finding.....   | 87        |
| 5.3. Conclusion.....  | 89        |
| 5.4. Discussion .....   | 91        |

|   |            |
|---|------------|
| 5.4.1. Dimensions rating of Service Quality .....                                     | 92         |
| 5.4.2. Importance of Service Quality Factors.....                                     | 94         |
| 5.4.3. Factors of Service Quality as a Predictor of Overall Student Satisfaction..... | 96         |
| 5.5. Suggestions for Improvement .....  | 98         |
| 5.6. Limitations of the study.....  | 100        |
| 5.6.1. Constructs .....   | 100        |
| 5.6.2. Sample .....   | 100        |
| 5.6.3. Measurement Tool.....  | 101        |
| 5.6.4. Method.....  | 101        |
| 5.6.5. Time and Cost Constraints .....  | 101        |
| 5.7. Future Recommendations for Research .....  | 101        |
| <b>REFERENCES .....</b>   | <b>103</b> |
| <b>APPENDIX A .....</b>   | <b>130</b> |

| <i>Tables</i> | <i>Titles</i>   | <i>Page No.</i> | <b>LI</b> |
|---------------|---|-----------------|-----------|
| 2.1           | Definitions of Customer Satisfaction over time                      | 26              | <b>ST</b> |
| 2.2           | Difference between Customer Satisfaction and Service Quality        | 35              |           |
| 4.1           | Reporting of the Data   | 54              | <b>OF</b> |
| 4.2           | Reliability Statistics For Service Quality and Student Satisfaction | 55              |           |
| 4.3           | Mean and Standard Deviation of Variables                            | 61              | <b>TA</b> |
| 4.4           | Factor Analysis and Reliability Analysis                            | 63              |           |
| 4.5           | Pearson Product Moment Correlation for Research variable            | 66              | <b>BL</b> |
| 4.6           | Stepwise Regression For Word of Mouth                               | 69              |           |
| 4.7           | Stepwise Regression for Commitment                                  | 71              | <b>ES</b> |
| 4.8           | Stepwise Regression for Engagement                                  | 72              |           |

### **LIST OF FIGURES**

| <i>Figures</i> | <i>Titles</i>                                      | <i>Page No.</i> |
|----------------|--|-----------------|
| 4.1            | Age of the Participants                            | 55              |
| 4.2            | Gender of the Participants                         | 56              |
| 4.3            | CGPA of the Participants                           | 56              |
| 4.4            | Academic Year of the Participants                  | 57              |
| 4.5            | Future Education of the Participants               | 58              |
| 4.6            | Previous Degree of the Participants                | 58              |
| 4.7            | Job Worth PKR                                      | 59              |
| 4.8            | Best Choice for Selecting Universities by students | 60              |
| 4.9            | Best Choice for Selecting Universities by Students | 60              |

## **CHAPTER I**

### **INTRODUCTION**

Service quality is a developing concern of higher education institutions throughout Pakistan (Wahid, 2014). Service quality plays an important role in higher education sectors and also want to keep and attract students to the overall success of the institutions(Gbadamosi & Jager, 2009; Wilkins & Balakrishnan, 2013). Today, it is an essential strategy to deliver service quality for survival and success of organizations and also for the global competitive environment (Eid, 2013). In the economy of many countries, service industry plays an important role.