

Measuring Service Quality Level of Tuition Providers in Bangladesh: A Study on S@ifur's

Md. Zainal Abedin¹

¹ World University of Bangladesh

Received: 12 February 2015 Accepted: 5 March 2015 Published: 15 March 2015

Abstract

The study investigates and measure the service quality level of S@ifur's through SERVQUAL-model statements (Parasuraman et al, (1990), that means that we measure customer expectations and customer perceptions and make a comparison between different areas of service given by the organization. To do this Five-Point Likert Scale has been used to survey customers. The study actually reveals the state of service quality level and the customer perception on this service and whether the service quality level, its standard and customer perceptions are able to increase market share in the industry.

Index terms— s@ifur's, tuition provider, customer expectations, customers satisfaction, customer perceptions, SERVQUAL-model

1 Introduction

Service quality is need for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations. Oliver (1997) argues that service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company. That means that if the perceptions would be higher than the expectations the service will be considered excellent, if the expectations equal the perceptions the service is considered good and if the expectations are not met the service will be considered bad.

Oliver (1997) argues that customer satisfaction can be described as a judgment that a product or service feature, or the product or service itself, provides pleasurable consumption. Satisfaction can also be described as a fulfillment response of service and an attitude change as a result of the consumption. Gibson (2005) put forward that satisfied customers are likely to become loyal customers and that means that they are also likely to spread positive word of mouth. Understanding which factors that influence customer satisfaction makes it easier to design and deliver service offers that corresponds to the market demands. Service quality linked explicitly to customer satisfaction that marketer too seen as having an important role to play.

Making service processes more efficient does not necessarily result in a better quality experience for customers, or does it always lead to improved benefits for them. Likewise, but at other times it may sometimes be welcomed by customers, but at other times it may make them feel rushed and unwanted)

Marketing's interest in service quality is obvious when one thinks about it. Poor quality places a firm at a competitive disadvantage, potentially driving away dissatisfied customers.

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or meet surpass expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Management must think of itself not as producing products but as proving customer creating value satisfaction. "Customer satisfaction has a vital role in sustaining and improving hole on the market.

2 II. Theoretical Framework of the Study a) Service Quality

From the viewpoint of business administration, "Service Quality is an achievement in customer service. It reflects at each service encounter. Customers form service expectations from experiences, word of mouth and advertisement. In general, Customers compare perceived service with expected service in which if the former falls short of the latter the customers are disappointed".

The measurement of subjective aspects of customer service depends on the conformity of the expected benefit with the perceived result. This in turns depends upon the customer's expectation in terms of service, they might receive and the service provider's ability and talent to present this expected service. Successful Companies add benefits to their offering that not only satisfy the customers but also surprise and delight them. Delighting customers is a matter of exceeding their expectations.

Pre-defined objective criteria may be unattainable in practice, in which case, the best possible achievable result becomes the ideal. The objective ideal may still be poor, in subjective terms.

Service quality can be related to service potential (for example, worker's qualifications); service process (for example, the quickness of service) and service result (customer satisfaction).

3 b) Importance of Service Quality

The importance of service has obtained a significant amount of attention by many managers and academic scholars in a variety of fields. Identifying the nature of the relationship between service quality and relevant constructs appears to be advantageous as it assists in the development of better managerial decisions. This realization is reflected by the increasing number of publications devoted to such topics as customer satisfaction, service quality, customer service, and service marketing . Prior to discussing the concept of service quality and its relationships with other constructs, it is necessary to be concerned with the three fundamental characteristics of a service product. In these circumstances it is very important to pay attention to study of service quality, its dimensions and measuring method in order to improve it continuously. Continuous offer of high quality service is extremely important to reach consumer satisfaction, which is reflected positively to competition and to profitable business of service companies. [Sources: Website, Zeithaml, V.A., Parasuraman, A. and Berry, L.L.(1990), Delivering quality service; Balancing customer perceptions and expectations, The Free Press, New York, NY].

4 c) Measuring of Service Quality

Measuring the quality of a service can be a very difficult exercise. Unlike product where there are specific specifications such as length, depth, width, weight, color etc. a service can have numerous intangible or qualitative specifications. In addition, there is there expectation of the customer with regards the service, which can vary considerably based on a range of factors such as prior experience, personal needs and what other people may have told them.

5 d) Method of analysis

To analyze the result we use the SERVQUAL model statements (Parasuraman et al, (1990). That means that we measure customer expectations and customer perceptions and make a comparison between different areas of service.

Each answer alternative is given a score and the score for expectations is summarized and the score for perceptions is summarized. Then the difference between expectations and perceptions is counted and a judgment about the service quality is given. The overall service quality level is showed through counting the score of each dimension and then summarize them. Jannadi and Al Saggaf (2000) explains that the calculation shows a gap between perceptions and expectations and through that gap the service will be evaluated through the following formula.

$$SQ_i (\text{feature}) = P_i - E_i \quad (1) \quad SQ (\text{dimension}) = \frac{\sum (P_i - E_i)}{n} \quad (2)$$

When n = number of items in the dimension Overall $SQ = \frac{\sum SQ_i}{n} \quad (3)$ When n = total number of features i = each feature SQ = Service Quality P = Perception score E = Expectation score Standard deviations are also used to measure dispersion of data around the mean. To be able to analyze the different answer options we gave each option different points, this method is called Likert scale. The expectations and perceptions are evaluated through 22 statements and the answer options are rated through five point Likert scale. The result is also linked with theory to identify which areas the company should improve. We used Microsoft Excel to transform the raw data from the questionnaires into diagrams and tables that are easier to facilitate.

Parasuraman later revises the SERVQUAL model, where the differences are shown as follows: Later, the determinants were reduced to five: tangibles; reliability; responsiveness; service assurance and empathy in the so-called RATER model.

Found that the following ten dimensions affect expectations and perception of service quality: Later development of a model for measuring service quality brought Parasuraman, Zeithaml and Berry to a conclusion that awareness solution is more acceptable for above-mentioned ten dimensions converted into the following five ones:

1. Tangibility (physical objects, equipment, appearance of service staff)
2. Reliability (potential to deliver a promised service)
3. Sensitivity (willingness to help consumers and to provide fast service)
4. Safety (knowledge and politeness of the staff and their capability of getting trust)
5. Empathy (care, individual attention for

consumers) Safety and empathy represent in fact seven original quality dimensions: competitiveness, accessibility, politeness, communicability, credibility, safety and understanding and commitment for consumers. Reducing number of dimensions has not reduced accuracy in quality measurement.

It is obvious that there are different opinions on dimensions of service quality. It would be hard to extinguish some of above approaches as the most acceptable in explanation and understanding the essence of perceived service quality; however, when speaking on quality measurement the P f) Maintaining Service Quality After having attained the desired service level, the next great challenge faced by service providers is to maintain service standards at levels of excellence. This is as important, and as tough, as establishing service standards and attaining to them in the first place.

There are two approaches that any organization can have towards maintaining service standards -a proactive approach or a reactive approach.

6 g) Proactive

A proactive approach entails actively reaching out to customers and trying to gather their feedback on service quality and suggested areas of improvement. This can be done by way of ? Surveys and administering questionnaires ? Gap Analysis, and ? Staff training i. Surveys and questionnaires Such an approach helps a brand to anticipate customer demands and expectations and align its service offering accordingly. In addition, the findings of such surveys can help to identify common issues and demands of customers hence helping a company to customize its service offering.

ii. Gap Analysis Another approach that is adopted for analyzing service quality is that of the gap analysis. The company has an ideal service standard that it would like to offer to its customers. This is contrasted with the current level of service being offered. The gap thus identified serves both as a measure and as a basis for planning a future course of action to improve the service offering.

7 Global Journal of Management and Business Research

Volume XV Issue III Version I Year ()

8 iii. Staff Training

Another crucial aspect of the proactive approach is staff training. Companies nowadays spend generously on training their personnel to adequately handle customer queries and/or complaints. This is particularly true if a company is changing its service offering or going in for a price hike of its existing services. For example, when a fast food chain increases the price of its existing products, the staff has to handle multiple customer queries regarding the hike. Lack of a satisfactory explanation would signify poor service standards and lead to customer dissatisfaction.

9 iv. Reactive

A reactive approach consists of resorting to a predetermined service recovery mechanism once a customer complains about poor service quality. It usually starts with apologizing to the customer and then taking steps to redeem the situation. The fundamental flaw with this approach is that, here the customer has already had a bad experience of the brand's service.

10 Company perceptions of customer expectations

11 Gap-3

Gap-2

12 Gap-4

Measuring Service Quality Level of Tuition Providers in Bangladesh: A Study on S@Ifur's was that customers could evaluate a firm's service quality by comparing their perceptions with their expectations. SERVQUAL has its detractors and is considered overly complex, subjective and statistically unreliable.

Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap.

13 Research Design (Methodology) a) Research Approach

? This is a quantitative research, in some cases qualitative approach has been applied. ? At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents. ? After analyzing all relevant data by excel and SPSS, a descriptic method has been applied to present the findings.

14 b) Sources of Data

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically. a. Primary Source ? Different Graphs, Tables, Charts and others instruments are used to make presentable the research results (Findings).
IV.

15 Analysis and Findings of Service Quality and Customer Satisfaction Level

Descriptive analysis and frequency distribution to analysis the despondence answer.

16 a) Descriptive Analysis

It refers the transformation of raw data into a form and that will make them easy to understand and interpreted; rearranging, ordering manipulating data to provide descriptive information. Sample size is 60. Among them, there are 75% male and 25% female. The ratio can be seen graphically in the pie chart. Sample size was 60, with this statement most of the respondents were neutral. The numbers were 21, Here strongly agree were 9 and agree were 16 rest were, disagree and strongly disagree are the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are dissatisfied because they do not keep their promise.

Chart: S@ifur's promise to do something by a certain time ii. When you got a problem with S@ifur's, solving the problem by the organization is very fast. Sample size was 60, with this statement most of the respondents were Agree. The numbers were 20, Here strongly agree were 10 and disagree were 10 rest were, disagree and strongly disagree were 5, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are satisfied because they solve problem very fast. Sample size was 60, with this statement most of the respondents were Agree. The numbers were 28, Here strongly agree were 12 and disagree were 8 rest were, disagree and strongly disagree were 5, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are like S@ifur's brand.

17 0%

Chart: People like S@ifur's iv. S@ifur's communicate with their customer after completed their course Sample size was 60, with this statement most of the respondents were Agree. The numbers were 18, Here strongly agree were 12 and disagree were 10 rest were, disagree and strongly disagree were 8, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customers are agree with their communication strategy. Sample size was 60, with this statement most of the respondents were Agree. The numbers were 22, Here strongly agree were 12 and disagree were 10 rest were, disagree and strongly disagree were 9, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree. S@ifur's sales people always help the customers to find the best option or services.

Chart: The Sales person of S@ifur's always help you to find the best services. Sample size was 60, with this statement most of the respondents were Neutral. The numbers were 17, Here strongly agree were 10 disagree were 12 rest were, disagree and strongly disagree were 8, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree.

Chart: Customer care department of S@ifur's always respond rapidly d) Statement in the Assurance Dimension i. S@ifur's employee's behaviors for inspiring confidence on their services are very good. Sample size was 60, with this statement most of the respondents were Agree. The numbers were 22, Here, strongly agree were 12 disagree were 7 rest were, disagree and strongly disagree were 9, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree about S@ifur's employee's behaviors for inspiring confidence on their services are very good.. Chart: Customer care department of S@ifur's always respond rapidly Sample size was 60, with this statement most of the respondents were Agree. The numbers were 18, Here strongly agree were 10 disagree were 12 rest were, disagree and strongly disagree were 8, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are neutral.

18 Valid

Chart: Customer care department of S@ifur's always respond rapidly ii. S@ifur's services quality is good Sample size was 60, with this statement most of the respondents were Agree. The numbers were 20, Here strongly agree were 10 disagree were 10 rest were, disagree and strongly disagree were 5, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customers are satisfied and positive of S@ifur's quality.

Chart: Customer care department of S@ifur's always respond rapidly Sample size was 60, with this statement most of the respondents were Agree. The numbers were 17, Here strongly agree were 10 disagree were 12 rest

were, disagree and strongly disagree were 8, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are neutral.

V.

19 Summary of Findings

After exploring and analyzing all relevant data, information and from the questionnaire to find out some findings has given below: 1. S@ifur's operation and functions as an English language-teaching provider is a great phenomenon of our education. 2. Its marketing activities are very excellent to provide the various and attractive services to the people. 3. Up to now S@ifur's holding a satisfactory and leading position in the coaching education sector. 4. The Services dimensions of S@ifur's are well. 5. S@ifur's got lack of supervision with their branches and franchises. 6. Sometimes, Student's expectations are not meeting properly in terms of course fees. 7. A small number of teachers are not following the organizational rules, regulations. 8. Most of the employees are worried about their job security that's why they cannot pay full attention to their assign job as a result expected services are not found properly.

VI.

20 Recommendations

On the basis findings, the researcher has given the following some recommendations ? S@ifur's should analyze the customer expectations.

? S@ifur's should make a diagram so that the company can give the best services to the customers.

? Make the methods or make plan to close the gaps between customers and S@ifur's expectations. ? S@ifur's should improve supervisory and monitoring capabilities at branches and corporate office to avoid unexpected service and situations. ? S@ifur's can take essential steps to enable the new and innovative services. ? S@ifur's should provide the course free facilities for the poor but brilliant students. ? S@ifur's should revise the course fees as less as possible. ? S@ifur's faculty should practice the modern techniques of teaching.

21 VII.

22 Conclusion

Teaching centre is a dynamic business. Today is beset by momentum changes in virtually every facet of industry activities. By assessing the current position of teaching centre, any hindrances must be seen as a challenge and not as a threat. Any such problem must be tackled accordingly. The teaching centre should maintain a well-structured communication from top to bottom level. Each official should be valued and motivated as a part of organization and they must have the privilege to share suggestions regarding decisionmaking or any other activities. Practical experience so far has been very challenging and this is dynamic place to work where we can explore our own scopes and share our own opinions with our supervisors. This is not a general and monotonous place to work because every day there is something new to explore and feel great to be a part of this arena. Teaching centre plays an important role in our education system by providing the coaching facilities. In Bangladesh, both local and international S@ifur's has made a remarkable progress practically in every sphere of its activities. The activities of S@ifur's are very implicit and vast comparing to that of other teaching centre in the country today. To achieve the objectives S@ifur's works for improving the quality by identifying customer expectations as well as different problems related with management, employees and teachers. To achieve this desired goal it has intention to pursuit of excellence in the climate of continuous improvement. Because it believes the line of excellence is never ending, it also believes that its strategic plans and business will its strengths in competitive environment. Its motto is providing every single customer services available in today's teaching procedure for their students. a) Limitation of the study Despite our sincere effort to keep flawless in our survey, some limitations cannot be ruled out like, it is not possible to verify to what extent samples are representative. And if someone might have not expressed his/her heartfelt opinion, the same is also beyond scrutiny. However, we have made our sincere most endeavor to select in a neutral and proper way. Authors Details: The usual measures of Service Quality level from the customer perspectives involve a survey with a set of statements using a likert Technique or scale. The customer will be asked to evaluate each statement and in term of their perception and expectation of service quality and performance of the organization, their satisfaction will generally be measured on a five-point scale.

All measures will capture both affective and cognitive aspects of satisfaction.

¹ ²

¹© 2015 Global Journals Inc. (US)

²Measuring Service Quality Level of Tuition Providers in Bangladesh: A Study on S@ifur's



Figure 1: 1 .

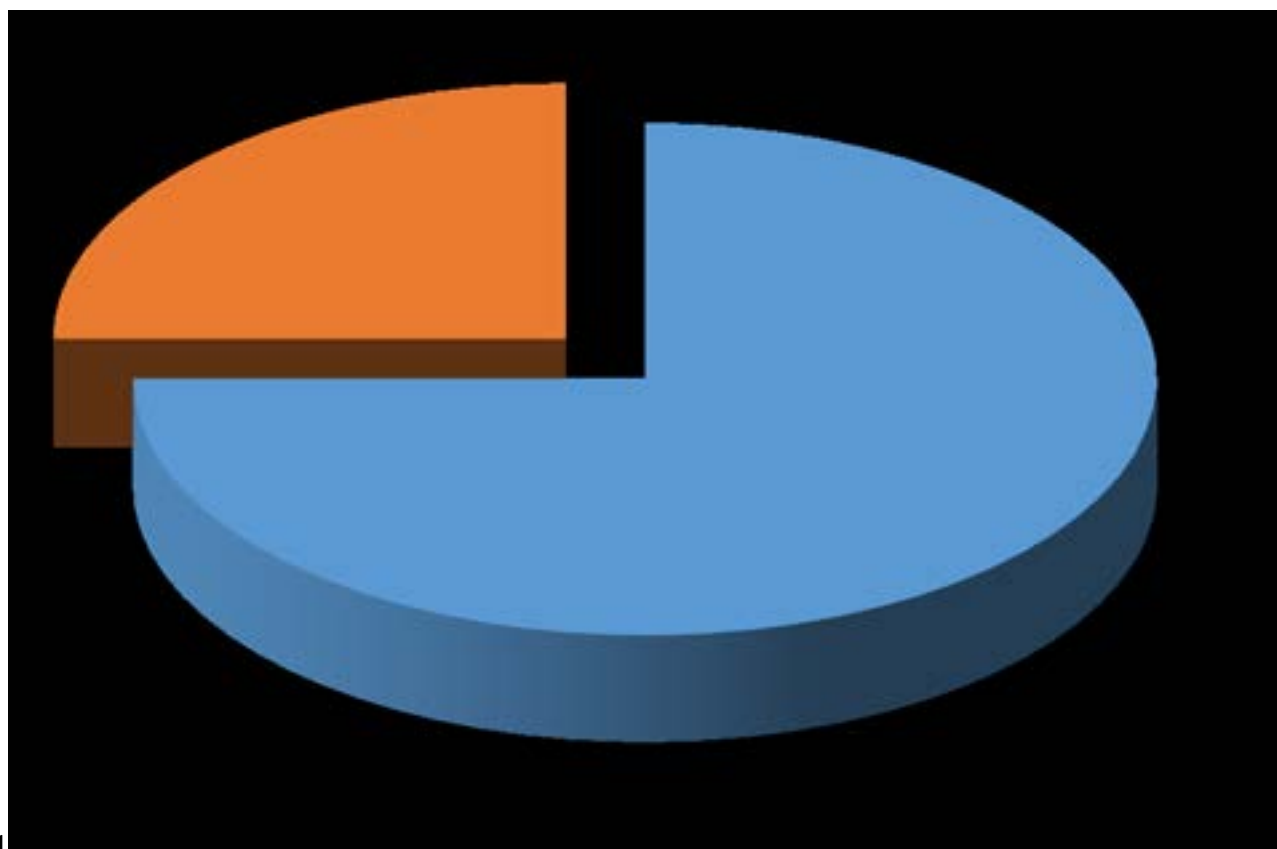


Figure 2: a. GAP 1

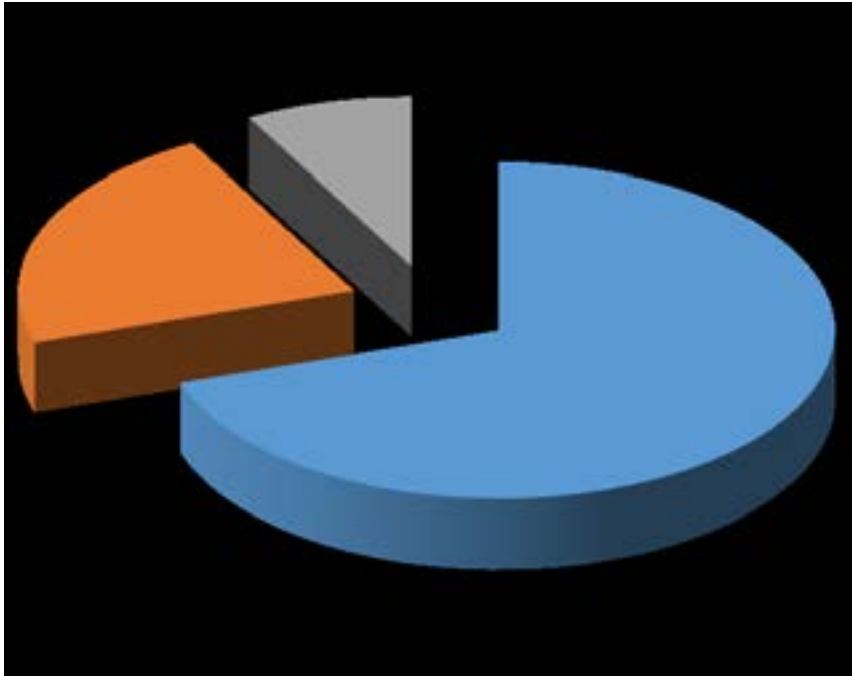


Figure 3: Pie

been changed into "Employees are not always willing to help you".

3. Thirdly, two original items, one within the perceptibility, and another one within the safety, have been changed by two new ones that explain dimensions in a better way: perceptibility and safety.

4. In the fourth place, evaluation of significance of each of five dimensions in original model is gained indirectly by regressive analysis. Revised model introduces the third set of questions for users that directly measures relative significance of each of five dimensions for users. These results are then used to evaluate the indicator of each dimension o

Year 5. Parasuraman's concept of five dimensions is mostly used. f perceptive service quality. The main purpose is to obtain the most accurate result of perceptive service quality.

e) Various Dimensions of Service Quality

A Customer's expectation of a particular service

is determined by factors such as recommendations, personal needs and experiences. The expected service and the perceived service sometimes may not be equal,

(thus leaving a gap. Parasuraman, Zeithaml and Berry described ten)

determinants that may influence the appearance of a gap.

in the SERVQUAL,

responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer and tangibles.

1. Firstly, the term "should" in its original version may lead to unrealistically high results related to expectations, so the new model introduces somewhat different terms. Revised terms focus on what users' expectations should be from the company that delivers excellent service. For example, item "City Public Transportation should have accurate timetable", has been modified into an item "Distinctive public transportation in the city will insist on accurate timetable".

2. Secondly, all negative items' formulation in an original version of the SERVQUAL is changed by positive formulation. For example, "The employees

	Sources: Internet, Management Study Guide. Maintaining & Measuring Service Quality]
	h) Gaps Model of Service Quality
	i. Servqual Model
	SERVQUAL or RATER is a service quality framework. Zeithaml, parasuraman and Berry, developed SERVQUAL in the mid 1980s. SERVQUAL means to measure the scale of Quality in the service sectors.
Customer	
COMPANY GAP	
Gap-1	
i) Concept	service quality. It identifies five 'gaps' that cause unsuccessful delivery. SERVQUAL was originally
The service quality model or the 'GAP model'	
developed by a group of authors parasuraman, Zeithaml	measured on 10 aspects of service quality: It measures
and Berry at Texas and north Carolina in 1985,	the gap between customer expectations and
highlights the main re- quirements for deliver- ing high	experience. The basic assumption of the measurement

Figure 5: Expected service Perceived service Service delivery External Communication Cus-
tomer driven service designs and standards

4

Gender	1 : Gender Sample Frequency	Percent	Valid percent	Cumulative Percent
Male	45	75	75	75
Valid Female	15	25	25	100
Total	60	100	100	

Figure 6: Table 4 .

:

50	Position	Frequency	Percent	Valid
45	Strongly disagree	6	10%	6
40 Valid 35	Disagree Neutral Agree	8 21 16	13.33% 35% 26.67%	8 21 16
25 30	Strongly Agree Total	9 60	15% 100%	9 60
20				
15				
10				
5				
0				

15-25 yrs 26-35 More than
yrs 35

Bar Chart: Respondents According to Age

Table 4.1.3 : Professional Group

Profession	Frequency	Percent	Valid per- cent	Cumulative Percent
Student	40	70	70	75
Valid Service Holder Business Person	15 5	22 8	22 8	100
Total	60	100	100	
Table: 4.1.3 : Professional Sample				
	Sales			
22	8	Student		
		Service Holder		
	70	Business Person		

[Note: Measuring Service Quality Level of Tuition Providers in Bangladesh: A Study on S@Ifur's © 2015 Global Journals Inc. (US) 51 Global Journal of Management and Business Research Volume XV Issue III Version I Year () Pie-Chart show participant's Profession Respondent's]

Figure 7: Table :

-
- Strongly Disagree
Disagree
Neither Agree/ Nor Disagree
Agree
Strongly Agree
- 5
- Strongly Disagree
Disagree
Neither Agree/ Nor Disagree
Agree
Strongly Agree
- 6 People like S@ifur's
- Strongly Disagree
Disagree
Neither Agree/ Nor Disagree
Agree
Strongly Agree

Figure 8:

.1 Appendix

Questionnaire Measuring Service Quality level from the Customer Satisfaction Level of S@ifur's I am a faculty member of World University of Bangladesh conducting a survey on Measuring Service Quality Level of S@ifur's and would like to know your views and opinions. Please give few minutes to help me by completing this Questionnaire. The collected data through the survey will be used for only developing the thesis and will not be disclosed elsewhere.

Please put the tick (?) marks in the appropriate box.

[Kisg5c9 and Dpuf] , Kisg5c9 , Dpuf .

[S@ifur's Archive] *Course wise different prospectus of S@ifur's, Organizational Profile of S@ifur's, S@ifur's Archive* .

[Website et al. ()] *Delivering quality service; Balancing customer perceptions and expectations*, Zeithaml Website , V A Parasuraman , A Berry , LL . 1990. New York, NY: The Free Press.

[Valarie et al. ()] *International Edition 2006.-Service Marketing. Exclusive rights by McGraw-Hill Education (Asia)*, A Valarie , Jo Mary , Bitner . 2009. Inc. New York; Singapore. (Published by The McGraw-Hill Companies. Printed in)

[Islam ()] M Islam . *Research Methods, Second Edition: Published by Mullick & Brothers*, (Dhaka New Market, Bangladesh) 2011.

[Strandvik and Storbacka ()] *Managing relationship quality*, T Strandvik , K Storbacka . <http://www.emeraldgrouppublishing.com/authors/guides/write/harvard.htm?part=2#sthash.4Kisg5c9.dpuf> 1996. University of Karlstad, Karlstad. (paper presented at the QUIS5 Quality in Services Conference)

[Kotler and Armstrong ()] *Principle of Marketing 13 Edition: Copyright by Pearson Education International*, P Kotler , G Armstrong . 2010. (Printed in Upper Saddle River, New Jersey)

[Stauss and Weinlich ()] *Processoriented measurement of service quality by applying the sequential incident technique*, B Stauss , B Weinlich . <http://www.emeraldgrouppublishing.com/authors/guides/write/harvard.htm?part=2#sthash.4Kisg5c9.dpuf> 1995. (paper presented at the Fifth Workshop on Quality Management in Services, EIASM, Tilburg. -See more at)

[S@ifur] s website www.saifurs.org and www.saifurs.com.sg; Various reports & documents of Customer care department of S@ifur's, S@ifur .

[Parasuraman and Berry ()] *SERVAQUAL: A multiple item scale for*, A Parasuraman , L L Berry . 2000.

[Lovelock and Wirtz ()] *Service Marketing Sixth Edition: Copyright by Pearson Education International. Printed in the United States of America*, C Lovelock , J Wirtz . 2007.

[Ma. Parasuraman et al. ()] 'SERVQUAL: a multi-item scale for measuring consumer perceptions of the service quality'. A Ma. Parasuraman , V A Zeithaml , L L Berry . *Journal of Retailing* 1988. 64 (1) p. .

[Baron and Kenny ()] 'The moderator-mediator variable distinction in social psychological research'. R M Baron , D A Kenny . <http://www.emeraldgrouppublishing.com/-authors/guides/write/harvard.htm?part=2#sthash.4> *Journal of Personality and Social Psychology* 1986. 51 p. .