

SERVICE QUALITY AND STUDENT SATISFACTION: A CASE STUDY IN PRIVATE MANAGEMENT INSTITUTIONS IN CHITTOOR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The competitive academic environment is prevailing especially in the state of Andhra Pradesh due to establishment of large number of Management Institutions. The aspirants have many options available to them to choose good institution to pursue their education and hence the factors that enable management education institutions to attract and retain students should be seriously studied. This study made an attempt to examine the relationship between service quality dimensions in such as Tangibility, Responsiveness, Reliability, Assurance and Empathy and students satisfaction. Furthermore, this study is also examines critical factors in service quality dimensions such as tangibility, responsiveness, reliability, assurance and empathy that contributes most to the satisfaction of the students. This study was conducted using the questionnaire to 185 students from private Management Education Institutions. The collected data was analyzed through MS Excel and 'Statistical Package for Social Science' software to get the results from empirical test of these relationships. The study also tested reliability of the instrument to enable to produce a robust and valid result. The empirical results of this study support the Parasuraman's SERVQUAL, which related to the factors contributing to students' satisfaction.

KEYWORDS: Service Quality, Student Satisfaction, SERVQUAL, Private Management Institutions and Regression Co-Efficients