



(RESEARCH ARTICLE)



## Relationship between perceptions of service quality on students' satisfaction: A case study of Myanmar commercial university (MCU)

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International Journal of Science and Research Archive, 2024, 12(02), 1493–1498

Publication history: Received on 22 June 2024; revised on 30 July 2024; accepted on 02 August 2024

Article DOI: <https://doi.org/10.30574/ijrsra.2024.12.2.1402>

### Abstract

This study aims to evaluate the relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU). In the SERVQUAL model of service quality, five factors were used for this study: tangibility, reliability, responsiveness, assurance and empathy. The target population is 343 students from online classes who actively enrolled during the academic session of half-year of 2022 in Myanmar Commercial University (MCU). A sample of 185 students was selected using the simple random sampling method. According to the findings of the study, all five dimensions of the SERVQUAL model. This indicates that students are strongly satisfied with the service provided to them; hence; their perception is good. Myanmar Commercial University (MCU) must train both academic and non-academic staff to possess the organization's knowledge and to be courteous and friendly with students at all times. Myanmar Commercial University (MCU) should provide prompt service, and extra priority must also be given to service-related problems.

**Keywords:** Students' satisfaction; Service quality; Tangibility; Reliability; Responsiveness; Assurance and empathy; SERVOUAL Model

### 1. Introduction

Nowadays, education is important. Students are now more careful. A consumer due to the competitive environment in higher education institutions around the world. So, there have been numerous changes to higher education institutions' student service, leadership, organizational structures, academic process, and status worldwide. The production and Consumption of educational services happened simultaneously because they are intangible. Higher education service quality could not be objectively assessed due to its complexity to investigate. In order to compete and survive in higher education, market, high-quality service is a crucial requirement. The dynamics and workings of market systems must be relied upon by numerous private institutions. Higher education Institutions have focused more on student satisfaction as a result of the industry' sincreased competition.

Private higher education faces challenges in student retention, necessitating effective measures to increase the number of qualified students who remain in institutions (Lau, 2003). Customers who receive high-quality service are more likely to stay with the business and recommend it to others (Negi, 2009; Ladhari, 2009). DeShields et al (2005) emphasize the importance of higher education institutions maintaining high service quality and students' intentions to thrive in a competitive service environment. The research on service quality has focused on the relationship between service quality and students' satisfaction.

The study is to investigate Relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU).

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### 1.1. Rationale of the study

Private universities' success relies on their high-quality educational offerings, enabling students to reach their full potential and achieve their goals. Higher education market, universities strive for excellent service quality to build student relationships and market position. However, immoral business practices and poor service quality can impact the relationship between perceptions of service quality and students' satisfaction. Service providers to successfully implement concrete, trustworthy, responsiveness, assurance, and empathy in carrying out daily tasks may have a significant impact on positive customer cognitive and attitude reactions, particularly customer satisfaction, according to research on effective organizations (Izogo and Ogba, 2015; Yeo et al. 2015).

This research shows that excellent customer service leads to loyalty of student service. The connection between service quality and customer satisfaction to prioritize satisfaction or deliver the highest perceived quality. This study's main goal is the relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU).

#### *Objectives of the study*

The main objectives of the study are

- To explore the impact of the relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU).
- To examine the relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU).
- To analyze the impact of the relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU).

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## 2. Method of study

This research for a cross-sectional study is done. The students who actively registered for classes at Myanmar Commercial University (MCU) from half-year 0f 2022 are the population that is being targeted. The sample size is 276 students drawn from all of Myanmar Commercial University (MCU) classes, with the target population of 876 students who are actively enrolled. The Taro Yamane (Yamane, 1967) formula is used to calculate the sample size. In this study, a basic random sampling technique will be applied. Structured questionnaires with Google Forms will be used to gather the data. This study will be a descriptive investigation. This study only examined the variables the impact of the relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU). Data from both primary and secondary sources will be used in this study. Each item is rated using a 5-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree. A score of four is regarded as neutral.

### 2.1. Population and sampling

This study only focuses on the impact of the relationship between perceptions of service quality on students' satisfaction A case study of Myanmar Commercial University (MCU). The study applied SERVQUAL Model. Tangibility, reliability, responsiveness, assurance, and empathy perspectives are studied to measure service quality. Specific attention is paid to students enrolled in the half-year of 2022 of academic years.

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## 3. Literature review

### 3.1. Concept of Service Quality

Services are products that can be delivered in a variety of ways and have a range of different qualities from standard goods. Kotler and Keller (2016) state that the inseparability, variability, and perishability of services have an impact on how intangible marketing programs are designed. Jiang and Wang (2006) defined it as the customer's assessment of the quality of the service they received and how it compared to their expectations. Jiang and Wang (2006) noted that customers' feelings or memories are used to make judgments rather than the characteristics of the service. Customer satisfaction serves as the basis for evaluating the quality of a service. It takes into account all the facilities, infrastructure, tools, and amenities that are made available. According to Parasuraman et al., customer attitudes are determined by comparing service performance. expectations over time

### **3.2. Quality**

Quality is an important variable for all public and private business. It is no more a choice of the seller to maintain high standard of service quality rather it a necessity to offer high level of quality in every service transaction to meet the needs and wants of the consumers. The service elements of Quality are difficult to gauge as compared to elements of Quality of goods. Manufactured goods must offer a consistently high standard of conformance of the product to satisfy the needs of the consumers in the most reasonable way to remain competitive.

### **3.3. Students' satisfaction**

To understand why student satisfaction is important, it's worth delving into the idea. Basically, as an indicator, it refers to the quality of students' experience with an institution. Student satisfaction is the extent to which students' hopes and desires for Teaching and learning activities are expected based on the reality received by students. Students are the primary constituents of the customer base in higher education, in both public and private universities. Customer satisfaction measures how well higher education institutions have served their customers, the students, globally. According to Miya et al., student satisfaction served as an antecedent variable that influenced loyalty, trust, and good word of mouth. , 2017), as well as re-enrollment or student intention (Nguyen and Nguyen, 2016; Azam, 2018).

### **3.4. SERVQUAL Model**

In the marketing literature, SERVQUAL is a crucial tool for assessing the caliber of services (Parasuraman, Zeithaml, and Berry, 1988). According to Parasuraman et al., managers have used this instrument extensively, 1998) and researchers to gauge how customers feel about the level of service.

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## **4. Dimensions of Service Quality**

The most famous model of service quality was proposed by Parasuraman et al. (1985, 1988). It had five dimensions and can be explained as: five factors were used for this study: tangibility, reliability, responsiveness, assurance and empathy.

### **4.1. Tangibles**

Measuring service quality is challenging due to its intangible nature. However, some services have tangible aspects, such as food, ambience, and cleanliness, which are evaluated alongside these intangible variables. This makes the tangibility aspect of service quality crucial, including the service personnel, physical environment, facilities, equipment, and communication materials.

### **4.2. Reliability**

Service quality is the reliability of service providers' deliverables to consumers. Reliability refers to the provider's ability to consistently meet promises related to service delivery, performance, grievance redresses, guarantees, and pricing. It is crucial for service marketers to understand consumer expectations and meet them to effectively attract target consumers. Failure to do so may result in ineffective marketing strategies.

### **4.3. Responsiveness**

Service quality is the willingness of service providers to help customers meet their needs efficiently and promptly. Being responsive means responding quickly to customer requests or complaints, and addressing problems or queries promptly. For example, a health insurance policyholder seeking cashless medical facilities may need prompt assistance. In emergency situations, responsiveness is crucial, as failure to respond may negatively impact the customer's perception of the service provider. The length of time taken to assist a customer and the degree of flexibility in customization are key factors in service quality.

### **4.4. Assurance**

Service quality refers to the trust and confidence a consumer has in the service seller, known as assurance. This refers to the perception of the service seller's ability to provide consistent service performance and empathetic delivery at reasonable prices. Intangible aspects of service quality, such as intangible factors like holiday packages, can also influence consumer decisions. In services marketing, trust often develops through personal dealings with service marketing employees.

#### 4.5. Empathy

Empathy is the Service quality refers to the personalized attention and care provided to consumers by service providers. A higher-quality service is perceived as tailored to individual needs. For instance, an event management organization must cater to specific consumer expectations, offering tailored services to meet the ever-changing demands of consumers.

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### 5. Profile of the study

Myanmar Commercial Management Institute (MCMI), founded in 2019 by a young entrepreneur, was a private higher education institution that offered undergraduate, postgraduate, and professional diploma programs for learners and working professionals at all stages of life. MCMI designed its Programs to compete internationally. It was "Myanmar Commercial College" in 2023. When receiving a college license, MCMI will upgrade to Myanmar Commercial University.

The foundation of Myanmar Commercial University (MCU) is a thorough understanding of the community, the educational gaps, and the business opportunities available there. Therefore, it is designed to adapt to the requirements of Myanmar's citizens and businesses. Most significantly, it offered students diplomas and degrees from highly ranked partner universities. Providing corporate training and corporate social responsibility programs, Myanmar Commercial College also works closely with Myanmar-based businesses. The triple bottom line principle of people, planet, and profit is promoted and illustrated to encourage ethical business practices. Vision, Mission and Core Values of Myanmar Commercial University are as follows,

#### 5.1. Vision

To become a qualified institution based on excellent education and enhanced learning environment.

#### 5.2. Mission

To provide a high quality, relevant education enabling the affordable learning environment for learners to achieve their goals and ethical business leaders with a global perspective through excellent education.

#### 5.3. Core Values

- Motivation: Motivation is the driving force to achieve their desired goals.
- Collaboration: Collaboration is the act of producing or making something together.
- Mutual Respect: Mutual Respect is that each person values who the other is and understands the other person's boundaries.
- Integrity: Integrity creates trust. As an organization, collectively, it is our most valuable asset.

#### 5.4. Accredited and affiliate

- Lincoln University College (Malaysia)
- La Xenia International Institute of Switzerland (Switzerland)
- NCFE (UK)
- International Business Academy of Switzerland (IBAS)
- Association of Business Executive (ABE – UK)
- Euro Skills Technical & Vocational Academy (Malaysia)
- London Qualifications Board (UK) to provide educational requirements of the country

#### 5.5. Myanmar Commercial University is awarded the following degrees;

- Certificate
- Diploma
- Bachelor Degree's
- Master Degree's
- Doctorate Degree's

The programs offered by Myanmar Commercial University draw more students because of their positive reputation, advantageous position in the market, and competitive edge. Over 4,000 students will attend school from 2019 to 2023. Today, Myanmar Commercial University has developed into a reputable academic teaching institution in Mandalay.

## 6. Relationship between perceptions of service quality on students' satisfaction

This dimensions are relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU).

**Table 1** Service quality on students' satisfaction

Service Quality Factors		Student Satisfaction
Tangibility	Pearson Correlation	0.789**
	Sig. (2-tailed)	0.000
Reliability	Pearson Correlation	0.882**
	Sig. (2-tailed)	0.000
Responsiveness	Pearson Correlation	0.809**
	Sig. (2-tailed)	0.000
Assurance	Pearson Correlation	0.862**
	Sig. (2-tailed)	0.000
Empathy	Pearson Correlation	0.893**
	Sig. (2-tailed)	0.000

Source: Survey Results

To investigate the connection between brand experience and word-of-mouth, Pearson correlation coefficient was used. The tangibility ( $r = 0.770$ ), reliability ( $r = 0.887$ ), responsiveness ( $r = 0.823$ ), assurance ( $r = 0.877$ ), and empathy ( $r = 0.892$ ) correlation coefficients are statistically significant at a 1 percent level. These factors have a positive and significant correlation with students' satisfaction.

The results also show that customer satisfaction and empathy have the highest correlation, while tangibility and student satisfaction have the lowest correlation. This demonstrated that empathy was regarded as the primary service quality. The research showed that respondents who felt they were more aware of service quality practices responded to surveys of customer satisfaction more favorably.

## 7. Conclusions

This research study of relationship between perceptions of service quality on students' satisfaction, A case study of Myanmar Commercial University (MCU). The results of the analysis show that while some variables remain constant, higher levels of positive service quality perception among students increase their satisfaction. At a 1% level of significance, tangibility, reliability, and empathy among the five dimensions of service quality significantly and favorably influence student satisfaction. High-quality customer service is crucial for universities to stand out in the competitive higher education sector, and the administration and management should improve service quality to ensure student satisfaction.

### *Recommendations*

Universities are experiencing rapid changes in the educational environment, and there are continual needs for development and enhancement of service quality. A private university will be able to get students' satisfaction through the realization of service quality that make students to get jobs and develop start-up related thinking and knowledge. This will lead to job related performance that is consistent with the mission and vision of increasing employment rates of the country. Myanmar Commercial University (MCU) are conducted better web-based learning in crisis times. However, it has to provide physical facilities, online service related to the services they provide. Myanmar Commercial University (MCU) should continually develop quality services, academic activities by providing individualized or personalized services to get the exact requirement of students, adding value to Myanmar Commercial University (MCU).

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

### *Statement of informed consent*

Informed consent was obtained from all individual participants included in the study.

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