

A STUDY ON SERVICE QUALITY OF EDUCATIONAL INSTITUTION IN THANJAVUR DISTRICT

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ABSTRACT

This is a conceptual paper that examines service quality and student satisfaction in higher learning institutions in Thanjavur District. The theoretical perspective of this paper included the Gap Model of service quality and the hierarchical service quality model. The various instruments for measuring service quality in higher education have been discussed briefly. This paper concludes that service quality in higher education has a significant influence on student satisfaction and therefore higher education institutions should put in place mechanisms to collect student feedback to enable them to determine the service quality dimensions of interest to their students so that they can make the necessary improvements on the relevant service quality dimensions.

INTRODUCTION

The Indian higher education industry is facing turbulent times with the advent of globalization, and functioning increasingly under competitive pressures. The advent of online and distance education, international educational institutes starting to have tie-ups with local institutions whereby students are getting exposed to faculty from abroad and participating in student exchange programs with foreign universities, many foreign universities ready to enter the country, escalating difficulty in placing students, internationalization of education and the need to reduce dependence on government funding point to the pressing need to focus on quality and customer service.

MEANING

Higher education institutions with high service quality will meet students' expectations whilst remaining economically competitive.

DEFINITION

Service quality is an achievement in customer service. It reflects at each service encounter. Customers form service expectations from past experiences, word of mouth and marketing communications. In general, customers compare perceived service with expected service, and which if the former falls short of the latter the customers are disappointed.

HIGHER EDUCATION INSTITUTION

Higher education institutions include traditional universities and profession-oriented institutions, which are in Finland called the universities of applied sciences or polytechnics. A level of education that is provided by universities, vocational universities, community colleges, liberal arts colleges, institutes of technology and other collegiate level institutions, such as vocational schools, trade schools and career colleges, that award academic degrees or professional.

Higher educational institution that train highly qualified specialists and scientific and pedagogical personnel for various branches of the economy, science and culture conduct theoretical and applied scientific research which forms theoretical and applied scientific research which forms the basis for training specialists and provide refresher courses for teachers in higher and secondary specialized schools and for specialists employed in diverse branches of industry, agriculture, and culture. Higher educational institutions include universities, polytechnic institutes, industrial institutes, branch institutes of different specializations the arts and economic and higher military educational institutions. In many countries here are various kinds of higher theological educational institutions as well as secular higher educational institutions.

EDUCATION SYSTEM IN INDIA

A typical Indian classroom is characterized by long hours of lectures by the teacher with very little focus of the student's ability to comprehend. However, Indian Education system today is seeing many technology- driven innovations for students. Smart class is essentially a digital content library of curriculum - mapped, multimedia-rich, 3D content.

It also enables teachers to quickly assess how much of a particular lesson students have been able to assimilate during the class. Once a topic is covered, the teacher gives the class a set of questions on a large screen. Each student then answers via a personal answering device or the smart assessment system. The teacher gets the scores right away and based on that, she repeats parts of the lesson that the students don't appear to have grasped.

EDUCATION SYSTEM IN TAMIL NADU

Tamil Nadu is one of the most visited states in India for higher education. There are a number of colleges in this South Indian state which boast of not only the best curriculum and facilities but also the best teachers. While Chennai is the hub of education in Tamil Nadu, the other cities and towns are also home to famous colleges.

Thanjavur is known not only for colleges offering general courses of study, but also for institutes that offer professional degrees and certificates. The professional opportunities in Thanjavur are many and therefore the demand for professional courses of study are also many. There are several institutes in Thanjavur which offer the art professional degrees in institutes which have the best faculty and the best equipments.

OBJECTIVE OF HIGHER EDUCATION

The University Education Commission has made a number of significant recommendations on various aspects of higher education. The objectives of higher education are as follows:

Wisdom and knowledge

Education is both a training of minds and training of souls, it should give both knowledge and wisdom. No amount of factual information would take ordinarily into educated men unless something is awakened in them. Therefore, there should be inculcation of wisdom and knowledge.

Aims of the social order

Education system must find its guiding principle in the aims of the social order for which it prepares. Unless we preserve the value of democracy, justice, liberty, equality and fraternity.

Higher value s of life

The greatness of a country does not depend on t eh extent of its territory. The length of its communication or the amount of its wealth, but on the higher values of life. We must develop though for the poor and sufferings, regards and respect for women, faith in brotherhood regardless of race, color, religion etc.

Training for leadership

One of the important aims of higher education is the training for leadership in the profession and public life. It is the function of universities to train men and women for wise leadership.

SERVICE PROVIDED BY INSTITUION TO STUDENTS

It may be mentioned that services provided by an educational institution to students, faculty and staff are fully exempt. Educational institution has been defined as an institution imparting

- (i) pre-school education and education up to higher secondary school or equivalent;
- (ii) Education as a part of a curriculum for obtaining a qualification recognized by any law for the time being in force;
- (iii) Education as a part of an approved vocational education course. Services of boarding in hostels provided by educational institutions.
- (iv) Annual subscription fees charged as lodging boarding charges by such educational institutions from its students for hostel accommodation shall not attract GST.

OBJECTIVES OF THE STUDY

- ❖ To identify the most influential characteristics of service quality as perceived by students studying at Thanjavur district.

- ❖ To determine whether dissimilarities exist in students' perceptions of service quality across different academic year groups.
- ❖ To provide suggestions to institution service management in an attempt to improve the service quality provided to students.
- ❖ To identify the service gaps between expected services and perceptions about actually received service quality in educational services.
- ❖ To study the gaps in expected and delivered service quality of the education colleges and management institutes.
- ❖ To find out the difference in the overall satisfaction of the students of the education colleges and management institutes about the service quality provided by their institute.

SUGGESTIONS TO IMPROVE EDUCATION SYSTEM IN INDIA

Without a proper education system, a country can't develop. The educated citizens can bring the real development in a country. That is why all the developed countries spend major of the GDP on the health and education sector.

In India, only 75% students have enrolled themselves in the formal education system. Compared to the developed country, these numbers are not good enough. In the developed countries the statistics are above 90%. Few steps can be taken by the government and universities in India to improve the education system in this country.

1. Upgrade the Back Dated Syllabus:

All the major colleges and universities in India follow the backdated syllabus, which doesn't fit into the modern world scenario. Indian students are not able to secure a good place in the leading world-class organizations. To improve the colleges in India, the university authorities and the government should focus more on the research and development of the syllabus. The syllabus should talk about the modern world and students should also focus on relevant case studies to improve colleges in India.

2. Learning System:

The formal educational organizations should provide technical education at a basic level. **Skill-based education** will help the students, who belong to the lower class of the society. Previously a student had to complete his higher studies to get a good job. If skill-based education can be introduced at the basic level, the students can collect fund to continue with their studies.

3. Educating the Parents

Most of the people in India are not educated enough, that is why they don't encourage their children to get education. It is very important to educate the parents in India so that they stop forcing their child to drop out from schools and colleges.

4. Rural Education

Most of the population in India stays in the **rural areas**. That is why the policymakers should focus more on rural education. If the major portion remains unattended, India will never be able to become a superpower in 2021.

5. Increase Technical Institution

Technology has become an important part of the modern generation. Shoulders should start getting the basic level of a technical education from their school. It will also meet the skilled labour force of India. The government should also focus on building more technical institutes in India.

6. Focus On Public-Private Partnership:

The private schools and colleges focus on providing good quality education to secure a good rank in the **educational market place**. Only some of the people can afford private schools and colleges. Government schools and colleges may opt for the public private partnership to provide good quality education to the students. It will enhance the quality of education in the government organizations and it will also reduce the financial burden of the government.

7. Smart Class and Library

Some schools and colleges are focusing on the smart classes and libraries. With the help of smart classes the students can learn things in an easy way. If the government introduces e-library, the students can easily get access to the good quality books. **Online education** will also help the students to have easy access to world-class education.

8. Good Career Counseling:

Most of the students find difficulties to choose the right career for themselves. The teachers should provide regular career counseling to the students. Good career counseling will help the students to choose their perfect career for themselves.

9. Training of the Teachers

The teachers should be trained on a regular basis. The governing authority should also consider the students feedback and reviews about their teachers. This will help the teacher to provide good quality education.

10. Good Support and Health Education:

The government should focus on proving health and nutrition education to the students at a basic level. The teacher should also provide good quality doubt clearing support to the students. The modern students are looking for world-class education to enrich their capabilities.

CONCLUSIONS

The present study prevailing with regards to analyzing the appraisal practices of Educational Institutions and adding to the construct of information in light of the utilization of evaluation practices in grown-up instruction. An exhaustive investigation and audit of the gathered information prompted to huge discoveries and suggestions for further research.

It is trusted that the bits of knowledge found in this study will prompt to future research on the occurrence and nature of different evaluation strategies utilized as a part of the Educational Institutions setting. Investigate comes about because of this study recommend that an assortment of appraisal strategies are used that are credible in nature and furnish Educational Institutions with beginning data to bolster the requirement for expert advancement. In addition, information shows that Educational Institutions esteem constructivism and using appraisal procedures that give understudies a chance to apply their insight and create basic speculation aptitudes.

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