

# A Relationship between Service Quality of Art and Science Colleges and Performance of Faculties- A Study with Reference to Chennai City

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## Abstract

In higher education, reputation of colleges depends upon its service quality in terms of discipline, knowledge and students behavior. Service quality in colleges is not a unique aspect, but it is a combination of stake holders' efforts and their dynamic role. The stakeholders namely teachers, students and parents are required to give their maximum co-operation to the higher educational institutions to reach their point of culmination of service quality. The researcher used convenience sampling method to collect the respondents from college teachers of arts and science colleges in Chennai under the affiliation of University of Madras. Totally the researcher circulated 600 questionnaire, 20 each in 30 arts and science colleges. Among these 600 respondents, the researcher is able to met only 522 reliable sample. Hence, the sample are of the research is 522. K-means cluster analysis classified the single unit into heterogeneous groups and non parametric chi –square analysis is subsequently used to find the relationship between service quality of arts and science colleges and performance of college teachers.

## Introduction

In higher education, reputation of colleges depends upon its service quality in terms of discipline, knowledge and students behavior. Service quality in colleges is not a unique aspect, but it is a combination of stake holders efforts and their dynamic role. The stakeholders namely teachers, students and parents are required to give their maximum co-operation to the higher educational institutions to reach their point of culmination of service quality. In the present competitive world higher education severely demands best quality of education along with job orientation for the future and well disciplined citizens. They also demand change to management in terms of teaching methodology along with the assurance of multi various development in the personality of students. In this back drop, the higher educational institutions now actively participate in creating strategies to convince the stakeholders that they offer very good quality education with massive development in the personality of students. In the midst of assurance of competition among the knowledgeable

students, many students perceived that they are discriminated on the basis of knowledge of students.

## **Performance of college teachers**

The performance of college teachers can be identified through their score on demonstrating their significant impact on college students and motivate them to perform well in their areas. The maximum achievement and academic reputation of the students are the direct indicators for students performances. The pedagogical skills to reach the understanding abilities of students can also be defined as performance of teachers. In the present academic scenario throughout the world, they do not acknowledge teaching alone, where as they consider teachers involvement in research, organizing committees, social work involvement etc. Many teachers performance are judged by their teaching methodology, scientific approach in teaching, creativity and innovations in teaching, motivation for students elevates on and their research reputation. The accreditation organizations throughout the world evaluate the teachers, assistant professors, associate professors and professors through 360 \* degree approached system from the stakeholders. They evaluate the performance scores by obtaining the numerical evaluation from management, government, parents, teachers and other affiliated universities authorities. This method gives more transactions powers in the performance process.

## **Literature Reviews**

Pearlman and Tannenbaum (2000) discuss the issue of evaluation of teacher quality, and they suggest that the evaluation system must take into account teacher education, teacher performance and student achievement.

Sajid Rehman, Aijaz Ahmed Gujjar, Shafqat Ali Khan, and Javed Iqbal (2009) the purpose of the research study was to investigate the indicators, which could evaluate the performance and quality of teachers in an educational institution. It was found that the teachers were dissatisfied with present pay structure which resulted in a brain drain of teachers.

In this context, one can recall Muhammad Javaid Akram (2010) the purpose of the article was to improve the job performance of teachers by measuring the factors affecting the performance of teachers at higher secondary level. The main findings of the study were that the factors of subject mastery, attitude toward students, teaching methodology and teachers' personal characteristics were considered to be present in teachers' performance at the intermediary level.

Syed Ahmad Raza (2010) the major aim of the study was to examine the relationship between organizational climate and performance of teachers in public and private colleges. It was revealed that both public and private college principals have the same views that aloofness and thrust behaviour of the principal highly correlated to the teachers' performance.

Lina Omar Hassna, and Syed Raza (2010) The objective of the study was to explore the relationship between Qatar University faculty's performance (score) in three domains (teaching performance, scholarly endeavor, and service) of the appraisal system. It was found that the two college faculties are equally performing and there is no significant difference between the two colleges with regard to the three different performance domains.

Yu Qing WU (2010) the research had made an attempt to explore the necessity of teacher appraisals through a comparative study that was conducted between two schools, respectively in Hong Kong and Shanghai. It was found that given the different educational backgrounds, there must be different emphasis on teacher appraisals that the two schools lay. The study also reveals that the teachers in both schools hold positive and supportive attitudes on teacher appraisal.

### **Research gap**

A thorough investigation on processing research works pertaining to service quality and performance of individual employees, the researchers identified two important issues, so far not addressed by any of the national and international researchers.

1. Is there any scientific dimension for same quality education of higher educational institutions.
2. What sort of relationship between service quality and performance of teachers in the colleges. Therefore, the present research work meticulously ventured upon these two unaddressed issues to throw light upon them to give more clarity.

### **Objectives of the study**

1. To measure and validate the service quality dimensions of Arts and Science Colleges.
2. To identify the nature of relationship between service quality and performance of college teachers,

### **Hypothesis**

There is no relationship between service quality of arts and science colleges and performance of college teachers.

### **Methodology**

This study following leaves upon the primary data obtained from the college teachers through a well structured questionnaire. The questionnaire consists of three parts namely first part deals with personal and organizational profile of the faculty members. The second part aim at ascertaining the service quality dimensions in Liker's five point scale. The third part of the questionnaire is structured to derive the performance of college teachers through weightage and scores.

## Data Collection

The researcher used convenience sampling method to collect the responses from college teachers of arts and science colleges in Chennai under the affiliation of University of Madras. Since the study deals with responses of human beings, there is a maximum probability that some of the respondents may refuse to give their responses. This process would affect the random sampling process. This is the reason that the researcher used convenience sampling method. Totally the researcher circulated 600 questionnaire, 20 each in 30 arts and science colleges. Among these 600 respondents, the researcher is able to met only 522 reliable sample. Hence, the sample are of the research is 522.

## Data Analysis

After collecting 522 sample from the faculties of arts and science colleges and they are systematically entered in to SPSS package version 23 and the statistical tools are applied on them to verify the objectives and to test the hypotheses. K-means cluster analysis classified the single unit into heterogeneous groups and non parametric chi –square analysis is subsequently used to find the relationship between service quality of arts and science colleges and performance of college teachers. The cross tab analysis along with percentages are exploited to identify the performance of faculties.

## Analysis and Discussion

In this section the researcher classified the service quality perception of faculties into three categories namely highly satisfied, moderately satisfied and dissatisfied respectively. These three classifications are cross tabbed with performance of college teachers. The researcher also applied chi-square analysis and likelihood ratio to find the relationship between service quality and performance of college teachers.

## Association between Service Quality and Acquiring a Degree After Joining the Service

The association between clusters of service quality and acquiring a degree after joining the service is verified in the following table.

**Table 1.Crosstab**

		Acquired a degree after the Service		Total
		Yes	No	
Service quality	Dissatisfied	22	11	33
		66.7%	33.3%	100.0%
	Moderately Satisfied	137	86	223
		61.4%	38.6%	100.0%
	Highly Satisfied	169	97	266

		63.5%	36.5%	100.0%
<b>Total</b>		<b>328</b>	<b>194</b>	<b>522</b>
		<b>62.8%</b>	<b>37.2%</b>	<b>100.0%</b>

It is found that 66.7% of dis-satisfied employees and 63.5% of highly satisfied employees agree towards their acquiring a degree after joining the service whereas 38.6% of moderately satisfied employees not agree towards their acquiring a degree after joining the service. This leads to the computation of chi-square statistics as stated in the table below.

**Table 2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.450 <sup>a</sup>	2	.008
Likelihood Ratio	.453	2	.797
Linear-by-Linear Association	.008	1	.930
N of Valid Cases	522		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.26.

It is clear that chi-square = 5.450, p = 0.008, therefore it can be concluded that there is a deep association between service quality and acquiring a degree after the service. It implies periodical acquiring a degree is an important need for the aided and self financing college employees to develop the knowledge on updated subjects while acquiring a degree.

### Association between Service Quality and Attended Orientation Programme

The relationship between clusters of service quality and attended orientation programme is established in the subsequent table.

**Table 3. Crosstab**

		Attended Orientation Programme		Total
		Yes	No	
Service quality	Dissatisfied	9	24	33
		27.3%	72.7%	100.0%
	Moderately Satisfied	43	180	223
		19.3%	80.7%	100.0%
	Highly Satisfied	55	211	266
		20.7%	79.3%	100.0%
<b>Total</b>		107	415	522
		20.5%	79.5%	100.0%

It is analyzed that, 20.7% of highly satisfied employees, 19.3% of moderately satisfied employees, and 27.3% of dis-satisfied employees agree towards their attended orientation programme. This guides to the division of chi-square statistics as stated in the table below.

**Table 4. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.137 <sup>a</sup>	2	.006
Likelihood Ratio	1.075	2	.584
Linear-by-Linear Association	.097	1	.755
N of Valid Cases	522		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.76.

It is indicated that chi-square = 10.137,  $p = 0.006$ , as a result it can be done that there is a strong association among service quality and attended orientation programme. It implies that improve the teaching skills and quality of aided and self financing college employees.

### Association between Service Quality and Attended Refresher Course

The involvement between clusters of service quality and attended refresher course is established in the next table.

**Table 5. Crosstab**

		Attended Refresher Course		Total
		Yes	No	
Service quality	Dissatisfied	2	31	33
		6.1%	93.9%	100.0%
	Moderately Satisfied	12	211	223
		5.4%	94.6%	100.0%
	Highly Satisfied	13	253	266
		4.9%	95.1%	100.0%
<b>Total</b>		27	495	522
		5.2%	94.8%	100.0%

It shows that, 6.1% of dissatisfied employees, 5.4% of moderately satisfied employees, and 4.9% of highly satisfied employees agree towards their attended refresher course. This leads to the computation of chi-square statistics as stated in the table below.

**Table 6. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.117 <sup>a</sup>	2	.003
Likelihood Ratio	.115	2	.944
Linear-by-Linear Association	.115	1	.734
N of Valid Cases	522		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.71.

It is assessed that chi-square = 6.117,  $p = 0.003$ , thus it be able to be concluded that there is a profound association among service quality and attended refresher course. It implies that

attending refresher course helps the employees to update recent development taken place in their subject or happened in their subject. Hence it can be ascertained that the hypothesis is rejected at 5 percent level and concluded that there is a deep relationship between service quality of arts and science colleges and performance of faculties.

## Findings and conclusion

The researcher found that the service quality perception among the college teachers differ significantly. They strongly perceived that the service quality of colleges depends upon appropriate infrastructure facilities and transparent communication among all the stake holders management, students and parents, student's convenience, parents convenience, job satisfaction of faculties and service satisfaction of private management and government. Multifarious activities of college teachers determine their performance level. In particular their pedagogic skills, service orientation and responsible behaviors as well as research innovations of college teachers in arts and science colleges. It is concluded from the research that there is a deep and transcendental relationship between service quality of arts and science colleges and faculties working in these institutions. Service quality motivate, encourage and create a fruitful environment which often preferred by the faculties. It is further concluded that the canner elevation is also a powerful eater for performance of college teachers. This can be only achieved through the best service quality assigned by the managements of arts and science colleges. The responsibility of management is not only profit but also their responsibility towards the sound cause of building futuristic dynamic India.

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