MEASURING THE QUALITY OF SERVICE OF UNIVERSITY OF SRI JAYEWARDENEPURA (SRI LANKA) BY MEANS OF SERVQUAL METHOD

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ABSTRACT

This research measures the service quality in the University of Sri Jayewardenepura (USJP), Sri Lanka. We have distributed 250 questionnaires among undergraduates of the Faculty of Management Studies and Commerce, Medical Sciences, Humanities and Social Sciences, and Applied Sciences. The questionnaire is based on well-known SERVQUAL instruments. We received 223 responses and the collected data are analyzed using descriptive statistics, paired sample t-test, independent sample t-test, one-way ANOVA, and factor analysis. Findings revealed that there is an overall negative service quality gapwhich implies a poor perceived level of service quality compared to the expected level. The gap of each dimension represents the negative service quality gap and empathy was the poorest service quality dimension which indicates the highest negative mean value. This gap in service quality is affected by the faculty but not by gender, residence, employment status, academic year and faculty. Finally, responsiveness, assurance, reliability, empathy and tangibility are the right mix of SERVQUAL dimensions in the university service quality. Comments given by the students indicate that improving the communication between staff and students, motivating the staff to work better, empowering staff members towards enhancing quality of education, recognizing the students' expectations, and developing and updating the university facilities as some of the stated recommendations.

Keywords: *SERVQUAL, University of Sri Jayewardenepura, Undergraduates, Service quality, University services*

1 INTRODUCTION

Service quality means the assessment of the quality of the service that the customers expected has fulfilled. SERVQUAL was developed in the mid-1980s by Zeithaml, Parasuraman & Berry to measure quality in the service sector. In this consider expected quality and perceived quality to calculate the Quality Gap and when the perceived quality is greater than the expected quality we can consider it as the good quality and vice versa. Nowadays there is several number of service industries operates within Sri Lanka and customer expectations of various service industries are different from each other. Most of the service providers fail in the

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