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Study on Higher Education Service Quality Based on Student Perception

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Abstract

The common problem existing in Chinese higher education is the traditional teaching value which is exam-oriented and teacher-centered education rather than student-centered. The article analyzed higher education quality and education service quality, and proved the necessity of the reform. Based upon that, the article discussed the countermeasure on improving higher education service quality.

Index Terms: higher education; service quality; students demands; subject

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1. Introduction

Since 1999, China's higher education enrollment, Higher education service quality issues become the focus of attention. However, the existing system of higher education quality including government, colleges which represented by the administrative staff, teachers and employers who contact with employment rate represented by academic and teaching authority. With the exception of students of "consumer authority" and not enough on attention, the quality of service-oriented view of higher education based on college students perceive has not been established. Service quality and its causes and effects on higher education research appear very weak. How to improve perceived service quality of college students, consolidate results of higher enrollment by personnel training, and rapidly develop the higher education quality, is a major issue in the current.

2. The meaning of the quality of education and education services

2.1 The concept of education quality

"Dictionary of Education" explanation: "The quality of education is the assessment level and effectiveness of education," "the ultimate expression of the quality of the education object", "measured in terms of educational

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purposes and training objectives of schools at all levels. The former is the requirements of general quality, it is the fundamental requirement of education quality, the late is the requirements of training quality, is the measure of personnel quality."

Green, British scholar, "What is the quality of higher education," in his book, he divided the quality of education into the following common point of view [1]: (1) "unique", "excellent." For example, Oxford, compared to other colleges in general, Cambridge are excellent. Obviously, we can not measure other colleges by those prestigious schools. (2) "The same as the expectation in specifications and standards." This view stems from the quality control of production, due to different types of institutions can provide for different standards, so that all universities should have the opportunity to ensure its quality. It will good to get assurance of the whole higher education system quality. However, the shortcoming of this definition is clear: with it features of rest, it concern the assessment but process control. (3) "for the purpose." It is according to the famous quality management expert Zhu lan "Quality is the applicability of". This definition accepted by the majority of the education sector, but the problem is how to determine the purpose of higher education. Because there are various stakeholders in higher education system, so it is difficult to unify different purposes. (4) The effect of achieving the school goals. High-quality institutions clearly announced and effectively achieved their objectives. 5) To meet consumer requirements and the potential extent needs. The later three views of education quality are derived from business management theory and practice. Since 1980s, with the introduction of total quality management into the field of education, these definitions also are introduced.

2.2 The connotation of education services quality

Higher education services refer to services provided by the higher education system to meet the specific educational needs or potential needs of the main level. It depends on the educational needs of the main expectations of higher education service quality contrast on the actual level of perceived. If the quality of experience higher than expected, then the education objects may believe that they have got the higher quality of service. Instead, they may think that quality of educational services or higher education level is low. Higher Education Service is to provide higher education services for higher education institutions and the supply and demand relationships between education objects. The main body of higher education service quality evaluation is the learners and their families, mainly. The object of higher education service quality evaluation is the effect and process of educational services. Evaluation methods different according to different evaluation purposes; the learners' satisfaction is the main indicator to service quality evaluation of higher education.

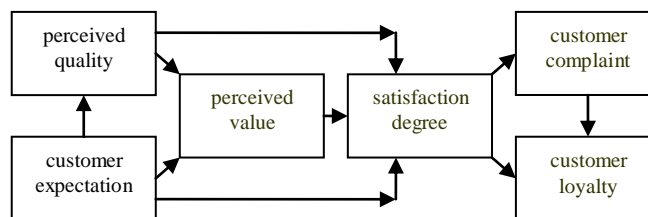


Fig 1. Customer satisfaction model

Higher quality of service is decided by the expected service quality and perceived service quality. Expected quality of service is the satisfaction to higher education services of customers (mainly students). The perceived service quality is the actual perception higher education services by customers. As customer satisfaction model shown in figure 1, if the customers perception of the higher quality than its expected level, they will receive higher satisfaction, and they will think that the quality of services is high. On the contrary, they will believe that higher education services quality is lower [3]. Whether the expected quality of service, or the perception of service quality, influenced by the student's subjective judgments, and therefore, higher service quality of the

product should not only consider about the results of higher education services, but also the process of higher education services.

3. The need to improve higher education quality

3.1 Duties and obligations of colleges and universities to improve the quality of higher education services

First, improve the quality of educational services is the primary responsibility of universities. Although it is well-known teaching, research, social services are the three major functions of the university, however, as the "personnel training" in universities compare to other types of knowledge industries such as the scientific research institutions, the most important responsibilities of colleges is to provide the first education services, teaching, training high quality personnel.

Second, in the current economic conditions, our higher education is not free compulsory education. At present the funding system of higher education is a multi-channel financing, funding mainly from the state and the educated. Colleges charged students and parents for education, they should provide them with quality services and improve the quality of educational services. Thereby improving the quality of service is the obligations of colleges of higher education.

3.2 The necessary to improve the quality of higher education services is to meet the student's awareness of the need for competition in higher education

First, improve the quality of educational services adapted to the learners more conscious of the needs of the principal. With the continuous deepening of higher education reform, Consumers (students and parents) of higher education services have to the growing aspirations to chose schools and subjects, they become more critical, and their service needs of higher education are increasingly diverse require more and more. They concerned about the charges and the value, price, and think about if the education services can meet the needs of the community, if it can meet the individual needs of students. Second, improve the quality of educational services is to adapt to higher competition. Enrolling students who do not want to obey the allocation increased in each year, the general institutions in particular, vocational colleges, the school register rate goes a declining trend, the proportion of students suspension, withdrawal, transfer has increased. These phenomena indicate that the learners awareness of market players increased year by year, higher education has entered the "alternative education" stage, the learners should gradually gained the legitimate rights and interests, they will build a new equal relationship between supply and demand of college education. More and more colleges pay attention to quality of higher education services. Higher education services, such as private institutions, the new corporate universities, the involvement of foreign institutions reached a white-hot competition in higher education level [4], in order to attract more students, colleges must satisfy them with quality education services. Meanwhile, 5GAP model (Figure 2), which was proposed by the United States marketing experts A. Parasuraman and Valarie A Zeithamal et al, indicate that Universities should continue to understand the real needs of students.

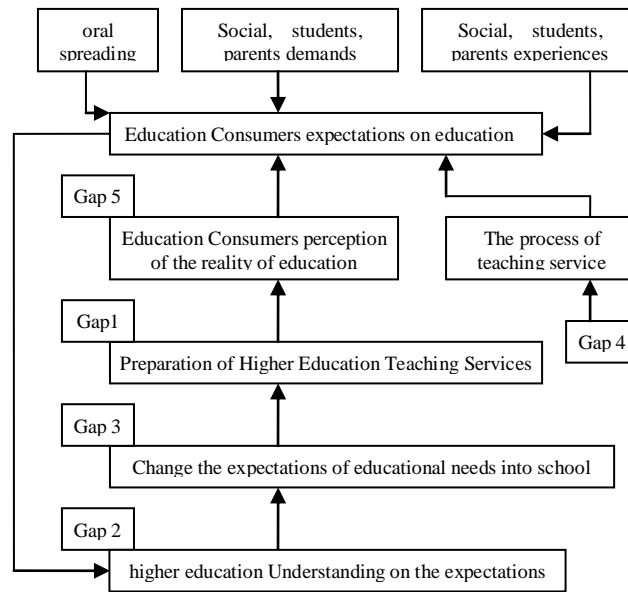


Fig 2. 5Gap model of higher education

4. Measures to improve higher education service quality based on student perception

4.1 establish a sense of higher education services is the important issue to improve service quality of university education

Universities need to establish a vigorous implementation of the service concept of higher education in particular, education service philosophy is to a certain stage of socio-economic development of higher education made necessary requirement. Over the years, we have over passed the understanding of fundamental question that school education should service students, in practice, is still being affected by traditional ideas. The new concept of service quality of higher education is to establish the core concept of education services, the university's work is to form a service chain, and it will provide high quality education services to learners [5]. Students pay for higher education, they are customers in kinds of sense. So the whole educational management and activity of school should lead by their satisfaction, schools should consider about students' interest, not the school's, as comprehensive as possible to respect and safeguard the interests of students. Therefore, colleges and universities have to establish a "respect for the students," service concept, to provide satisfactory services to students, to listen to the views of students and meet their needs. Supply students the quality services with love, sincerity and patience to the students beyond their psychological expectations. As to say that higher education "student orientation", the service runs through the long-term development needs of students, to provide users with the most satisfactory products, and the most satisfactory service.

4.2 Activate effectiveness service system, and improve main role of students

For a long time under the administrative system of higher education, the school acted as a dictate from the top down the role of centralized leadership and decentralized management. In management process, the

inter-departmental division of labor, its mainly management is to rely on highly centralized administrative functions and management systems, provided by the management according to the system, directly managed by administrative means, though it played a good role in high efficiency organizations activities of the students, but it also made students used to accept the arrangements of school, and no personality, It is not good for long-term development of students neither the activation energy of the university itself are good.

First, let students participate in school management to explore the combination of self-management and school management approach. Students participate in the management highlighting their rights, it is good to the democratization of educational decision-making. Students should be in school affairs and have their own voice, of course, because of its inherent shortcomings, allowed students to participate in some non-academic areas such as extra-curricular activities, student services management, but also may be appropriate to participate in teaching, teaching evaluation and other academic the field of quality control work.

Second, train students to learn initiatively. Foster dialogue and awareness of students In the teaching activities, teachers should not only "give them fish," also "teach them to fish", focusing on heuristic teaching, and achieve common development. Examinations at the same time to reform the existing mode of examination, only stressed to achieve good results in examinations. To make the students active, confident, creative learning, the examination system of University must be reformed. Evaluation when the use of various forms of student achievement, encourage student innovation, encourage students to present different views and ideas, cultivate initiative and creative high-quality personnel to change exam-oriented education into quality education, innovative education change.

Third, give students more options, and perfect the system construction. Such as the implementation of flexibility in the education, improve the credit system. Universities should provide students with professional, curriculum development, teacher instruction and other basic information to enable students to make judgments according to the circumstances, to choose their own educational services. Higher education should increase students' professional autonomy of profession choice, and improve the system. In order to enhance the consciousness of students, to meet the needs of the students better, to break the closed management of colleges for the vitality of teaching into the competition, we must establish the school transfer system. Break professional barriers, to let students to choice subjects freely, to meet the student's consciousness, and establish a student-centered learning system, is the inevitable choice for higher education reform. At the same time, establishment inter-school and international mutual recognition of credits, exchange system. HKUST President Jia-Wei Wu said: "The co-operation even the formation of alliances between colleges can achieve, it is good to maximize benefit of resources." [6] In recent years, with various forms of university education development, university is relatively advanced, appeared in the region the university cooperation phenomenon. But on the whole, this reform is still in the preliminary stage, fragmented, and most students have no such freedom and the condition, more schools is still not in contact with the state. Therefore, in order to overcome the gap between schools, it is good to abolish the outdated system, and develop new exchange of credits system to meet the studying dynamic needs of students.

4.3 Pay more attention to personnel training incentives, and mobilize the enthusiasm of teachers

Teacher is the educator in the teaching process, and also the specific service, providers students feel the quality of teaching is directly from the words and deeds of teachers, so the quality of teachers is directly related to teaching. The enterprise management must be people-oriented, must pay attention to human resources development, and arouse the enthusiasm. It is necessarily to require university administrators to improve the quality, and focus on the introduction, training, motivation and development the team of teachers; to establish effective incentive mechanism, performance evaluation work timely to play the leverage role of appraisal and reward; to give grass root-managers the necessary decision-making rights, and mobilize the enthusiasm to ensure quality services for students.

4.4 *The establishment of teaching quality monitoring and protection system*

Schools, as non-profit organizations, can use the corporate model of management reforms to improve its' own performance. Students, as customers of the higher education, are the core of higher education stakeholders. Colleges should practice the stakeholder theory, to protect the legitimate rights and interests of students. Teaching management in universities should introduce the concept of enterprise quality control, and establish the "standards of teaching quality evaluation system of higher education". Teaching quality monitoring and protection system involves teaching decision-making, decision execution, quality standards, teaching assessment, professional assessment, information gathering and feedback and so on.

Teaching Quality control and assurance system focused on the establishment and improvement of scientific, rational, easy-to-teaching evaluation system and the corresponding rewards and penalties. Through the dynamic management of the quality of teaching, promote rational and efficient use of university resources, and ensure the smooth progress of teaching, and to enhance the teaching quality of higher education services.

5. Conclusion

In the market economy, especially in the stage of mass higher education, the core concept of new higher education quality is education services, so that the colleges and universities should form a service chain, and provide high quality education services to the educated. Students are directly customers in the universities, the concept of student (customer) satisfaction will be conducive to a breakthrough in the school service quality management and innovation, and also be conducive to change the education services status quo which is just attach importance to cognitive and neglect emotional. Therefore, taking "Service Quality View" as a guide, based on the perceived quality of the students, students is the service quality evaluation subject of higher education, so that can correct the value of higher education deviation of value orientation. Through evaluation of student satisfaction to monitor higher education service quality, it will be helpful for higher education calmly to respond to popular, market-oriented and international challenges.

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