ARE THE PRIVATE UNIVERSITY STUDENTS OF BANGLADESH SATISFIED WITH THEIR UNIVERSITY SERVICES? TIME TO THINK.

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Abstract

The purpose of this paper is to determine the quality gap of university services in terms of academic services, access to the database and library, courses actually offered by the universities and the students overall satisfaction towards their university services. After the enactment of the Private Universities Act of 1992, Bangladesh experienced a remarkably rapid development in private higher educational institutes over the past two decades. According to a report of the UGC (2013), currently, there are 71 private universities in Bangladesh. But still the services from the universities are not up to the standard. Few of them are now trying to levelling up their standard that they can get competitive advantage but the others are not even thinking about those things for which they can be the top level university in Bangladesh.

Keywords

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1. Introduction

Bangladesh, during two decades after its liberation in 1971, was dominated by public control (Ashraf, 2012). Educational institutions, such as schools (with a few exceptions) and universities, were run by public funds and initiatives. By the 1980s, the higher education sector as a whole in Bangladesh experienced a dramatic upward trend in social demand which could not be met by the existing public educational institutes. Since the state could not afford to fund the establishment of the additional new institutes, it considered the option of privatization in the higher education sector. Being cautious for about a decade, the Parliament voted for enacting a bill of establishment of private universities in Bangladesh in 1992 (Alam et al., 2007).

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The problem in managing service companies is that quality is not easily measurable. To solve this problem, different scales for measuring service quality have been put forward and SERVQUAL is one of the most famous. Parasuraman, Zeithaml and Berry were among the earliest researchers to emphatically point out that the concept of quality prevalent in the goods sector is not extendable to the services sector. As against the goods sector where tangible cues exist to enable consumers to evaluate product quality, quality in the service context is explicated in terms of parameters that largely come under the domain of "experience" and "credence" properties and are, as such, difficult to measure and evaluate (Parasuraman et al., 1988).

In an equation form, the operationalization of service quality can be expressed as follows (Jain and Gupta, 2004, p. 27):

$$SQ_i = \sum_{j=1}^{k} (P_{ij} - E_{ij})$$

Where:

SQi is the perceived service quality of individual "i"; k the number of service attributes/items; P the perception of individual "i" with respect to performance of a service firm attribute "j"; E the service quality expectation for attribute "j" that is the relevant norm for individual "I."

Therefore, the need to understand students" decision-making processes in university degree choice and ensuring that students make the "right" decision is increasingly important (Moogan et al., 1999; Dawes and Brown, 2003; Whitehead et al., 2006). Furthermore, given the increasing number of degree-awarding institutions (in excess of 150 offering a myriad of degree programmes), and the introduction of tuition fees (albeit means tested), applicants' decision-making processes have become of interest to researchers, university recruiters and admissions tutors. This pressure is increased given the widespread publicity about burgeoning student debt (BBC, 2006) and government concerns about student retention. However, the intangible nature of the "product" being bought and consumed means that the choice tactics associated with low price, frequently consumed products cannot be applied to

the extensive problem-solving processes central to a high involvement university degree choice. This intangibility suggests that an application of the principles of services marketing, advocated almost 30 years ago (Gronroos, 1978; Berry, 1980; Booms and Bitner, 1981), may be a fruitful avenue for universities to explore.

2. Literature Review

In this literature review, the studies related to student satisfaction within the scope of the research was to explore. Literature review identifying research gaps that were discussed in the previous study focused on. It is an overview and justification required to answer a fundamental question that arose was to research the subject.

2.1 Academic Services

Mulkeen and Cambron- McCabe, 1994; in recent literature, educational programs, and positivistic social psychology and sociological reductionist model of the old-style managerial leadership principles (McCarthy, 1999, to determine their limitations Murphy grounded reproach and Hallinger, 1987). Keedy (2005) cogently positivism of the nineteenth century and early twentieth century, the historic rift that eventually led to the practitioners of the genre of the program for the theoretical foundation of educational leadership and has shown technical justification. This sentiment Meyer (2003), who criticized the Educational Management Program at the University of Child Marriage is a "silent" and "technical" information is echoed by failing to give ample care.

As a result of the growing internationalization of global student mobility remains one of the major challenges faced by the university. The challenge for higher education systems around the world is seen as an opportunity as a threat. Drucker (1997) boldly open and online universities 'traditional universities' demise has been predicted to increase. More and more international education and student mobility, academic mobility, mobility and the mobility program (Naidoo, 2006) has been enlarged with the organization of cross-border education. Off-campus branch campuses of foreign institutions, courses and qualifications in higher education, with the setting up of a subsidiary or a partnership in the management of the bank to contribute to the international expansion of local students. In addition, institutions of higher education funding and service delivery reforms and learning how to manage the impact of the global governance system. Curriculum reform, student exchange programs, the global and international competition, new skills, new processes, and consistent with the inter-cultural dimension to absorb, the introduction of the development of inter-cultural activities on campus teaching, research and service (Naidoo, 2006 campaign). International context, market-driven strategy in this new environment has been the focus of considerable attention, the university has been all over the world. Such as China, India, Indonesia, Malaysia, the Middle East, such as Hong Kong and the United States, the United Kingdom, Canada, Australia and New Zealand as well as target markets, primarily in Asia, have taken the lead in this process. Not only attract but also retain the competitive environment of considerable effort, are the students required. Needs and expectations of students, and student satisfaction study destination to provide superior service to meet and maintain loyalty, the university has become a key objective.

2.2 Access

2.2.1 Database

Information and Communication Technology, especially the Internet related to the way services are delivered in higher education has changed. With advances in Web applications, personalization and interactivity that students support new features have been exposed. The portal is a significant advance in the digital age. (Masrek, 2007 al-Busaidi, 2012) higher education institutions, especially universities in developed countries, which are heavily portal providing services and faculty members, administrative staff, and most importantly, became an important tool for communication between students are involved. Following in the footsteps of their   counterparts in developed countries, developing countries. The portal can benefit from the opportunity offered by the portal. Understand what students expect / in order to increase their satisfaction and the performance expected from a university portal and should have a positive impact on reputation. Factors such as the introduction of quality systems and data from previous studies to determine university students' satisfaction portal. A limited number of studies in universities in developing countries, portal, due to cultural diversity, particularly in an educational perspective (Kim and Arnett, 2012) have looked at the dynamics of the adoption and satisfaction may be different. Hofstede (2001), in accordance with the different cultures vary in their thoughts and feelings. Core beliefs and cultural values to their children a high degree of patient parents, and teachers, religious organizations, businesses, and government (Kotler and Keller, 2012) have passed since, is reinforced by. This paper concerns of developing countries into the portal to the satisfaction of the University of Jordan, affected students as a case of focussing.

Exploring these factors contribute to the current literature, and developing countries with regards to the development of the portal will help make the right decisions for the university.

2.2.2 Library

Perhaps the issue of customer satisfaction measurement of the quality of one of the most complex libraries. It is the quality index (Hayes, 1997) in the system is calculated as a positive or soft. They are soft because they are objective rather, a feeling and attitude than that, based on the above criteria. This is partly why customer satisfaction measurement, and today there are so many problems because there is not any explanation. Perkins and Yuan, 2001; Hiller, 2001; Martensen and Grønholdt, 2003; Far too many documents in the world (library satisfaction surveys on the findings of the report, for example, Walsh D Elia 1983, Morales et al, 2011 had seen; Cook et al, 2003; Saunders, 2008), but we have a lot of papers on this topic in Croatia to get out of contracts It was not. It is true that Croatia is well aware of the importance of libraries to measure the performance of their activities. [2] And finally, satisfaction research library, science, academic and public libraries, funded by the Ministry of Education and Sports Croatian: several conferences on this topic, [1] has been at the meeting, there is a research project to assess the library service in other countries, something that is not as dense as there is a well-designed to evaluate the library culture, slowly taking off [3]. Croatian authors from the public and academic library environment, to investigate the matter, and at the end of the last century, and so far it has been reported that several documents Library satisfaction (Pavlinic 'and Horvat 1998, Petr, 2000, was investigated; S apro-Ficovic', 2000; Cvetnic 'Kopljar, 2002; Dukic' et al, 2009; Novak, 2010). However, academic libraries, especially in the investigation of any systematic measurement of customer satisfaction, but also scattered with the situation has changed for the better with the record. In 2001, Croatia and the profound changes in the Bologna Declaration and the reform of higher education in the area marked the beginning of the Croatian signed. Among other things, the Bologna process in Croatia, particularly in the interest of the academic community in the quality of higher education funding, the company has been placed in the limelight. The new law, the quality of science and Higher Secondary Education (Zakon Je U znanosti from osiguravanju kvalitete o I visokom, 2005) must undergo an external evaluation process of the institution in accordance with Croatia. Organizations that do not adjust the value of the consequences, all of them are licensed for the organization's activities or programs that are critical to some estimates. This comprehensive academic library "Wake-Up Call 'and their current levels of service quality and how many of them are thinking about ways to efficiently measure and improve them. Even though Bangladesh has made substantial improvements in telecommunication sectors, particularly in mobile sectors after independence, the national information and communications technology (ICT) infrastructure has not reached a satisfactory level. Government organizations and organizations outside of metropolitan cities in particular have lower ICT infrastructures. Access to computers and Internet facilities is still very low. According to the Household Income Expenditure Survey (HIES, 2010), by the BBS, only 3 per cent of the population has access to computer facilities and only 1.39 per cent has access to e-mail facilities (BBS, 2010). These statistics clearly depict the frustrating image of ICT use at the national level; however, low ICT literacy is one of the main reasons behind low access to ICT facilities. Academic institutions in Bangladesh are unable to ensure computer access to all its students and teachers, but the use of ICT in universities has increased since 2005. The University of Dhaka is one of the leaders in bringing ICT into its library in 1998 with support from United Nations Development Programme (UNDP). The current government in Bangladesh is interested in investing on any project related to e-governance, e-commerce and e-services. Except for a few sporadic investments on public libraries and the national library of Bangladesh, no major concentrations on DL development have been made. Recently, with support from the University Grants Commission (UGC) of Bangladesh, some public universities are working to build DL systems in their libraries. As a consequence, a good number of university libraries embarked on DL system development after 2010. The Bangladesh Government is also trying to spread digital information services to the rural areas.

2.3 Offered Courses

Students loyalty, and positive social action, both of which are hereby used by students of the ministry of higher education institutions, students return to the tenacity can be understood on the level of impact, an analysis of survival is essential to guarantee a reasonable working environment. Therefore, this type of research as a key element to the availability of satisfaction, student satisfaction and loyalty to the organization administrator at the University of Reason, in this study, should be tested.

Higher education institutions, a significant change in the work environment, the emergence of a new type of students with specific educational needs. University courses in order to supplement the reaction and / or continuing education to meet the aspirations of a project that is cantered. Evaluation of the impact on the level of student satisfaction and loyalty of students tried to focus on. Students explore these types of structures cantered, and they

have specific needs, especially in the sense of the past in order to react to satisfy a short period of time acquired through the course of updating.

Totalling, with the result, service satisfaction, which have a significant impact on the price of its absence, this study clearly (Bourne, et al, 1997, have been implemented, the results are amazing, not only the burden of years of research and other services.

Lastly, it should be highlighted that not only the determination of the loyalty factor analysis emerges as a type of material is to return home, but of course it is directly connected to the organization. A possible explanation of this relationship, which is not a priori postulated that, in fact, the exact same satisfaction with the organization of a course may not be an impact on the result, but it should be encouraged to participate in courses organized by the same association. So, of course, a favourable memory of the provision was to participate in a positive impact on returns. Therefore, their customers repeat purchase, "the company set a goal to increase the rate of progress, and you can manage it.

However, the importance of the results of this study, which is an important limitation of the study is to highlight some of the remedy will endeavour to achieve. Thus, courses offered by other institutions of higher education and other elements of the results will need to generate stretch is very difficult.

2.4 Student Satisfaction

Organizations, regardless of their industry, quality of service and developing competitive advantage and attracting new focus on retaining existing customers because of its integral role in providing (Ugboma et al., 2007). Similarly, within the context of higher education, quality of service is the most important priority in educational institutions around the world (Trivellas and Geraki, 2008) is one. Increasingly important role in the higher education sector in the economy of developing nations, Malaysia is no exception. Malaysian higher education sector, whereby Education Malaysia (trying to present itself as a top priority, stable, safe and relatively cheap place, and foreign students studying in the national key economic areas has been identified as one of the internationalization of the Ministry of Higher Education, 2011). Study Web site a report from Malaysia (Malaysia's higher education system, 2013), the year 2015. 150,000 international students and by the development of the market for international students in the world released by the University of Malaysia, according to data from the ongoing efforts to develop the Malaysian economy is essential to ensure the quality of education and public , and is committed to learning. In 2011, a report published by the Ministry of Higher Education of Malaysia that, by the end of 2010, out of the total 450,531 registered students in universities, more than 70,000 foreign students in Malaysia. At the end of 2010, Malaysia's 11th largest school, more than 100 colleges and universities in the country (Malaysia's higher education system, 2013), with more than 90,000 students, studying education services exporter. International students - mainly in East Asia (China, Korea, Indonesia), South Asia (Bangladesh, India, Maldives, Pakistan), West Asia or the Middle East (United Arab Emirates, Saudi Arabia, Yemen), and of Africa (Kenya, Nigeria , Sudan, Tanzania), and students from the Eastern European bloc - in the last five years (Ministry of Higher Education, 2011) has more than doubled.

There are many ways to explain the logic of student satisfaction. As an example, Kaldenberg et al. (1998), curriculum quality, non-curriculum-related events, such as the determinants of satisfaction and university students are looking at other factors such as. Grossman (1999), students and education providers to prioritize customers or clients, and their students are expected to meet certain expectations. On the other hand, ayapalatana Knapp and Krentler (2006), institutional factors, and factors affecting student satisfaction in the private reasons. Institutional factors, as well as the quality and value of his / her coach's response to the expectations of transparency and promptness conducted by instructors teaching style, class sizes, research institutes, and the pressure. Personal factors were predictors of student satisfaction, age, gender, employment, temperament, learning style and preferences of students were found to be grade point. Therefore, the student, to satisfy both institutional and private higher education providers to ensure that matters is considered.

3. Findings of Literature Review

Considering findings of the literature reviews I can say that, there are lots of places where the students are not happy with the services from the university management. Some times that factor could be bigger when the matter will involve with an international student. In general considering all the Dependant and Independent variables it must be visible that, students can be local or international plays an important role to moving forward of the economy of a country. Now a days there are lots of developing countries, they are earning a part of the economy from that business. And honestly Bangladesh is doing a great job on this sector. Within a very short period they prove that how to develop the educational system within a very short time.

Academic services is one of the important issue for satisfying the students of a university. University students are not getting the expected support from the management. Sometimes may be the management has some limitation

to help the students but sometimes they don't want to create a silky way to make the relationship with the students by helping them.

In that part it must say that, library should be one of the important part for the students. As we have seen in literature review students are facing with this factor as well.

We are living in 21ˢᵗ century and getting digital day by day. In literature review past writers already told that there are lots of problem with the database system and the university should solve those problems and enrich the database.

Both the source of the modern competitive environment and competitive service firms are gaining increasing importance. The educational system in which people combine global and local level, local specificities, thus becoming transformed into a value for the service. Relational services, which demand and supply (provider and receiver) and one of the outputs of the university co-operation to improve the design.

Out-of-date for the needs of the students enrolled in higher education institutions for students wishing to study in this fresh collection of higher education and the purpose was different from. Thus, the "out-dated" a considerable section of the type of demand for different types of students. And the students are not comfortable to take the courses offer by the university.

At rightly indicated that students' perceptions and analysis attracting students (Sultan and Wong, 2013) with a marketing approach that can help in retaining the quality of service. According to Levy et al. (2003), is a bit different from the international students and domestic students grew up in a different environment. And choosing a university because of the high risk of unpredictable decisions, the search for better quality of services offered to international students (Angell et al., 2008). Thus, the nature and quality of service may be dangerous to ignore the evidence of the importance of providing higher education sector. For example, the University of Bangladesh and students to satisfy their needs in terms of shipping. Plays an important role in the success of a university student satisfaction and service (Abdullah 2006a) serve as an essential tool to improve the perceived value cannot be. As the topic of research is on the effect of communication on foreign student's enrolment in Bangladeshi Higher Education Learning Institution, the researcher is intending to explain the phenomenon by gathering numerical information that are broke down utilizing numerically based strategies (specifically measurements) (K. Selvarajah T. Krishnan et al., 2016). But I tried to relate this topic with my research topic. Because both talked about students.
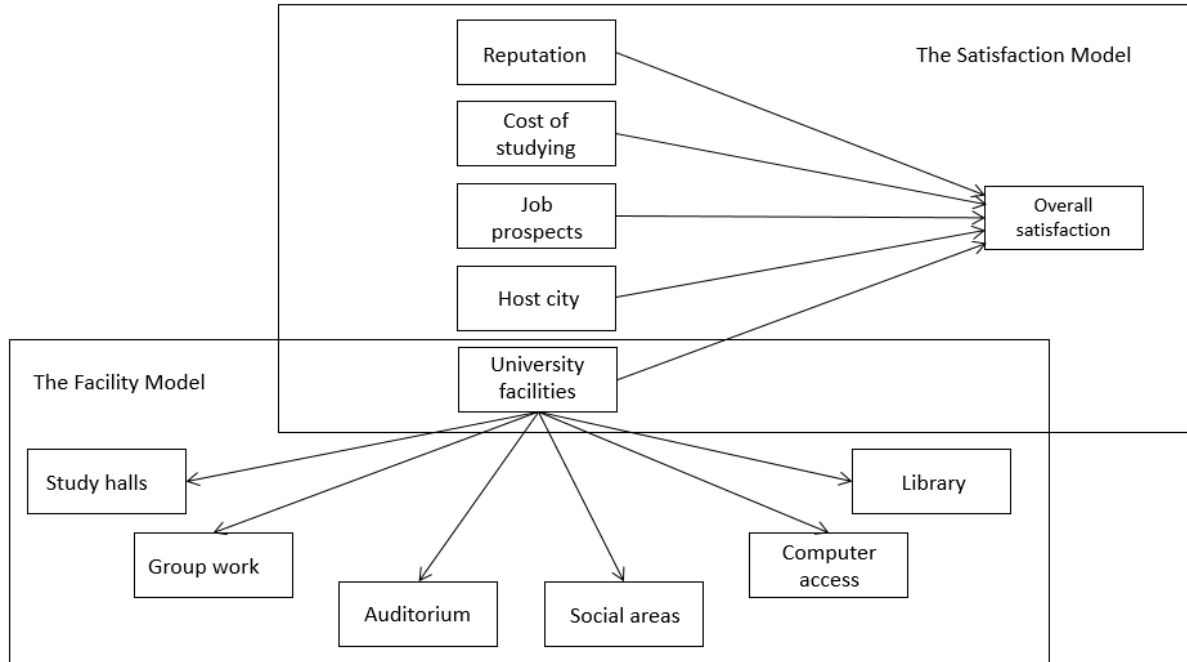
4. Theoretical Framework

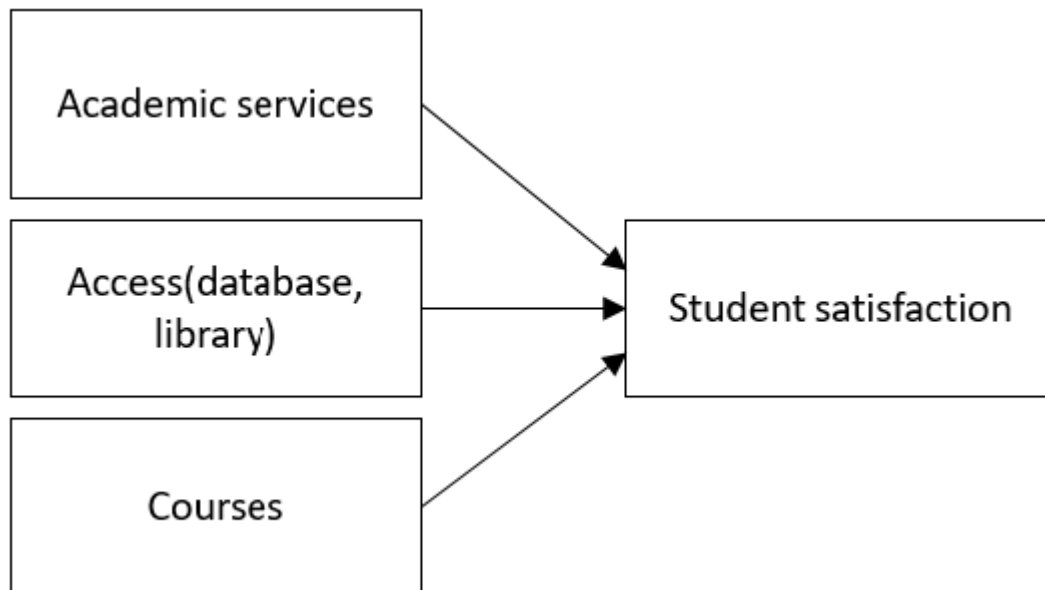Figure 1. Theoretical Framework

5. Conceptual Framework

Figure 2. Conceptual framework

6. Conclusion

Considering findings of the study it is clearly say that most of the time students are not happy with the university services. Yes they are doing a great job but still not up to the mark. They should realize that they are having local and minimum number of international students, and those students helping to develop their countries economy. All are interrelated to each other. University can make a committee to observe the factors and that committee will responsible to solve those problems to create positive thinking of the students to the university.

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