

Factors Affecting Service Delivery Gaps towards Student Satisfaction; With Special Reference to Administrative Services in Newly Established Universities in Sri Lanka

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Abstract

This research was designed to analyze the factors causing service delivery gaps towards student satisfaction upon providing services to the students by the administrative officers in newly establish universities. In observation of the present situation of the University and analysis of the secondary data and the literature review, it was evident that there was a problem of student dissatisfaction, frustration regarding the university services which are offered by the administrative officers in the newly established universities. Therefore, this research was developed to analyze the issues of the students in such universities. The main objective of this research was to study and investigate the factors influencing the service delivery gaps such as service reliability, quality, tangibility, empathy and service delivery point satisfaction upon providing services by the administrative officers and relationship between independent variables with student satisfaction in newly established universities. The methodology of the empirical study was shown in this research. The sample, development of the questionnaire, data analysis using Likert scale and analysis of finding using mean and standard deviation were discussed. The research model and operationalization of variables were shown thereafter. It was revealed that the three factors namely reliability, tangibility and empathy were highly influential to student dissatisfaction. Researcher concludes through his study that there are lapses of reliability, tangibility and empathy which decrease the student satisfaction. The researcher further recommends through developing physical facilities, offering reliable and accurate services and treating empathetic manner to the students can increase the student satisfaction.

Keywords: *Administrative Services, Satisfaction, Service Delivery*