

Female Students' Satisfaction about Role of University in Providing Facilities and Services

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ABSTRACT

The study was design to examine the provision of facilities and services to female students and their level of satisfaction by their university. The main objective of the study was to measure the satisfaction level of female students with the facilities and services that their university provides to its exclusive female students. The study population was comprised of Public University and private university. A random sampling technique was used to select a representative sample from the population and the sample size was 100. An instrument that was used as a tool for data collection from respondents was a questionnaire. The questionnaire consisted of three parts, which include facility provision, service availability and satisfaction level and a total of 47 items were included in the instrument. The collected data are tabulated, analyzed and interpreted in the light of the objectives of the study .

Key Words: University responsibility, services, facilities, female students, satisfaction

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INTRODUCTION

In today's competitive world, where a competitive educational environment plays a key role, students have a wide range of options available. It is, therefore, a matter of great concern to learn those factors that make educational institutions to inspire and hold students. Universities are institutions of higher learning. Institutions of higher education that require competitive advantage in a competitive environment must find practical and inspiring ways to foster and maintain strong short-term relationships with students. Student satisfaction, especially female student's satisfaction, has become a major challenge in educational institutions. Student happiness can also contribute to student retention and aspiration (Arambewela & Hall,2009).

Education is thus a respected and fruitful investment that is always rewarded in many ways .A strong and efficient education system leads to better student outcomes. An educational institution where the system works and administrators are committed to providing quality services always welcomes bright and talented students. For an institution to develop and achieve the knowledge of student expectations, academic preferences and perceptions of the quality of the educational environment must be maintained by senior institutional officials (Palacio, Meneses and Perez 2002). According to (Rowley,1996) the students of these institutions are more competent , efficient and productive who maintain quality educational services and provide their students with what they need to succeed in solid studies in society. Effective management and the governance of a tertiary institution that assists students with quality assurance and personalization so that students can benefit from it (LeBlanc and Nguyen1997).

Higher education institutions in Pakistan have been under immense pressure since the establishment of the Higher Education Commission (HEC). HEC began the transition in 2002 by providing universities with the necessary resources such as unlimited access to digital libraries, high-speed internet and an impressive list of domestic and international research fellowship programs. These changes have transformed the state of education in the country and have helped higher institutions provide their students with better resources and on-campus services to meet the needs of their students and help their institutions grow. There are 124 universities in Pakistan, of which 68 (55%) are in the public sector, while 56 (46%) are in the private sector. The total number of the students in higher education institutions is 741,092, of which 637,037 (86%) are in public

sector, while 104,055 (14%) are in the private sector. The total number of males enrolled in universities is 398,967 (54%), while females are enrolled at 342,125 (46%). A total of 45,687 students study at the University of the Punjab, of which 49% are female. There are 10,000 students studying at UMT, of which 41% are female. Both these universities provide their female students with the best facilities and service to promote female education in Pakistan and help the female students achieve their goals in life smoothly. The question is whether the female students of private and public female are satisfied with their university providing facilities and services and indicate their university's role in providing facilities and services to their exclusive female students.

The present study has concentrated to make a survey of Role of university in providing services and facilities to female students. To have a heterogeneous category of universities, the study was limited to two universities in which one was public which was Punjab University Lahore and the other was private which was University of management and technology. The information provided by this present study, is that one can interpret how Punjab university and University of Management and Technology facilitate their female students in various aspects. This study will be helpful to show the satisfaction level of female students with the services and facilities provided by their universities. This research study will unveil the comparison between the private and public universities. Objective of the study are to:

- identify the university facilities and services that are essential for female students
- know the satisfaction level of the female students of PU and UMT on the availability of facilities and services within campus
- Provide an opportunity to the female students to evaluate the existing services and facilities in the university

LITERATURE REVIEW

Students who are the main customers and beneficiaries of all the facilities in educational institutions should be given special consideration in assessing the satisfaction of other institutional users of facilities. (OLUWUNMI Adedamola O et.al,2015). The higher education system plays a vital role in country development which include aspects such as social, economic and industrial progress.

Higher institutions, especially universities, are like gymnasiums where students study and acquire all the required skills and abilities. To ensure this, universities tend to consolidate their offerings, which include core services ,real services and ancillary services .

Tertiary institutions established privately by an organization or group of individuals with the approval of Government that aim to extend higher education opportunities to many students under the Private Universities Act,1992 (as Amended 1998) enacted on 9 August 1992. The private sector is a major economic health sector. Private organizations are profit oriented and are willing to invest in projects that will give them with many benefits, so there is always a well anticipated view that private universities provide high quality services and services to meet the needs of their students. The term public includes a wide range of public organizations from national government ministers to state-owned enterprises and local authorities. The main role of the public sector is to provide basic infrastructure, basic services and facilities to students. The public sector is not focused on making a profit. Public universities are the largest center of higher education in the country where our students from all over the country often compete for placement in the various departments of these universities. Public universities have scholarships with better educational and teaching facilities.

Through many previous studies, campus facilities, like other educational facilities, have been found to have a significant impact on the quality of education provided by the university and the satisfaction of students as the main users (Kim et al.,2006). University facilities are essential hardware when it comes to university research, education and academic activities (Lee and Cho,2008). University facilities are further divided into the following categories of facilities: basic education facilities, support facilities , research facilities and attached facilities. The facilities and services can be complex and used by different users. International competition between higher education institutions, especially public and private universities, is proving to be highly competitive, and the efforts to protect the competitive nature of higher education and facilities is becoming a major factor. It is very important for the university to enhance the quality and growth of university's education and facilities through the extensive use and analysis of the performance and management of students who are the main users of university's facilities. (Reynolds and Cain, 2006; Kim et al.,2018). It includes transport facilities , shuttle service, accommodation facilities, computer labs , general laboratories, auditorium , separate parking for women, girls

canteen/cafeteria , recreational/sports facilities, women's prayer room facilities, play ground, classroom structure , well stocked library, HEC digital access, female waiting room facilities, first aid centers , banking facilities(separate counter for female std.) and sanitary facilities. It consist of security camera's , equipment for security in buildings , several female guards and secure campus environment .One of the utmost service that a university is providing to their female student is security within the campus. It includes a help desk for female students, university's transport availability, fusible timings of library, well-developed computer and general laboratories, internet, counseling sessions and parking It includes neat and clean classrooms, female washrooms, common room , well maintained computer & general laboratories , corridors , ground , clean and hygienic girls cafeteria and library peaceful environment.

According to Kotler and Clark (1987) contentment and satisfaction are as a desired outcome of work or activity that enjoys human dignity. Satisfaction plays a major role in determining the origin and correctness of the system, especially the educational system, because the higher the level of satisfaction, the higher the level of preparation of students for the development of their skills, subject knowledge and intellect. According to Zeithmal (1988), satisfaction is the result of institutional management and consistent functioning of the educational system, because students will be more satisfied and motivated to complete their studies if the institution provides them with an environment that facilitates and facilitates learning. The institution contains suitable infrastructure for educational tools accumulated with the basic parameters of professional and academic development. Rodie and kleine (2000) published the idea that the students will be motivated , honest and perform well if their institution has the necessary educational facilities. Kotler define satisfaction as a feeling of personal pleasure that result from comparing products that are believed to work with what one expects. In both academic and non-academic context, satisfaction is a well-researched topic. Student satisfaction was never considered a priority. But now students are recognized as clients of educational institutions. And these organizations pay close attentions to student satisfaction . over the past fifteen years, the number of students enrolled in tertiary institutions has increased dramatically. The success and sustainability of an institute depends to large extent on the satisfaction of the students and therefore it is very important that the institution depends to a large extent on the satisfaction of the student and therefore it is very important that the institution satisfies its admitted students. Students opinion and knowledge

actually includes student satisfaction. In recent years, the status of universities has changed. Student satisfaction is key to the academic success of an educational institute. When we talk about student's satisfaction, we are talking about student satisfaction with their institution. Where a university is most helpful in facilitating students by providing facilities that make their knowledge conducive and help them acquire the skills and competencies needed, students are highly satisfied. According to Bolton (1998), the purpose of an educational institution is to satisfy its potential students. The aim of higher education is:

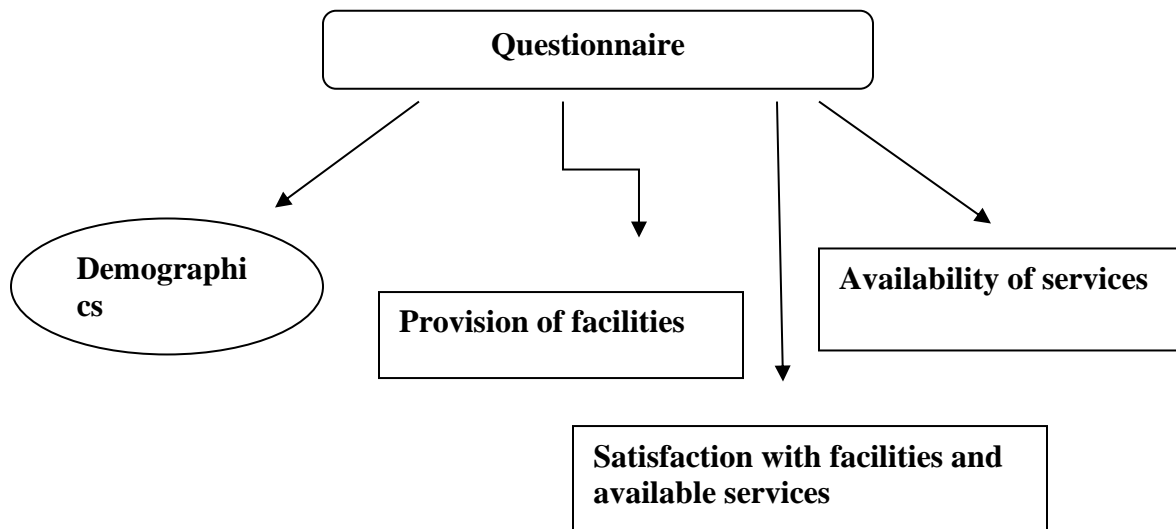
- Provision of job skills to learners
- Providing opportunities and lifelong learning and training makes a difference
- Provide better facilities, security services for female students to improve women's education
- Providing advancement to research
- Promoting culture

Research show that satisfied students are more committed to their institutes and more willing to continue their motivated studies . Both students and institution satisfaction results. Several theories and ideas are proposed to better understand the student satisfaction. In 2002, Dollard, Cotton, and de Jonge presented a theory called "Happy-Productive," which suggests that students rely on a variety of psychological and social factors, including stress management. Various evidences have been presented in this theory when there is high stress among students, which leads to low satisfaction.

RESEARCH METHODOLOGY

This section describes the study type, population, research instrument preparation, research instrument validity, research instrument reliability, instrument administration, data collection procedure, and analysis of data. The research conducted was quantitative type. Quantitative research helped to collect female students' opinion on the availability of facilities and services provided by public and private university and their level of satisfaction with them and to measure them numerically so that the results can be analyzed for the purpose of predicting results and generalizing. The obtained data were subsequently subjected to tests and a research question in

this type of research which is quantitative in nature. Female students of the public university which I selected, Punjab University and female students of the private university which I selected, University of Management and Technology. The sampling technique that was used to drive results from respective data was a simple random sampling technique. The size of the sample was hundred female students, fifty female students from each university. The instrument that was used to obtain the respective data for the study was a questionnaire with 47 items. The items of the instrument was developed by the researcher after reviewing the literature. The questionnaire was consisting of four sections. First section contains demographics. The second section contains items about the provision of facilities. Third section contain items about availability of service. fourth and last section of the research instrument contain items about satisfaction level of female student with facilities and services.



Content validity of an instrument was established under guidance of supervisor and then circulated. The consistency of the instrument was measured by the pilot study which was conducted on the data of 200 female students of university. The questionnaire was administered carefully by the researcher. The responders were asked to fill in the questionnaire under the supervision of the researcher. The responses were taken by the respondents on spot. Punjab University and UMT were visited by the researcher in order to collect data. Data was collected from female students of different departments of both universities. Fro the study the data was collected from the participants on the basis of the study of the following dichotomous scale and Likert scale .

Table 3.1

Dichotomous scale for the questionnaire on availability of facilities and services was scored as

Scale	Values
Yes	1
No	2

Table 3.2

Likert scale for the questionnaire on satisfaction of available facilities and services was scored as

Scale	Values
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

Collected data was analyzed using t-test and ANOVA.

Some ethical considerations of the study was :

1. All the responses and identification of respondents would be kept confidential.
2. Prior consent would be taken from the participants
3. Data was only used for research purpose.

RESULTS AND ANALYSIS

This chapter outlines data analysis and interpretation. The data collected for the study was analyzed and represented in the form of tables followed by its interpretation .

Table 4.1

Provision of facilities

Provision of facilities (Items)	Available		Not available	
	Pb	Pr	Pb	Pr
1.Transport facility	95.3	90.5	4.7	9.5
2.Shuttle service within campus	88.4	64.3	11.6	35.7
3.Shuttle service from campus to girls hostel	72.1	69.0	27.9	31.0
4.Hostel facility within campus or near campus	97.7	69.0	2.3	31.0
5.Separate parking area for female std.	25.6	40.5	74.4	59.5
6.Separate cafeteria for girls	83.7	33.3	16.3	66.7
7.Specific sitting area for female std.	76.7	81.0	23.3	19.0
8.Rest room for girls	97.7	88.1	2.3	11.9

Items of table 4.1 from 1,2,,3,4,6,7,8 shows that female students indicates the availability of transport ,shuttle service ,hostel facility within campus or near campus, separate cafeteria, sitting areas and rest room for girls in public university . While items 1,7,8 shows that female students from private university indicate the availability of transport ,sitting area and rest room facility. Both university female students shows very low percentage from item 5 which is(25%) and (40%) of having separate female parking area in their campus . Item 2,3,4 and 6 shows that private university female students indicates very low percentage for having no shuttle service within campus and from campus to hostels and hostel facility for female students. Item 6 shows that in private university there is no separate cafeteria for girls.

Table 4.1.1

Provision of Facilities

Provision of facilities	Available		Not available	
	Pb	Pr	Pb	Pr

(Items)				
1.Girls common room or queer spaces with locker facilities	81.4	89.0	18.6	11.0
2.Helping desk to deal with female problems	46.5	61.9	53.5	38.1
3.Separate prayer room for female std.	97.7	92.9	2.3	7.1
4.Separate female washroom	100.0	100	00	00
5.Well developed computer lab	86.0	95.2	14.0	4.8
6.Up to date libraries	90.7	85.7	9.3	14.3
7.Separate area allocated for female std. in libraries	53.5	42.9	46.5	57.1
8.Gym facilities	51.2	46.7	48.8	13.3
9.Well equipped spacious classroom	83.7	90.5	16.3	9.5
10.Science laboratories	86.7	88.1	13.3	11.9

Table 4.1.1 item 4 shows 100% availability of female washrooms in both universities. Item 1,3,5,6,9 and shows that female students from both universities indicates the availability of common rooms, prayer room, computer lab, spacious classrooms and science laboratories. While from item 2,7,8 shows that female students from both universities indicate that there is no helping desk , separate space for girls in libraries and gym facilities

Table 4.2

Availability of services

Availability of services (Items)	Available		Not available	
	Pb	Pr	Pb	Pr
1.Female security guard	90.7	90.5	9.3	9.5
2.Security camera's within campus	95.3	92.9	4.7	7.1

3.Security camera's in driveways, parking areas around campus premises	36.7	36.2	63.3	61.4
4.Secure internet service all over the campus	60.5	81.0	39.5	19.0
5.Security equipments for emergency situations	86.0	86.2	14.0	13.8
6.Security to female std.	81.4	83.3	18.6	16.7
7.Counseling session	41.9	46.7	58.1	53.3
8.Financial aid or female scholarship	81.4	78.6	18.6	21.4

Item 1,2,5,6and 8 From table:4.2 interpreted that female students of public and private university indicates the availability of female security guard, security camera's within campus, security within campus , security equipment and scholarship or financial aid service . Counseling session percentage indicates that both universities do not provide such service to their female students. Very low percentage (36.7% & 36.2%) of both universities students indicate that there is no placement of security camera's in driveways and parking areas .

Table : 4.3

Satisfaction with facilities

Satisfaction with facilities (Items)	V. satisfied		satisfied		Undecided		dissatisfied		V.dissatisfied		Mean		p
	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	
1.Satisfaction with transport facility	74.4	54.8	0	2	20.9	28.6	4.7	4.8	0	9.5	4.44	3.88	0.34
2.Satisfaction with shuttle service	67.4	50.0	0	0	27.9	33.3	4.7	11.9	0	4.8	4.30	3.78	0.47

3.Satisfaction with hostel facility	55.8	57.1	0	2	34.9	26.2	9.3	4.8	0	9.5	4.02	3.92	0.732
4.Satisfaction with parking area and driveways	51.2	50.0	2.3	0	27.9	35.7	14.0	7.1	4.7	7.1	3.81	3.78	0.922
5.Satisfaction with separate girls cafeteria	76.7	42.9	0	0	16.3	33.3	4.7	9.5	2.3	1.4	4.44	3.47	0.001
6.Satisfaction with specific sitting area	65.1	59.2	0	0	23.3	26.2	9.3	7.1	2.3	7.1	4.16	3.97	0.505
7.Satisfaction with common and rest room	72.1	69.0	4.7	2	20.9	14.3	0	0	2.3	1.4	4.44	4.11	0.236
8.Satisfaction with helping desk	37.2	52.4	0	2	23.8	37.2	20.9	11.9	4.7	9.5	3.44	3.76	0.288

From table :4.3 Item 1,2,5,7 and 8 p values interpreted that there is significant difference between female students satisfaction with the transport, shuttle service ,separate girls cafeteria , common room and helping desk . items 3,4 & 6 interpreted that there is no significant difference between students satisfaction and hostel facility, parking area and specific sitting area facility .

Table 4.3.1

Satisfaction with facilities

Satisfaction with facilities (items)	V. satisfied		satisfied		Undecided		dissatisfied		V.dissatisfied		Mean		p
	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	

1.Satisfaction with separate prayer room	79.1	76.2	2.3	4	9.3	14.3	7.0	0	4.8	2.3	4.48	4.47	0.95
2.Satisfaction with female washroom	44.2	85.7	2.3	0	34.9	9.5	14.0	0	4.7	4.8	3.67	4.61	0.00
3.Satisfaction with libraries	62.8	61.9	0	0	27.9	28.6	4.7	2.4	4.7	7.1	4.11	4.07	0.87
4.Satisfaction with female gym	39.5	64.3	0	0	23.3	23.8	25.6	7.1	11.6	4.8	3.30	4.11	0.00
5.Satisfaction with classrooms	60.5	71.4	0	0	27.9	21.4	9.3	2.4	2.3	4.8	4.06	4.30	0.36
6.Satisfaction with science laboratories	48.8	76.2	0	0	32.6	19.0	16.3	2.4	2.3	2.4	3.76	4.45	0.00
7.Satisfaction with computer labs	55.8	83.3	0	0	30.2	9.5	11.6	2.4	2.3	4.8	3.95	4.54	0.00

From table 4.3.1 it is interpreted that p value of item 2 ($p > 0.000$), 4 ($p > 0.008$), 5 ($p > 0.360$), 6 ($p > 0.009$) and 7 ($p > 0.002$) indicates that there is a significance difference between satisfaction of student with the availability of facilities. P value of item 1 ($P < 0.95$) and 3 ($p < 0.87$) shows there is no significant difference between students satisfaction with separate prayer room and library facilities.

Table 4.4

Satisfaction with services

Satisfaction with services (Items)	V. satisfied		satisfied		Undecided		dissatisfied		V.dissatisfied		Mean		P
	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	Pb	Pt	
1.Satisfaction with female security guard	72.1	81.0	2.3	0	20.9	11.9	2.3	2.4	2.3	4.8	4.39	4.50	0.65

2.Satisfaction with security camera's	74.4	81.0	0	0	18.6	11.9	4.7	0	2.3	7.1	4.39	4.47	0.74
3.Satisfaction with security emergency equipment	62.8	81.0	2.3	0	25.6	9.5	9.3	2.4	0	7.1	4.18	4.45	0.29
4.Satisfaction with overall security in campus	65.1	73.8	0	0	32.6	19.0	0	0	2.3	7.1	4.25	4.33	0.75
5.Satisfaction with internet service	46.5	69.0	2.3	0	18.6	16.7	14.0	7.1	18.6	7.1	3.44	4.16	0.02
6.Satisfaction with scholarship and financial aids	58.1	64.3	0	0	27.9	19.0	11.6	9.5	2.3	7.1	4.00	4.04	0.86

From table 4.4 p values of item 3 ($p > 0.29$) and 5 ($p > 0.02$) indicates that there is significant difference between satisfaction of student with security equipments and internet service provided by university. P value of item 1 ($p < 0.65$), 2 ($p < 0.74$), 4 ($p < 0.75$) and 6 ($p < 0.86$) indicates that there is no significant differences between satisfaction of female students with the above mentioned services .

FINDINGS AND RECOMMENDATIONS

Findings of the study are as fellow:

1. Overall mean of Punjab University students is 85.1163 and standard deviation is 14.92254 and mean of UMT students is 87.2857 and standard deviation is 19.94295.
2. Sub scale mean and standard deviation for the availability of facilities and services shows that overall female students indicates the availability of facilities and services.
3. Both universities female students indicates that there is no availability of some facilities and services which are helping desk, parking area ,separate cafeteria , separate spaces for girls in libraries, gym facilities and security camera's in driveways and around university premises.
4. There is significant difference between female students satisfaction with the transport, shuttle service ,separate girls cafeteria , common room and helping desk.

5. No significant difference between satisfaction of the female student and hostel facility, parking area and specific sitting area facility.
6. There is no significant difference between students satisfaction with separate prayer room and library facilities
7. There is a significant difference between students satisfaction with security equipments and internet service provided by university
8. That there is no significant differences between students satisfaction with the above mentioned services .

The study was conducted on the exclusive female students of Punjab University and University of Management and Technology. It was assessed from the research that overall female students of the both public and private university indicate the availability of the facilities and services provided by their universities and also shows the satisfaction level of the female students of these universities.

The recommendations of the study are as follows:

1. Both public and private university should allocate separate parking area for female students
2. Private university should improve their shuttle service from hostel to campus
3. There should be a separate cafeteria for girls in private university .
4. There should be a helping desk to deal with female 's problems and issues in both universities .
5. Both universities should look after to allocate separate spaces for girls in libraries
6. Both universities should give gym facilities for female students for their physical fitness
7. Public and private university should arrange counseling sessions for female students
8. Both universities should place security camera's in drive ways , parking areas and campus premises for female students security.

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