

Clients' Expectation and Perception of the Services Rendered by the Research and Publication Office

MARIA ELENA C. REYES

ORCID NO. 0000-0001-5837-8303
elenareyes570@gmail.com

LEILANI G. PIMENTEL

ORCID NO. 0000-0002-5695-9363
leipim@yahoo.com

Liceo de Cagayan University
Cagayan de Oro City, Philippines

ABSTRACT

Determining the clients' expectations and actual experiences of the services of the Research and Publication Office of Liceo de Cagayan University is crucial in sustaining the operations of the office. The study determined the gap difference on the clients' expectations and perceptions on the services provided by RPO on its clients. Specifically, it determined (1) the clients profile in terms of gender, civil status, and occupation; (2) the types of services availed by the clients from the office; (3) the clients' expectation of the services offered by RPO; (4) the clients' perception of the services they received from RPO; and (5) the mean difference between the respondents' expectations and perceptions of the RPO services. The results reveal that majority of the respondents were female, single, and student and the majority of them availed the following services: Plagiarism Detection, Grammarly Checker, and research capability. From the findings of the study, it is evident that there is a minimal gap difference between the clients' expectations and the perception of the services they received from RPO. Based on the gap difference, the RPO has to improve in terms of empathy and responsiveness in dealing with the clients.

Keywords: Service, Expectation, Perception, Gap difference, Clients

INTRODUCTION

One of the tri-function of the University is to ensure that it has inculcated into the faculty and students the culture of research excellence. This can be only possible through a research center that supports and manages the research undertakings of both the faculty and students.

The Research and Publication Office evolved to promote the research culture among students and faculty in the university. Initially, it was named as the Research and Planning office in 1993 and was under the supervision of the Executive Vice President. By then, faculty researches were undertaken on a voluntary basis, and those who conducted research were deloaded 12 units. In 2009, through the University Order No 1 series of 2009, the Research and Planning Office was renamed into Research and Publication Office (RPO). The RPO fulfills the knowledge function of the University (Research Manual, 2015)

In 2016, the office was then placed under the new Office of the Vice President for Research, Publication, and Extension together with the Liceo Center for Community Development. The marriage of research and extension expands the function of the office. Thus, the RPO develops quality management mechanisms to ensure nourishing contribution to the trifocal functions of the University through the utilization of research outputs in instruction, community involvement, and policy formulation. Currently, the RPO offers the following services for faculty and students: plagiarism detection, grammarly checker, and data analysis. Moreover, it also provides research capability building for research students, research coordinators, and faculty researchers.

According to the Community Engagement Institute (2015), the success of a program or services offered by a research center is not just a number game. The Research and Publication Office can be of service to faculty and students and other members of the research community, but still be ineffective in terms of sustainable and quality service. Hence, there is a need to evaluate the quality of services provided by RPO on the clients they serve and the resulting changes created in their research activities as measured by their satisfaction.

To ensure the satisfaction of its clients and improve the services being offered by the RPO, the researchers conducted this study. Moreover, the study endeavors to find out whether there is a gap difference in the respondents' expectations of the services and their perception of the actual service they received.

FRAMEWORK

The study was anchored on the Service Quality Model developed by Parasuraman et al. (1988). Service quality is defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; Lewis and Mitchell, 1990).

SERVQUAL is widely used to measure service quality. Its original service dimensions have been determined by A. Parasuraman (Parasuraman, Zeithalm, Berry, 1988), with subsequent changes and regulations to the service industry.

According to Pauna (2016), SERVQUAL as defined by Parasuraman, Zeithalm, Berry (1988), is a measuring scale that has multiple elements that can be used to better understand consumers' expectations and perceptions on services they received. It is widely used assessing services of organizations. Hence, many organizations strategically aim to improve service quality (Smith, 1995). As such, there is a need to determine the gap difference between the clients' expectations of the services they are availing and their perceptions on how these services are delivered to them.

As discussed by Shahin (2006), the studies on service quality usually try to divide the factors into categories. The five determinant factors are: (1) **Tangibles** which refers to physical facilities and available equipment, and staff appearance; (2) **Reliability** involves supplying the promised service as safe and accurate. (3) **Responsiveness** refers to prompt response which means helping customers and supplying an immediate service. (4) **Assurance** refers to the feeling of security which means transmitting a feeling of trust among its clients when the RPO renders its services. (5) **Empathy** refers to offering the personalized customer service. From these five dimensions, 22 questions were created to measure both the perceptions and the expectations of the clients.

Hence, an organization whose strategies are customer-oriented should focus on addressing the needs and expectations of the customer. Organizations which can offer their customers excellent service and high level of satisfaction are the ones that have more advantage over their competitors (Pauna, 2016).

In addition, the study was also anchored on the mandate and thrusts of the Research and Publication Office. As mandated, the Research and Publication Office leads in enhancing the research culture of Liceo de Cagayan University by providing the necessary leadership to make research fully functional in the

service of the scholarly pursuit of the University. The thrusts of the Research and Publication Office include the research capability building program for faculty and students to deepen their scientific writing skills and come up with scholarly research outputs for publication in the University's professional and advancing journals and other national and international refereed journals. To ensure the quality of research outputs, the RPO also provides the following services to the research community: research capability building, data analysis, plagiarism detection, and Grammarly checker (Research Manual, 2015).

Being the research center, the office plays an important role in sustaining the research culture of the academic community. Moreover, it has to be updated in the current trends in various research areas. Hence, the services being offered by the RPO should meet the current needs of modern day researchers. As such, there is a need to evaluate the client's satisfaction in terms of the quality of the services they availed from the RPO to improve on the areas that the client perceived to be lacking or deficient.

As cited in the Evaluation Workbook of CDC, the evaluation of services serves as a roadmap that facilitates a journey for development. An evaluation plan is a written document on how programs or services are monitored and evaluated and how the intended results are used for decision making and improvement of services (CDC, 2011). As such, determining the gap difference between expectation and perception of services is very crucial in the operations of the Research and Publication Office as the office leads all the research endeavors of the University.

Moreover, Mbachu and Nkadao (2006) also said that many researchers consider satisfaction as an overall summary measure, while others feel that satisfaction is measured best by a combination of various factors. However, Kotler (1997) defined satisfaction as the feeling of pleasure or dissatisfaction/disappointment from the perceived quality of the performance or outcome of the service to the client's expectation. For companies that offer, multiple services, the management can use SERVQUAL to assess if any unit has poor service quality (indicated by a low score). Given this, the management can correct and improve the system (Dan, 2016).

In this paper, the researchers used the SERVQUAL instrument to identify if there are perceived gaps between the clients' expectations and perceptions of the services offered by the Research and Publication Office.

Schematic Presentation

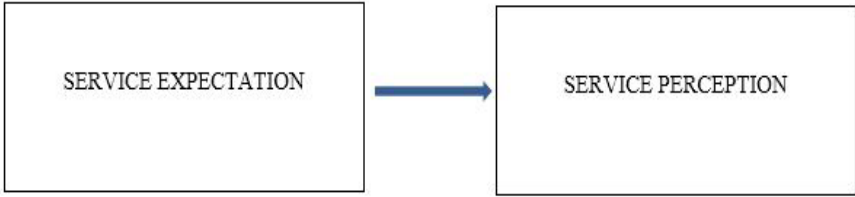


Figure 1. The Schema of the Study showing the Interplay of Variables

OBJECTIVES OF THE STUDY

The study aimed to determine the clients' expectations and their perceptions of the services they received from the office. Specifically, it sought to determine the following: (1) the clients profile in terms of gender, civil status, and occupation; (2) the types of services availed by the clients from the office; (3) the clients' expectation of the services offered by RPO; (4) the clients' perception of the services they received from RPO; and (5) the mean difference between the respondents' expectations and perceptions of the RPO services.

METHODOLOGY

The study was conducted at Liceo de Cagayan University, Kauswagan, Cagayan de Oro City. Liceo de Cagayan University is one of the premier Higher Education Institutions in Northern Mindanao. As a University, it promotes research culture and excellence among its faculty, staff, and students. Moreover, it has also a highly functional Research and Publication Office which caters to the research needs of the University constituents.

The study employed a descriptive research design. The design is appropriate for the study since it seeks to determine the respondents' expectation and perception on the services of the Research and Publication Office. As cited by Aggarwal (2008), descriptive research focuses on information gathering on conditions or phenomena and involves not an only description but also interpretation and analysis of consolidated data.

The respondents of the study were chosen through purposive sampling. The respondents were composed of the faculty researchers and students who availed of the services of the RPO. The respondents were those who personally did the transactions in the office. A total of 83 respondents were able to answer the

questionnaire of which 71 were students and 12 were faculty members.

To gather data on the clients' profile, the researchers used a researcher-made questionnaire. In determining the clients' expectation and perception of the services, the researchers adopted the SERVQUAL, a multiple-item scale for measuring consumer perceptions of service quality by Parasuraman, Zeithaml, & Berry (1988).

Even if the adopted instrument had been designed and validated for use in a variety of service evaluation, the researchers subjected the questionnaire to a reliability testing to ensure its validity since it was administered on clients of a research center. The items on expectations have a Cronbach's alpha value of .930 which means that it is highly reliable. Moreover, the items on perception yielded a Cronbach's alpha value of .856 indicating that the questions are also highly reliable.

In terms of the nature of the questionnaire, in expectation and perception, statement nos. 10-13 on responsiveness and nos. 18-22 on empathy are negatively stated. This means that under these dimensions, the ratings should be lower if the clients expect and perceive that the situations cited in these statements do not manifest to a high level.

Scoring Procedure

The following scoring procedure was used by the researchers:

Scale	Range	Verbal Description
7	6.50-7.00	Strongly Agree
6	5.50-6.49	Highly Agree
5	4.50-5.49	Agree
4	3.50-4.49	Moderately Agree
3	2.50-3.49	Fairly Agree
2	1.50-2.49	Disagree
1	1.00-1.49	Strongly Disagree

The researchers first sought permission from the Office of the Vice President for Research and Extension to conduct the survey among its clients who transacted with the RPO personnel. Prior to data gathering, the respondents' consent to participate in the study was also secured. The researchers explained the nature and context of the study to the clients who availed of the services of the office before they answered the questionnaire.

The researchers gathered data between March to May 2017, the peak time when clients visited the Research and Publication Office for the Plagiarism Detection and Grammarly Checker. After permission was granted, the researchers commenced with data gathering. They only surveyed those clients who directly transacted with RPO Personnel. Once the data were gathered, it was subjected to statistical testing. Frequency counts, percentage, weighted mean and t-test were used to analyze the data.

RESULTS AND DISCUSSION

The study determined the mean difference between the clients’ expectations and perceptions of the services rendered by the RPO. Data were collected from faculty and student researchers who availed of the services from the RPO during the SY2016-2017. The results of the study are discussed below:

Objective 1. Determine the clients’ profile in terms of gender, civil status, and occupation

Table 1. Clients’ Profile

PROFILE	FREQUENCY	PERCENTAGE
Gender		
Female	58	69.88
Male	25	30.12
Total	83	100
Civil Status		
Single	65	78.31
Married	18	21.69
Total	83	100
Occupation		
Student	71	85.54
Faculty	12	14.46
Total	83	100

Table 1 shows the respondents’ profile in terms of gender, civil status, and occupation. As shown in the table, the majority of the respondents were female (69.88%), single (78.31%), and student (85.54%). Since the data was gathered during the 2nd semester, when students are preparing for graduation, and that bound copies of research are a major requirement for graduation, it follows that

majority of the respondents were students.

Objective 2. Determine the types of services availed by the clients from RPO

Table 2. Services Availed from RPO

SERVICES AVAILED	FREQUENCY	PERCENTAGE	RANK
Plagiarism Detection	76	91.57	1
Grammarly Checker	68	81.93	2
Data Analysis	44	53.01	3
Research Capability	28	33.73	4

Table 2 shows that majority of the respondents availed the plagiarism detection test (91.57%), followed by grammar checker (81.93%), data analysis (53.01), and research capability (33.73%). The research policy of the University requires that before students and faculty would be able to submit their final research output, it has to undergo first the plagiarism and grammarly tests (Research Manual, 2015). For data analysis, the respondents consult the statistician on how to code and input the data. Once they had the data, they would go back to the statistician to assist them in data processing and to explain to them the results of the statistical tests. Research capability is also regularly conducted every semester among students. Topics covered in the research capability include writing the introduction, organizing theoretical and conceptual framework, review of related literature, methodology including research ethics, and crafting the questionnaire. Moreover, researchers are also welcome to visit the office if they need help in the crafting of their questionnaires and reliability testing.

Objective 3. Determine the clients' expectation from the services offered by RPO

Table 3. The Respondents' Level of Expectation on the RPO Services

EXPECTATION	Mean	Verbal Description
Tangibles		
1. They should have up-to-date equipment.	5.624	Highly Agree
2. Their physical facilities should be visually appealing.	5.566	Highly Agree
3. Their employees should be well dressed and appear neat.	5.590	Highly Agree
4. The appearance of the physical facilities of RPO should be in keeping with the type of services provided.	5.627	Highly Agree
Average	5.601	Highly Agree
Reliability		
5. When the employees promise to do something by a certain time, they should do so.	5.783	Highly Agree
6. When clients have problems, the RPO should be sympathetic and reassuring.	5.771	Highly Agree
7. The RPO should be dependable.	5.771	Highly Agree
8. They should provide their services at the time they promise to do so.	5.988	Highly Agree
9. They should keep their records accurately.	5.843	Highly Agree
Average	5.831	Highly Agree
Responsiveness		
10. They shouldn't be expected to tell clients exactly when services will be performed.	4.566	Agree
11. It is not realistic for clients to expect prompt service from employees of RPO.	4.084	Moderately Agree
12. Their employees don't always have to be willing to help customers.	3.687	Fairly Agree
13. It is okay if they are too busy to respond to client requests promptly.	4.289	Moderately Agree
Average	4.158	Moderately Agree
Assurance		
14. Clients should be able to trust the employees of RPO.	5.542	Highly Agree
15. Clients should be able to feel safe in their transactions with the RPO employees.	5.639	Highly Agree
16. Their employees should be polite.	6.072	Highly Agree
17. Their employees should get adequate support from the RPO to do their jobs well.	5.578	Highly Agree
Average	5.707	Highly Agree
Empathy		
18. The employees should not be expected to give clients individual attention.	4.578	Moderately Agree
19. Employees of RPO cannot be expected to give clients personal attention.	4.663	Agree
20. It is unrealistic to expect employees to know what the needs of their clients are.	4.542	Agree
21. It is unrealistic to expect RPO to have their clients' best interests at heart.	4.301	Moderately Agree
22. They shouldn't be expected to have operating hours convenient to all their clients.	4.398	Moderately Agree
Average	4.496	Moderately Agree

Table 3 reveals the respondents' expectation on the services rendered by the Research and Publication Office. The services are grouped into tangibles, reliability, responsiveness, and assurance. For tangibles, the overall mean (5.601) reveals that the respondents have a high expectation that the office has the best physical facilities and available equipment and the office staff is well dressed.

In terms of responsiveness, the respondents highly agree in all indicators as revealed by its overall mean of 5.831 which means that they have high expectations that the RPO would be able to deliver its services as promised.

When it comes to responsiveness, it has an overall mean 4.158 which means that they moderately expect the office to provide them with prompt service. The highest mean falls on the statement "They shouldn't be expected to tell clients exactly when services will be performed (4.566) followed by the statement "It is okay if they are too busy to respond to client requests promptly." (4.289), and "It is not realistic for clients to expect prompt service from employees of RPO." (4.084). The lowest mean falls on the statement: "Their employees don't always have to be willing to help customers (3.687) indicating that they moderately agree with this statement

In the aspect of assurance, the overall mean (5.707) reveals that the clients have high expectations that they would be able to trust RPO with the services they requested. Lastly, in empathy, the overall mean of 4.496 shows that the clients have moderate expectation that the RPO would be able to provide them with personalized attention to cater to their individual needs.

As to assurance, the overall mean (5.707) of their expectation indicates that they highly agree that RPO personnel should be polite, they should feel safe in all their transactions, employees should get full support from RPO, and they should be able to trust the employees of RPO.

On empathy, the overall mean (4.496) has a verbal description of moderately agree. The highest mean falls on the item "Employees of RPO cannot be expected to give clients personal attention" (4.663) described as agree while the lowest mean falls on the item "It is unrealistic to expect RPO to have their clients' best interests at heart" (4.301), verbally described as moderately agree. Since the majority of the respondents were students and were all trying to meet the deadline for graduation, they tend to expect that they would be given personal attention by RPO personnel who are processing their transactions. Knowing the clients expectation of RPO services would provide insights to the management on how to improve its services. As what Pauna (2016) has cited, organization whose strategies are customer-oriented should focus on addressing the needs and expectations of the customer.

Objective 4. Determine the clients' perception of the services they received from RPO

Table 4. The Respondents' Level of Perception of the RPO Services

PERCEPTIONS	Mean	Verbal Description
Tangibles		
1. The RPO has up-to-date equipment.	5.386	Agree
2. RPO's physical facilities are visually appealing.	5.349	Agree
3. RPO's employees are well dressed and appear neat.	5.675	Highly Agree
4. The appearance of the physical facilities of RPO is in keeping with the type of services provided.	5.313	Agree
Average	5.430	Agree
Reliability		
5. When RPO promises to do something by a certain time, it does so.	5.494	Agree
6. When you have problems, the RPO is sympathetic and reassuring.	5.506	Highly Agree
7. RPO is dependable.	5.470	Agree
8. RPO provides its services at the time it promises to do so.	5.470	Agree
9. RPO keeps its records accurately.	5.325	Agree
Average	5.453	Agree
Responsiveness		
10. RPO does not tell client exactly when services will be performed.	4.530	Moderately Agree
11. You do not receive prompt service from RPO's employees.	4.181	Moderately Agree
12. Employees of RPO are not always willing to help clients.	3.928	Fairly Agree
13. Employees of RPO are too busy to respond to clients' requests promptly.	4.687	Agree
Average	4.331	Moderately Agree
Assurance		
14. You can trust employees of RPO.	5.446	Agree
15. You feel safe in your transactions with RPO's employees.	5.470	Agree
16. Employees of RPO are polite.	5.277	Agree
17. Employees get adequate support from RPO to do their jobs well.	4.928	Agree
Average	5.280	Agree
Empathy		
18. RPO does not give you individual attention.	4.072	Moderately Agree
19. Employees of RPO do not give you personal attention.	3.807	Moderately Agree
20. Employees of RPO do not know what your needs are.	3.687	Moderately Agree
21. RPO does not have your best interests at heart.	3.687	Moderately Agree
22. RPO does not have operating hours convenient to all their clients.	3.759	Moderately Agree
Average	3.802	Moderately Agree

Table 4 shows the respondents' perception of the actual services they received from the Research and Publication Office. In terms of the tangibles, the clients agree that RPO has an up-to-date equipment (5.386), visually appealing facilities (5.349), and the appearance of physical properties match the services offered by the office (5.313). On the other hand, they highly agree that the office personnel are well dressed (5.675).

When it comes to reliability, the clients highly agree that the RPO was sympathetic and reassuring (5.506). Clients agree that the RPO was able to deliver the services as promised (5.494). On the other hand they agree that the RPO is dependable (5.470), provides services at the time it promised to do so (5.470) and keeps its records accurately (5.325). Overall, the data reveal that the clients all agree that they can rely on RPO to deliver its services to the clients as indicated by the weighted mean of 5.43.

In terms of responsiveness, the highest mean (4.687) falls on the statement "Employees of RPO are too busy to respond to clients' requests promptly" indicating that the clients "Agree" on this particular statement. The respondents' agreement to this statement can be attributed to the fact that RPO is one of the busiest office in the University catering to the research needs of faculty, students, and other researchers who publish their paper on the professional journals. There may be at the times when the clients visited the office that they observed that the personnel were attending to a lot of tasks that they would feel that the RPO personnel would not be able to attend to their needs. They also moderately agree with the statements "RPO does not tell the client exactly when services will be performed." (4.530) and "You do not receive prompt service from RPO's employees" (4.181). On the other hand, clients fairly agree (3.928) that "employees of RPO are not always willing to help clients." The results suggest that despite the busy work pace in RPO, the personnel always ensure that they would be able to attend to their clients, and extend their time even after office hours when the clients are still in the office.

As to assurance, the clients agree with all the statements. This means that the clients perceived that clients could trust the employees (5.446); they feel safe in their transactions with RPO employees (5.470); employees are polite in dealing with them (5.277), and employees get full support from RPO to do their job (4.928). The results indicate that clients feel secure in dealing with the RPO personnel and they are assured that they can trust the personnel to deliver the services they need.

Lastly, in terms of empathy, surveyed clients moderately agree in all statements

with the average mean of 3.802. They agree moderately that the RPO does not give them individual attention (4.072); Employees of RPO do not give them personal attention (3.807); Employees of RPO do not know what their needs are (3.687); RPO does not have their best interests at heart (3.687); and that the RPO does not have operating hours convenient to all their clients (3.759). They only moderately agree on these statements since when clients visited the office, they are already aware that the services of RPO are given on first come first serve basis; as such clients do not expect that they are immediately given the services they need every time they visit the office since there are still others who were ahead of them. Moreover, the RPO has a fixed office hours (i.e., 8:00-12:00 and 1:00-5:00 from Monday to Friday and 8:00-12:00 during Saturday), so it follows that for clients to be served, they have to come to the office during the given office hours, not during their own convenient time.

According to Qadri (2015), the quality of service that customers receive must be reliable, responsive and emphatic. Service quality also involves a product, service delivery, and service environment. Hence, all these components are key driving forces for the sustainability and success of the RPO.

Objective 5. Determine the gap difference between the clients’ expectations and perceptions of the RPO services

For each dimension of service quality, the study measured both the clients’ expectation and perception of the service on a scale of 1 to 7 with 22 questions in total. The Gap Score for each dimension is calculated by subtracting the Expectation score from the Perception score. A negative Gap score indicates that the actual service (the Perceived score) was less than what was expected (the Expectation score).

Table 5. Gap Difference between the Respondents’ Expectations and Perceptions

INDICATORS	Mean for Expectations	Mean for Perception	Mean Difference
Tangibles	5.601	5.430	-0.171
Reliability	5.831	5.453	-0.378
Responsiveness	4.158	4.331	0.173
Assurance	5.707	5.280	-0.427
Empathy	4.496	3.802	-0.694

Based on the results on Table 5, there is only a minimum gap difference between the respondents' expectations and perceptions of the services they availed. In terms of tangibles, the gap difference is -0.171; for reliability, it has a gap mean difference of -0.378; responsiveness has a positive mean difference of 0.173; assurance has a negative mean difference of -0.427; while empathy, on the other hand, has a gap difference of -0.694.

From the findings, it can be seen that in terms of responsiveness, there is a gap score of (0.173) since the clients' perception score (4.331) of RPO services exceeds that of their expectation score (4.158). However, considering that the statements under this variable are negatively stated, it means that there is a negative gap difference, but to a minimal level only (0.173).

As to empathy, wherein all statements are also negatively phrased; it yielded a lower perception score (3.802) compared to the expectation score (4.496) and with a mean difference of -0.694. It means that the clients' actual experience of the services they received from the RPO exceeds that of their expectations.

The findings of the study is congruent with Pauna's (2016) definition of service quality which is the gap between customer expectations regarding the service and quality perception after the use of the service. It is the proportion of the real advantages obtained when using the given service and the expected benefits. Based on the findings of the study, there is only a minimal gap difference between the clients' expectation and perception of the services they availed from the RPO.

Table 6. Test of Difference between Expectations and Perception of Received Services

	Mean	Standard Deviation	T Value	P Value	Alpha Value	Decision	Interpretation
Expectation	5.15	1.05	1.99	0.048	0.05	Reject H_0	Significant
Perception	4.838	0.984					

Table 6 shows the result of the test of the difference between the clients' expectations and perception of the services they received from RPO. The P value of 0.048 is less than the alpha value of 0.05 which means that there is a significant difference between the clients' expectations and perceptions on the quality of services they received from the research center.

Hence, there is a difference on the clients' expectations and perceptions of the quality of services they received from a service provider since clients tend to have always a high expectation of services to be given to them.

Furthermore, Akhlaghi, Amini, & Akhlaghi (2012) found that clients' expectation from the service may vary noticeably according to a range of factors like "prior experience, personal needs and the other people expectations and perceptions of a customer."

CONCLUSION

From the findings of the study, it is evident that there is a minimal gap difference between the expectations and the clients' perception of the actual services they received from RPO. Given the information, the management can now create intervention on how to address the weaknesses of the services. Determining the gap on clients' expectations and perception of services availed from an office is essential in improving the quality of service as it would provide management the information needed as to what aspects of services are in need of improvement. The Gap score is a reliable indication of each of the five dimensions of service quality. Using SERVQUAL, service providers, like the Research and Publication Office can obtain an indication of the level of quality of their service provision, and highlight areas requiring improvement.

RECOMMENDATIONS

From the findings of the study, the following are recommended:

1. The RPO and its personnel should improve in the areas of empathy and responsiveness in dealing with clients.
2. Conduct a follow-up study on the relationship between quality of service and client's satisfaction
3. Conduct annual evaluation for continuous improvement of the RPO Services

LITERATURE CITED

- Aggarwal, Y.P. (2008). *The science of educational research: A source book*. Reprinted. Kurukshetra, Nirmal Book Agency.
- Akhlaghi E., Amini, S. & Akhlaghi H. (2012) Evaluating educational service quality in technical and vocational colleges using SERVQUAL model doi:10.1016/j.sbspro.2012.06.424. *Procedia - Social and Behavioral Sciences* 46 (2012) 5285 – 5289. Available online at www.sciencedirect.com
- CDC. (2011). *Developing an Effective Evaluation Plan*. Atlanta Georgia. Available from: <http://www.cdc.gov>.
- Community Engagement Institute (2015). *Research and evaluation*. Wichita State University. Available from: <http://webs.wichita.edu/?u=cei&p=/research/>
- Kotler, P. 1997. *Marketing management: Analysis, planning, implementation and controls*, New Jersey: Prentice Hall. 9th edition [Google Scholar]
- Lewis, B. R. & Mitchell, V. W. (1990). “Defining and Measuring the Quality of Customer Service”, *Marketing Intelligence & Planning*, Vol. 8 Iss 6 pp. 11 - <http://dx.doi.org/10.1108/EUM0000000001086> Downloaded on: 05 January 2017
- Mbachu R. and Nkado R. (2006). *Conceptual framework for assessment of client needs and satisfaction in the building development process*. *Construction Management and Economics*. Taylor and Francis. Available from: <http://www.tandf.co.uk./journals>
- Parasuraman, A.A. Zeithalm, V.A. & Berry, L.L. (1985). A conceptual model for future research, *Journal of Marketing*, vol.49, Fall 1985, p.48
- Parasuraman, A.A. Zeithalm, V.A. & Berry, L.L. (1988). Communication and control processes in the delivery of service. *Journal of Marketing Quality* https://www.researchgate.net/publication/245704883_Communication_and_Control_Processes_in_the_Delivery_of_Service_Quality

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of retailing*, 64(1), 12.
- Păuna, D. P. (2016). Measuring quality satisfaction with SERVQUAL model. Retrieved from: https://www.researchgate.net/profile/Pauna_Dan/publication/305046023_Measuring_Quality_Satisfaction_with_Servqual_Model/links/578017b008ae01f736e4a0b3.pdf?origin=publication_detail
- Qadri, U. A. (2015). Measuring service quality expectation and perception using SERVQUAL: A gap analysis. *Business and Economics Journal*. 6:3 ISSN: 2151-6219 <http://dx.doi.org/10.4172/2151-6219.1000162>
- Rajdeep, S. & Dinesh, K. (2010). SERVQUAL and Model of Service Quality Gaps: A Framework for Determining and Prioritizing Critical Factors from Faculty Perspective in Higher Education. *International Journal of Engineering Science and Technology*. 2. .
- Research and Publication Office (2015). *Research Manual*. Cagayan de Oro City. Liceo Press. ISBN 978-971-16-7
- Saba, A., Hasan, K.S., Uddin, S. (2014). A conceptual framework for understanding customer satisfaction in banking sector: The mediating influence of service quality and organisational oath. *American Journal of Trade and Policy*.
- Shahin, A. (2004). "SERVQUAL and model of service quality gaps: A framework for determining and prioritizing critical factors in delivering quality services," In: *Service quality - An introduction* Partha sarathy V. (ed), Andhra Pradesh: ICFAI Univeristy Press, pp. 117-131.
- Smith, A.M. (1995). Measuring service quality: Is SERVQUAL now redundant? *Journal of Marketing Management* Vol. 11 , Iss. 1-3,1995 <http://dx.doi.org/10.1080/0267257X.1995.9964341>