Research Paper

Consumer Satisfaction index in Arabic Institutions of Higher Education in Turkey

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Abstract: *The purpose of this paper is to analyze the influence of Perceived service quality, perceived value ,Image on student satisfaction ,and determine the consequences of student satisfaction inArabic institutions of higher education in Turkey,In order to accomplish the objectives proposed ,a model reflecting the influence of Perceived service quality, perceived value ,Image on student satisfaction , and reflecting the relationship between satisfaction and behavioral consequences, the model is tested by structural equations and the final sample is 280 students,the findings Show that image has a positive effect on student satisfaction, and the satisfaction has a positive effect on student loyalty ,and negative effect on student complaint,if higher education institutions have to compete through student satisfaction, It is proven by this paper that the construct which most influences student satisfaction in higher education is the image construct ,also it is proven that if the student satisfaction rises, the loyalty will increase and complaint will decrease.Several studies have shown that, in general,student's satisfactionis important to attract and retain customers, also the concept of student satisfaction is relativity new concept inArabic institutions of higher education in TurkeyTherefore, the research findings can be used by universities in enhancing the level of student satisfaction.*
Key words: *service quality, value ,Image ,satisfaction ,loyalty ,complaint.*

I. INTRODUCTION

Education is one of the most important industries and playing a vital role in national development. In relation to the importance of education, there is a correlation between

education and economic growth (Husain.et al,2009), also the education sector provides the society by human resource.

In the last ten years the sector of Higher Education in Syria has suffered quite profound changes, an increase occurred in the number of institutions operating in this sector and consequently an increase in the number of students, also the Private education sector is growing rapidly over the past few year ,Whereas the number of private universities rises from three universities in 2004 to seventeen universities in 2013,

The aim of the private Higher education industry is to give an alternative road map for tertiary education for those who failed to getadmission into local universities and for those who intend to go for higher education locally.

This way, the sector of Higher Education in Syrian faces more competitive market

Structures ,therefore it becomes fundamental to analyze and study student's satisfaction in higher education, as institutions of higher education could greatly benefit from being able to increase the level of students satisfaction, satisfaction can provide an institution with a type of competitive advantage, particularly at a positive word of mouth(File&Prince,1992),new customers(Bolton&Drew,1991:Mittal.et al,1999),Lowering customer defection rates(Mittal&Kamakula,2001), financial benefits (Anderson&Mittal,2000).

II. PREVIOUS RESEARCH

2-1.Consumer satisfaction

Since the introduction of the concept of customer satisfaction by Cardozo (1965), it has become a topic of considerable importance, in the fields of both academic research and institution and corporate management. Oliver (1980) sees customer satisfaction as a comparative judgment between expectancy and received

service,according to (Williams,1982)After using the brand, the consumer compares perceived actual performance with expected performance. Confirmation results when the twoperformances match. A mismatch will cause a positive(perceived performance exceeds expectations) or a negative(perceived performance falls below expectations) disconfirmation. In turn, confirmation/disconfirmation leads to an emotional reaction called satisfaction/dissatisfaction.

(Parasurnan.et al,1988) show thatsatisfaction is asummary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience,,(Woodside,1989) shows that Customer satisfaction is a post-purchase evaluation of a service offering,,(G ilbetr,1992)gave a more current approach. He defined customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the product of service life haven been met or exceeded, resulting in future repurchase and loyalty. In general the consumer satisfaction is the result of interaction between the consumer's pre-purchase expectations and post purchase evaluation.

2.2-Determinants ofcustomer satisfaction:
2.2.1-Service quality:
In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality services that will in turn result in satisfied customers,Therefore, there is not even an iota of doubt concerning the importance of service quality as the ultimate goal of service providers throughout the world.

Many studies talked about the relationship between service quality and customer satisfaction,(Fornell.et al,1996) concluded that service quality is one of the most important determinants of the American Customer Satisfaction,(Parasurman.et al,1988) show that service quality is the discrepancy between the expected service (ES) and perceived service(PS):

(a)When ES > PS, perceived quality is less than satisfactory and will tend toward totally
unacceptable quality,with increased discrepancy between ES and PS.
(b)when ES = PS,perceived quality is satisfactory
(c)when ES < PS, perceived quality is more than satisfactory and will tend toward
ideal quality,with increased discrepancy between ES and PS.

(liwei mai,2005) examined the differences in the perception of education quality, and the main factor affecting that perception, between students in the USA And the UK, he found that there are significant differences between British and American education perceived by students. Although students in both countries are satisfied with the education, students in the US expressed higher levels of satisfaction compared with those in the UK,while (Alves&Rapso,2007) concluded the influence of quality perceived in satisfaction is higher on the part of functional quality,These results could be related to the fact of the educational service being too important to the life of a student, causing them to base their evaluations not only on the way the service is provided.

(Husain.et al,2009) show that physical environment, interaction and support,feedback and assessment, and administration, are strong factors which result in students satisfaction,the service quality andperceived valuehave positive effect onstudentsatisfaction according to (Ismail & Parasurman,2009),this leads to H1.
H1: service quality has a positive effect on student satisfaction.

2.2.2-Image:
The influence of corporate image has been studied by many researchers,(Helegsen&Nesset,2009) argue that an image is overall impression made on the minds of the public about a firm,while(Arphan.etal,2003) argue that corporate image is related to the physical and behavioral attributes of the firm, such as business name, architecture, variety of products/services, and to the impression of quality communicated by each person interacting with the firm's clients,(Torpor,1983)said that universitie shave to compete through imageneed to knows ever althings:
1-   the university's image compared to competition universities
2-   the internal and external public perception to the university's image
While(palacio .et al,2002) concluded that imagehas a significant effect onstudent satisfaction and loyalty,also an image is one of the most important determinants of customer satisfaction and loyalty according to (Alves&Raposo,2010),This leads to H2.
H2: University image has a positive effect in student satisfaction.

2.2.3-Perceived Value:
Perceived value is the customer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zithaml,1988),while (bolton&drew,1991) show thatA customer's assessment of value depends on sacrifice

(i.e., the monetary and nonmonetary costs associatedwith utilizing the service) ,Customer characteristics, customer intention, while (Helgsen&Nesset,2007) concluded that perceived value has a significant effect on student satisfaction, this leads to H3.

H3:Perceived value has a positive effect on student satisfaction.

2.3-Consequences of consumer satisfaction:
2.3.1-Consumer loyalty:
Customer loyalty is the behavior of customers to maintain a relation with an institute through purchase of its products and services(Duffy,2003),Four characteristics of loyalty, as identified by (Macllory & Barnett,2000) consist of (1) consistent pattern of repurchase activities; (2) purchase of various products and services from the institute; (3) voluntarily promoting the institute; and (4) a general resistance to the promotional activities of alternative institutes,(Zeithaml .et al,1996)show thatLoyalty may be manifested in multiple ways; for example, by expressing a preference for a company over others, by continuing to purchase from it, or by increasing business with it in the future,while (oliver,1999)argue that loyaltya deeply held commitment to rebuy or repatronize a preferredproduct/service consistently in the future, there by causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior,Loyal customers build businesses by buying more, paying premium prices, and providing new referrals through positive word of mouth over time (Mowen,2001).

Many previous studies examinedtee relationship between customer satisfaction and loyalty,(woodside,1989) concluded that there is correlation between satisfaction and intent to choose the hospital again in the health services sector ,according to (Johnson.et al,2001)There isa strong correlation between customer satisfaction and repeat purchase,,(Fornell.et al,1996) concluded that satisfaction is one of the most important determinants of the American consumer loyalty,also satisfaction is one of the most important determinants of student loyalty in higher education sector according to (Alves & Raposo,2006: Liwemai,2005:Helegsen & Nesset,2007), This leads to H4.

H4: satisfaction has a positive effect on student satisfaction.

2.3.2-**Consumer complaint**:
The marketing literature emphasizes strategies designed to obtain additional customers, encourage brand switching, and increase purchase frequency. These are

offensive, as opposed to defensive, measures. In the face of increasing competition and/or maturing industries or shrinking markets, offensive objectives become increasingly difficult to meet. The cost of generating a new customer can substantially exceed the cost of retaining a present customer. Because low growth and highly competitive markets are increasingly common characteristics of many industries,defensive marketing strategy is becoming more important.

Instead of attempting to obtain new customers or encourage brand switching, defensive marketing is concerned with reducing customer exit and brand switching.

That is, the objective of defensive marketing strategy is to minimize customer turnover (or, equivalently, to maximize customer retention) by protecting products and markets from competitive inroads,the concept ofcomplaint a partof this strategy**.**

Complaining behavior itself is conceptualized as multifaceted,According to

(Day,1984)dissatisfaction leads to consumer-complaining behavior (CCB).While(singh,1988) argue that consumer complaint manifested in voice responses (such as seeking redress from the seller),private responses (negative word-of-mouth communication), or third-party responses (taking legal action).
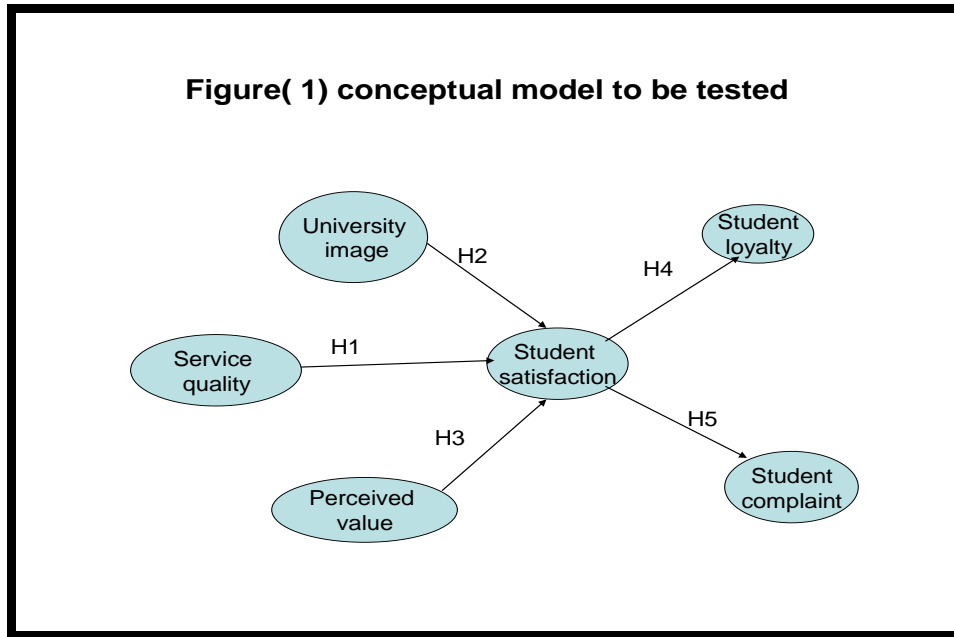
(Warren.et al,1993) concluded that Services is more likelyto complaintthan products, While (East,1997)concluded that there in negative relationshipbetween levels ofcustomersatisfaction andcomplaint, this leads to H5.

H5; satisfaction. has a negative effect on student complaint.

III. METHODOLOGY
3.1-The Model:
The model to be tested (Figure 1) results from the hypotheses previously established and
illustrate the main antecedents of satisfaction ,Service quality, the university's image, perceived value,The model illustrates loyalty and complaint as the main consequences of satisfaction.

Figure(1) conceptual model to be tested

3.2-Sample's Definition:

Having defined the student as the most important customer of the education service, in order to test the proposed model it was necessary to select a sample of students in higher education.A total of 200 questionnaires were distributed to bachelor, and master students in IUR university and Bashak Shaheer academy , Abc horizon academy,From the total number of 280 question naires distributed170 were returned the response rate was about 61%,profile of respondents shown in Table (1).

3.3-Method of Data Obtainment:

Given the intended objectives expected to be reached with this research, a survey using questionnaires was the chosen way for gathering data, thus, a questionnaire subdivided in 7 parts was drawn up: Sample Characterization, Service quality, perceived Value, Image satisfaction, Loyalty and complaint.

All measures used a seven-point Likert-type response format, with "strongly disagree" and "strongly agree" as the anchors, perceived quality wasmeasured using a multiple-item measurement scale by eighteen items adapted from (Ford,1993),university's imagewas measured by twelve items developed by(stevens.et al,2008),satisfaction was assessed by three items adapted from Mendez, et al,2009),perceived value measured by three item used in the study of (Alves&Raposo,2007),to measure the consequences of student satisfaction used the scale of (zeithaml. et al,1996).

Table1: profile of respondents

		N	**%**
Gender	Male	91	53.5
	Female	79	46.4
	Total	**170**	**100.0**
Marital status	Single	161	94.7
	Married	9	5.3
	Total	**170**	**100.0**
Age	<20	46	12.4
	20-25	103	60.6
	>25	21	12.4
	Total	**170**	**100.0**
per capitaincome (SP)	None	56	32.9
	<10000	43	25.3
	10000-20000	39	18.8
	>40000	39	22.9
	Total	**170**	**100.0**
Education level	Under graduate	126	126
	Post graduate	44	44
	Total	**170**	**100.0**

3.4-Analysis of result:

Following the two stage modeling strategy and after confirming the acceptability of the measurement model, there then proceeded an estimation of the structural model. The estimated model is that shown in Figure2. This figure details the standardized regression weights.
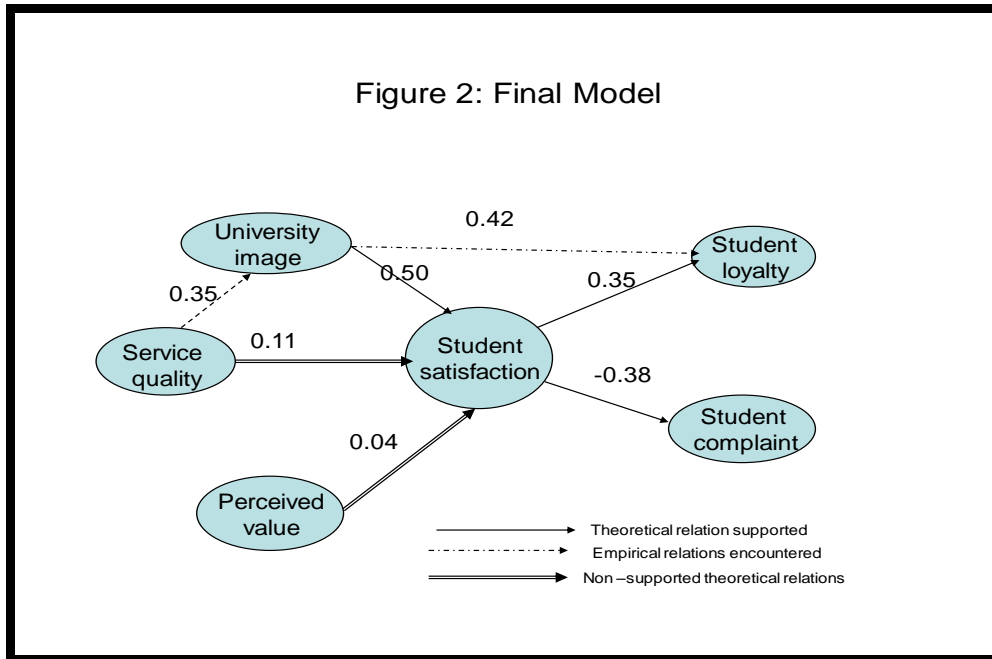

Figure 2: Final Model

Table II presents the composed reliability of each of these constructs, that is the level of internal consistency for each construct, As can be observed, all constructs exceed the minimum reliability level of (0.6)recommended by (Mallhotra&Briks,2010).

Table II. Construct reliability

Construct	Item number	Reliability
Service quality	19	0.90
Satisfaction	3	0.72
Perceived value	3	0.70
Image	12	0.87
Loyalty	4	0.65
Complaint	3	0.62

In turn, Table III presents the various structural equations, as well as the determination coefficient(R^2) for each equation. From analysis of the determination coefficients of the various structural equations present in Table III, it was found that image has a positive direct effect on satisfaction(0.50), also the image has positive direct effect on loyalty(0.42), table III shows that satisfaction has a positive direct effect on loyalty(0.35) and negative direct effect on complaint(-0.38),whiledid not showa direct effect to service quality and perceived value on satisfaction.

Table III. Model structural equation

Structural equations		R2	T	Sig	Result
Service quality	Satisfaction	0.11	1.521	0.13	Not supported
Perceived value	Satisfaction	0,036	4.739	0.589	Not supported
University Image	Satisfaction	0.50	7.089	0,005	Supported
Satisfaction	Loyalty	0.35	4.737	0,004	Supported
Satisfaction	Complaint	-0.38	4.802	0,004	Supported

IV. CONCLUSIONS AND IMPLICATIONS:

This study demonstrated that the construct that most influences student satisfaction in higher education is that of image as this has a direct effect of 0.50,In other wordsif the image of the institution rises or falls by a unit, satisfaction increases or decreases in a proportion of 0.50.

This investigation sheds light on the higher education student satisfactionformation process, showing that image can influence student satisfaction and loyalty,the results encountered by (Alves & Raposo,2010:Helgesen & Nesset,2007). It is possible to say that to measure and understand university image is very important because of its influence over the student satisfaction and loyalty formation process. If

Arabic institutions of higher education in Turkey have to compete through image, the first step to take is tomeasure the university image held by students,The second step should be to ascertain how the constructed image is formed and how it can be modified in order to better reflect the intended image.

The results also showed that customer satisfaction has a positive impact on customer satisfaction and a negative effect on customer complaint,This means that customer satisfaction plays an important role inkeeping the customers and reduce therates of Switching, so Arabic institutions of higher education in Turkey wishing to achieve competitive advantage through customer satisfaction must be focuson the determinants of student satisfaction such asservice quality by narrowing the gap between the expectations of the student and perception,And promote the concept of perceived value of the service through seminars, workshops, show samples of university students who excelled in the labor market and higher studies.

In this way, this research contributes towards deepening the knowledge about Student satisfaction and its importance for higher education institutions in retaining current students and attracting new students.

5-Research limitation And Future Research:

In this paper, the effect of price has not been studied as determine of student satisfaction, soa future are a must search in the role of price and other determinants such as expectation and past experience, and should extend this work to include the comparison between the level of student satisfaction at several universities, the reliability level of complaint and loyalty measure was lower than other measures , Hence, a future area of research is to repeat this study, trying to find alternative indicators to measure the constructs.

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