

# **AN ASSESSMENT OF SERVICE QUALITY IMPERATIVES OF UNIVERSITIES IN SOUTHWEST NIGERIA**

**BY**

**OGUNNAIKE, OLALEKE OLUSEYE**

**(CUGP040083)**

**JANUARY, 2014.**

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UNIVERSITIES IN SOUTHWEST NIGERIA**

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**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS FOR THE AWARD OF DEGREE OF DOCTOR  
OF PHILOSOPHY (Ph.D) IN MARKETING, THE DEPARTMENT  
OF BUSINESS MANAGEMENT, SCHOOL OF BUSINESS,  
COLLEGE OF DEVELOPMENT STUDIES, COVENANT  
UNIVERSITY, OTA, OGUN STATE, NIGERIA.**

**SUPERVISOR: PROFESSOR DAYO ADE-TURTON**

**CO-SUPERVISOR: DR S.T. AKINYELE**

**JANUARY, 2014.**

## **CERTIFICATION**

This is to certify that this study titled: “An Assessment of Service Quality Imperatives of Universities in Southwest Nigeria” was carried out by Ogunnaike, Olaleke Oluseye in the Department of Business Management, Covenant University, Ota, Ogun State, Nigeria

Prof. Dayo Ade-Turton  
Supervisor

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Signature and Date

Dr S. T. Akinyele  
Co-Supervisor

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Signature and Date

## DECLARATION

It is hereby declared that this research work titled "An Assessment of Service Quality Imperatives of Universities in South-West Nigeria" was undertaken by Mr. Ogunnaike, Olaleke Oluseye and is based on his original study in the Department of Business Management, School of Business, College of Development Studies, Covenant University, Ota, under the supervision of Professor Dayo Ade-Turton and Dr. S. T. Akinyele. The ideas and views of this research work are products of original research undertaken by the researcher, and the views of other researchers have been duly expressed and acknowledged.

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Olaleke Oluseye Ogunnaike  
(Researcher)

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Signature & Date

The above declaration is attested to by:

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Prof. Dayo Ade-Turton  
(Supervisor)

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Signature & Date

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(Co-Supervisor)

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Ogun State, Nigeria

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Signature & Date

## **DEDICATION**

This thesis is dedicated to my redeemer and my Lord, **JESUS CHRIST**, for being faithful to His promises.

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Olaleke Oluseye Ogunnaike

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## ABSTRACT

*This thesis assesses Service Quality Imperatives of Universities in South West of Nigeria. The study adopts stakeholders approach and as such harnesses the views of employers and that of the alumni of these Universities. The three categories of Universities; Federal, State and Private were made the units of analysis and comparisons were made where necessary. The study benefited immensely from the established concept of Service Quality Imperatives comprising of Physical Quality, Corporate Quality and Interactive Quality. The general objective of the study was to examine how service quality imperatives lead to acquisition of Graduate Competitive Skills. In the same vein, five other specific objectives were examined. Data for this research were obtained from both primary and secondary sources. The primary data were obtained through questionnaires. Nine Hundred (900) copies of the first set of questionnaire were administered to the alumni of the nine selected Universities and four hundred (400) copies of the second set of the questionnaire were administered to the employers and the data gathered were collated for the analysis. In this study, five hypotheses were formulated. For the data analysis, both descriptive and inferential statistical techniques were employed. The results showed that service quality imperatives (Physical quality, Corporate quality and Interactive quality) are not significant predictors of work performance. However, there is a variation among the Universities examined. The study revealed that physical quality (enabling environment) contributes to the development of graduate basic skills as well as personal and interactive skills. Based on these findings, some recommendations were made. A major recommendation of this study is that service quality imperatives coupled with stakeholders approach that underscores marketing principles, strategies and policies should be adopted in the Nigerian University system.*

**Keyword;** Marketing, Service Quality Imperatives, Stakeholders, Universities.