

Teachers' satisfaction on service quality of Zonal Education Offices in Anuradhapura District in Sri Lanka

T.M.P.M. Jayathilake and U.W.M.R.S.S.C.B. Kappagoda

Department of Business Management, Faculty of Management Studies,

Rajarata University of Sri Lanka, Mihintale, Sri Lanka

Corresponding author: poojayathilaka@gmail.com

Abstract

Service is the most prominent area of modern day industries in the World. There are many service organizations in the World, among them educational service is one of the most important service sectors in any country. The good educational system significantly contributes the economic growth and teachers are the main stakeholder in the system. The teachers' satisfaction is a key area to establish a good educational system. Zonal Education Offices are the public sector organizations that provide the services to fulfill the professional needs of the teachers. The teachers' satisfaction therefore depends on the service quality of Zonal Education Offices. This study examines the impact of teachers' satisfaction on service quality of Zonal Education Offices in Anuradhapura District. The service quality is the independent variable and teachers' satisfaction is the dependent variable of this study. SERVQUAL model, tangibility, reliability, responsiveness, assurance and empathy, was used to measure the service quality. The data were collected from a randomly selected sample of 200 teachers of five offices in Anuradhapura district by administering a structured questionnaire. Teachers were asked to indicate their agreement or disagreement on the statements given by a five point Likert Scale. Mean and standard deviation were used for descriptive analysis and correlation coefficient, independent sample t-test, ANOVA and multiple regression analysis were used as inferential statistics. The results revealed that the teachers are not satisfied with the services provided by Zonal Education Offices. The result of correlation analysis confirms that service quality is positively and significantly correlated with teachers' satisfaction. All the dimensions of service quality are positively and significant correlated with teachers' satisfaction. The study further revealed that assurance is the most significant factor that affect on teachers' satisfaction. Therefore, Zonal Education Offices need to fulfill the teachers' professional needs by paying more attention on their service quality.

Keywords: *Service quality, teachers' satisfaction, Zonal Education Offices.*