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INFLUENCE OF SERVICE QUALITY, UNIVERSITY IMAGE, RELATIONSHIP MARKETING AND ADOPTION OF TECHNOLOGY INNOVATION ON LOYALTY IN NIGERIA

UMAR USMAN

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
FEBRAURY, 2017
INFLUENCE OF SERVICE QUALITY, UNIVERSITY IMAGE, RELATIONSHIP MARKETING AND ADOPTION OF TECHNOLOGY INNOVATION ON LOYALTY IN NIGERIA

By

UMAR USMAN

Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
In Fulfillment of the Requirements for the Degree of Doctor of Philosophy
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Abstract

This study delves into the mediating effect of student satisfaction on the relationship that has been established between service quality, university image, commitment, trust and student loyalty, and the moderating role of technology innovation on the link between student satisfaction and loyalty in higher education institutions (HEIs) in Nigeria. Responding to the decline in HEIs funding, this study evaluated the factors that influence student loyalty in these institutions. Questionnaires were distributed to 535 students from various Nigerian federal universities. The Statistical Package for Social Sciences (SPSS 22) and the Partial Least Squares (PLS) served to check the hypotheses. The path analysis results lend support to the relationship between service quality, university image, commitment, trust, student satisfaction and student loyalty. In a similar manner, the mediating effect of student satisfaction was found on the relationship between university image, commitment, trust and student loyalty. Nonetheless, student satisfaction did not mediate the relationship between service quality and student loyalty. Additionally, technology innovation moderated the relationship between student satisfaction and loyalty. Findings of this study, therefore, imply that service quality, university image, commitment, trust, technology innovation influence the level of student satisfaction and loyalty positively. The main drawback of this study is that the basis of the findings only rests on post-graduate and undergraduate students from the Nigerian federal universities in Nigeria and excludes the private higher education institutions. The findings can help policy-makers within the HEIs to lay out strategic decisions that will improve students’ satisfaction and loyalty. Next, the theoretical implications and suggestions for future research are discussed and the impending conclusion is made.

Keywords: service marketing, relationship marketing, technology innovation,
Abstrak


Kata Kunci: pemasaran perkhidmatan, pemasaran perhubungan, inovasi teknologi,
Acknowledgement

In the Name of Allah, Most Gracious, Most Merciful,
All praise is due to Allah (SWT), the lord of the universe. May the peace and blessings of Allah (SWT) be upon our beloved prophet Muhammad (PBUH), his household, companions and all those who follow them in righteousness deeds until the Day of Judgment.

The accomplishment of this work would not have been possible without the guidance and assistance of my supervisor in the person of Professor Madya Dr. Sany Sanuri Mohd Mokhtar, I thank you a lot for taking the pains to meticulously to go through the work. I equally thank my examiners during my proposal defense, Dr. Hasnizam Bin Shaari and Dr.Norzieriani Ahmad for their excellent inputs. I would like to express my gratitude to Professor Dr. Rushami Zien Yussoff, Professor Madya Nik Kamariah Nik Mat, Professor Madya Nuwarti Ahmad, Dr. Ram Al-Jaffiri Saad, May Allah (SAW) in His infinite mercy reward you all abundantly. I wish to thank my sponsors of the Tetfund and my employer, ATBU, Bauchi –Nigeria for the study leave granted to me, to undertake a Ph.D. Program.

I am indebted to my late parents who supported me, May Almighty ALLAH forgive them and reward them with Aljanatus Firdausi. Finally, I would like to thanks my lovely wives, children’s, brothers, sisters, and friends who have shown love, caring, kindness, patience, Dua, and encouragement during my Ph.D. journey, and all my research assistances who ensure that the questionnaires were successfully distributed and retrieved, Jazakumul Allahu khairan.
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<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMOS</td>
<td>Analysis of Moment Structures</td>
</tr>
<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
</tr>
<tr>
<td>CMV</td>
<td>Common Method Variance</td>
</tr>
<tr>
<td>CO</td>
<td>Commitment</td>
</tr>
<tr>
<td>f2</td>
<td>Effect Size</td>
</tr>
<tr>
<td>GoF</td>
<td>Goodness-of-Fit</td>
</tr>
<tr>
<td>HEIs</td>
<td>Higher Education Institutions</td>
</tr>
<tr>
<td>LL</td>
<td>Lower Limit</td>
</tr>
<tr>
<td>MBA</td>
<td>Master of Business Administration</td>
</tr>
<tr>
<td>NUC</td>
<td>National Universities Commission</td>
</tr>
<tr>
<td>OYAGSB</td>
<td>Othman Yeop Abdullah Graduate School of Business</td>
</tr>
<tr>
<td>PHUH</td>
<td>Peace Be Upon Him</td>
</tr>
<tr>
<td>UL</td>
<td>Upper Limit</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>Doctor of Philosophy</td>
</tr>
<tr>
<td>PGS</td>
<td>Postgraduate students</td>
</tr>
<tr>
<td>PLS</td>
<td>Partial Least Squares</td>
</tr>
<tr>
<td>Q2</td>
<td>Construct Cross-validated Redundancy</td>
</tr>
<tr>
<td>R2</td>
<td>R-squared Least Squares</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Modeling</td>
</tr>
<tr>
<td>SET</td>
<td>Social Exchange Theory</td>
</tr>
<tr>
<td>EDT</td>
<td>Expectation-Disconfirmation Theory</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Science</td>
</tr>
<tr>
<td>SWT</td>
<td>Subhanahu Wa Ta’ala</td>
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</tr>
<tr>
<td>SL</td>
<td>Student Loyalty</td>
</tr>
<tr>
<td>SQ</td>
<td>Service Quality</td>
</tr>
<tr>
<td>SS</td>
<td>Student Satisfaction</td>
</tr>
<tr>
<td>TR</td>
<td>Trust</td>
</tr>
<tr>
<td>TI</td>
<td>Technology Innovation</td>
</tr>
<tr>
<td>UI</td>
<td>University Image</td>
</tr>
<tr>
<td>UK</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>UG</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>USA</td>
<td>The United States of America</td>
</tr>
<tr>
<td>VIF</td>
<td>Variance Inflated Factor</td>
</tr>
</tbody>
</table>
CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Basically, it is the primary goal of any institution to recognise the needs and want of its customers and satisfy those needs and want for mutual benefits. As any higher education institutions (HEIs) share the aims which are to attract, retain, maintain and enhance students’ loyalty, it is not enough to satisfy the students but to delight the students. The customers/students are actually presumed to be one of the most prominent stakeholders in any institution and therefore without customers/students, institutions cannot be successful (Abdullateef, Mokhtar, & Yusoff, 2011).

Today, the fast growing trade in the global business is in the HEIs business follows closely the trend of other service sectors. In much the same way, in the global service sector, the trade was approximate US$66 billion and hence it represents about 4% of the total exports (Chadee & Naidoo, 2009). Thus, across the world, the business in HEIs sectors is a multidimensional phenomenon. However, the focus of cross-border migration of foreign students of HEIs stays to be the most visible aspect of business globally (OECD, 2014).
The contents of the thesis is for internal user only
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http://doi.org/10.1002/9781118490013

Kuo, Y.-K., & Ye, K.-D. (2009). The causal relationship between service quality, corporate image and adults’ learning satisfaction and loyalty: A study of


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Conceptualizing and validating a short-form measure of corporate reputation.


methods for business (p. 436).


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Verhoef, P. C., Franses, P. H., & Donkers, B. (2002). Changing Perceptions and


Appendix A

I am a Ph.D. A research student of School of Business Management, College of Business, Universiti Utara Malaysia (UUM) conducting a research study on the factors influencing student loyalty in the Nigerian Higher Education Institutions. You are hereby solicited to give your objective opinion on the subject matter.

You are assured that your identity and response will be treated strictly confidential for academic purpose only. There is no right or wrong answers to the questions and statements. I will highly appreciate if you create time to fill this questionnaire, please.

Thank you very much for your willingness to participate in this survey study.

**Ph.D. candidate**
Umar Usman
School of Business Management
College of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman, Malaysia

**Supervisor**
Assoc.Prof. Sany Sanuri Mohd Mokhtar
School of Business Management
College of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman, Malaysia

---

**Part A: Structured Questions**

The factors Influencing Students Loyalty in Higher Education Institutions in Nigeria

*Please tick the appropriate column as it applies to your view on each item in the questionnaire;*

<table>
<thead>
<tr>
<th>Strongly Disagree (SD)</th>
<th>Disagree (D)</th>
<th>Somehow Disagree (SD)</th>
<th>Moderate (M)</th>
<th>Somehow Agree (SA)</th>
<th>Agree (A)</th>
<th>Strongly Agree (SA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

**Strongly Disagree** to **Strongly Agree**

<table>
<thead>
<tr>
<th>SL</th>
<th><strong>Student loyalty</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>SL01</td>
<td>I say positive things about my university to others 1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>SL02</td>
<td>I recommend my university to a student who seeks my advice. 1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>
SL03  I encourage friends and relatives to study in this university.  1 2 3 4 5 6 7
SL04  I consider my university to be my first choice for the post-graduate program.  1 2 3 4 5 6 7
SL05  I am willing to maintain my relationship with my university even after graduation.

**NA Non-Academic aspects**
NA01  The management used sympathetic and reassuring in solving problems in the university.  1 2 3 4 5 6 7
NA02  I have trust in the Non-Academic staff of the university.  1 2 3 4 5 6 7
NA03  The non-Academic staff of the university cares with student complaints.  1 2 3 4 5 6 7
NA04  The non-Academic staff has Knowledge of procedures in the university.  1 2 3 4 5 6 7
NA05  The non-Academic staff Provides service within a reasonable time in the university.  1 2 3 4 5 6 7
NA06  The non-Academic staff provides equal treatment and respect to students in the university.  1 2 3 4 5 6 7
NA07  I am satisfied with the fair amount of freedom in the university.  1 2 3 4 5 6 7
NA08  Staff provide confidentiality of information  1 2 3 4 5 6 7
NA09  The staff can easily be contacted by their cell telephone  1 2 3 4 5 6 7
NA10  The staffs provide counselling services to students.  1 2 3 4 5 6 7
NA11  The staff can easily standardized and simple delivery procedures for students

**AA Academic aspects**
AA01  The academic staff of this university has knowledge of course content.  1 2 3 4 5 6 7
AA02  The academic staff of this university show positive attitude to students.  1 2 3 4 5 6 7
AA03  The academic staff of this university has good communication skill to their students.  1 2 3 4 5 6 7
AA04  The academic staff of this university has good feedback on progress to their students.  1 2 3 4 5 6 7
AA05  The academic staff of this university has good excellent quality programs to their students.  1 2 3 4 5 6 7
AA06  This university has variety of programmes  1 2 3 4 5 6 7
AA07  This university has flexible syllabus and course structure.  1 2 3 4 5 6 7
AA08  This university has reputable academic programmes  1 2 3 4 5 6 7
AA09  This university has educated and experience academicians  1 2 3 4 5 6 7
AA10  This university provide feedback to improve  1 2 3 4 5 6 7
<p>| | | | | | |</p>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RB01</td>
<td>My university kept promises</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RB02</td>
<td>I depend on the service of my university</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>RB03</td>
<td>My university provides services on time.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RB04</td>
<td>I feel secured in dealing with my university.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RB05</td>
<td>I am always polite in dealing with my university</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RB06</td>
<td>I have Sufficient and convenient consultation time with my university</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>RB07</td>
<td>My university has positive work attitude student’s union</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EP01</td>
<td>My university respond to request promptly</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EP02</td>
<td>My university show Individualized attention to students</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EP03</td>
<td>My university give personalized attention</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EP04</td>
<td>My university identify student needs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EP05</td>
<td>My university Keep student interests at heart</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>UI01</td>
<td>The Perception of my university to the general public is high.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>UI02</td>
<td>The perception of my university among employers is high</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>UI03</td>
<td>The university college has a good image to the students.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>UI04</td>
<td>My university is an active sponsor of community events in the society.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>UI05</td>
<td>My university has a good image in the minds of the students</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>SS01</td>
<td>My choice to select this university was a wise one.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>SS02</td>
<td>I am always delighted with this university’s service</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>SS03</td>
<td>Overall, I am satisfied with the service of this university</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>SS04</td>
<td>I think I did the right thing when I decided to select this university</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>SS05</td>
<td>I always feel good about using this university</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>TI01</td>
<td>I used the Internet to support my studies at my university.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>TI02</td>
<td>I used to downloading e-books from the university library.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>TI03</td>
<td>While in the university used email to communicate</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>TI04</td>
<td>Learning to use the web to disseminate information is easy for me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
TI05 I can easily find what I am searching for through the university website.  1 2 3 4 5 6 7

TR  Trust
TR01 I count on my university to provide me with a good service  1 2 3 4 5 6 7
TR02 This university usually keeps the promises that it makes to me  1 2 3 4 5 6 7
TR03 This university puts the students’ interests first  1 2 3 4 5 6 7
TR04 This university can be relied on to keep its promises  1 2 3 4 5 6 7
TR05 I have confidence on my university  1 2 3 4 5 6 7

COM  Commitment
CO01 I feel emotionally attached to this University  1 2 3 4 5 6 7
CO02 This University has a great deal of personal meaning to me  1 2 3 4 5 6 7
CO03 I have a strong sense of identification with this University.  1 2 3 4 5 6 7
CO04 I remain a strong customer to this university  1 2 3 4 5 6 7
CO05 I feel a strong sense of belonging to this university  1 2 3 4 5 6 7

Section B: Please read and tick as appropriate option in the provided boxes your exact assessment of the following demographic information:

1. Gender:
   - Male 1
   - Female 2

2. Age:
   - Below-25 years 1
   - 26-33 years 2
   - 34-41 years 3
   - 42 & above 4

3. Marital Status:
   - Married 1
   - Single 2
   - (Others); Divorced/Widow/Separated 3

4. Highest Qualifications:
   - SSCE/NECO 1
   - ND/NCE 2
   - Degree 3

5. Student Status:
   - Undergraduate (UG) 1
   - Postgraduate (PG) 2

Thank you for your participation
Appendix B

Publications/Presentations and Publications-Published/Accepted


Publications-Under Review


Colloquiums/Conferences

