

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

**BY**

**OGUNNAIKE, OLALEKE OLUSEYE**

**(CUGP040083)**

**JANUARY, 2014.**

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

**BY**

**OGUNNAIKE, OLALEKE OLUSEYE**

**(CUGP040083)**

**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

-----  
Signature and Date

Dr S. T. Akinyele  
Co-Supervisor

-----  
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.

---

Olaleke Oluseye Ogunnaike  
(Researcher)

---

Signature & Date

The above declaration is attested to by:

---

Prof. Dayo Ade-Turton  
(Supervisor)

---

Signature & Date

---

Dr S. T. Akinyele  
(Co-Supervisor)

---

Signature & Date

---

Dr. O. S. Ibidunni.  
Head of Department of Business Management,  
Covenant University, Ota.  
Ogun State, Nigeria.

---

Signature & Date

---

Prof. K.S. Adeyemi  
Deputy Dean, School of Business,  
Covenant University, Ota.  
Ogun State, Nigeria.

---

Signature & Date

---

Prof. I. O. Olurinola  
Dean, College of Development Studies,  
Covenant University, Ota.  
Ogun State, Nigeria

---

Signature & Date

---

Prof. C. Ogbulogo  
Dean, School of Postgraduate Studies,  
Covenant University, Ota.  
Ogun State, Nigeria

---

Signature & Date

## **DEDICATION**

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

## ACKNOWLEDGEMENTS

In the course of writing this thesis, the researcher received valuable assistance, contribution and support from several persons to whom I hereby express my sincere appreciation. First, I owe a great deal of Glory to Almighty God, my creator and the giver of wisdom who continually makes me to triumph over every hurdle of life. I am sincerely grateful to my spiritual father and the Chancellor of Covenant University, Bishop David Oyedepo and his wife, Pastor Mrs. Faith Oyedepo, who God gave the heavenly mandate of liberation that birthed Covenant University on which platform this life-long goal was achieved. My appreciations to the Vice-Chancellor, Covenant University, Professor C. K. Ayo, Deputy Vice-Chancellor (Academics), Prof. A. A. A. Atayero, Deputy Vice-Chancellor (Administration), Prof. Taiwo Abioye, the Registrar of the University, Mr Olumuyiwa Oludayo and the former Vice-Chancellor, Prof. Aize Obayan, for their leadership roles that aided the actualization of my dream in the University.

I would like to sincerely appreciate my supervisor, Professor Dayo Ade-Turton, who opened my mind to new research horizon, inspired me, and set new standards of excellence. I benefitted immensely from his supervision in many ways including generosity of his time, usage of library, invaluable advice and encouragement at different stages of the thesis. I am truly grateful for your guidance and encouragement. It has been a privilege to work with you and I look forward to future research collaborations.

It is my pleasure to acknowledge the constructive comments and suggestions provided by my Co-Supervisor, Dr S.T. Akinyele. May he continue to flourish in Jesus name.

Also worthy of mention is the trust and continuous support of the Dean of the College of Development Studies, Prof. I.O. Olurinola and former Dean, Prof. Kayode Shoremekun, and the former Dean of School of Postgraduate Studies, Prof C. O. Awonuga as well as the current Dean Prof. C. Ogbulogo. I thank you all for your useful advice and guidance while this research work lasted.

In addition, I am grateful to our dear and indefatigable Deputy Dean of the school of Business, Prof. K.S. Adeyemi for his leadership, moral and academic support. My gratitude also goes to Prof. J.A. Bello, who is fondly referred to as the ‘father’ of the Department for his prayer, personal encouragement and friendship. I sincerely appreciate the efforts of the college Postgraduate representative, Prof Idowu Shobowale, for his tireless effort towards the completion of my Postgraduate programme.

Likewise, I salute the academic prowess of my Head of Department, Dr. O. S. Ibidunni. Thank you for your usual elderly advice and personal encouragements. I am also grateful to other distinguished academics in the College for their valuable contributions, including Prof Popoola, Prof. J.A.T. Ojo, Prof. A.A Alao, Dr D. Gberevbie, Dr P.O. Alege, Dr A.A. Babajide, Dr Francis Iyoha, and Prof A.M. Gesinde.

I also appreciate the works of the following Professors; S.O. Otokiti, N. Asika, I.C. Achumba, Famous Izedomi and the roles of Dr Olalekan Asikhia and Dr. A. Adedayo. I feel privileged to have studied under the watchful eyes of these erudite scholars in the course of the programme. I am indeed grateful to them all; and to my colleagues at both the Department of Business Management and the College of Development Studies at this University for their diverse contributions and critical comments. These include: Dr Omotayo Osibanjo, Mrs Mercy Ogbari, Dr R.E.Worlu, Dr. Chinonye Moses, Dr. O.J. Kehinde, Dr Omotayo Adegbuyi, Dr O. Iyiola, Dr J. Abiodun, Mrs M. Adeyeye, Mr. M. Agboola, Mrs D. Aka, Mr O. Epetimehin, Mr. F. Inelo, Dr A. A. Adeniji, Mr. Femi Akinbola, Miss A. Amaihian, Mrs T. Borishade, Mrs. E.E. Oni-Ojo Mr. S. Ibidunni, Mr Maxwell, Mr Falola and Mr. O. Oyewunmi.

No less measure of gratitude goes to Dr J. Obamiro, Dr. J. Enahoro, Dr. O. Oyeniya, Dr. Felicia Olokoyo, Dr. Evans Osabuohien, Dr. Kehinde Adetiloye, Dr S. Oni, Mr. F. Fashina and many others for their personal encouragement and friendship.

I also appreciate the authors of various materials used in the preparation of this thesis, the Librarian of Covenant University and other libraries as well as the staff of these libraries for their generous permissions, excellent disposition, suggestions and support.

This research could not have been completed without the assistance of my survey participants who patiently gave their time and shared their valuable experiences and knowledge with me. I sincerely appreciate your cooperation.

I am sincerely grateful to my late parents, Mr. Aboladale Ogunnaike and Mrs Folashade Adedoyin Ogunnaike; my brothers and sisters and their spouses, Mr. and Mrs Ajibola, Mr. and Mrs Nosiru, Mr. and Mrs Lawal, Mr. and Mrs Salisu, Mr. and Mrs Yemi Ogunnaike, Mr. and Mrs Bamgboye, Mr. and Mrs Bayo Ogunnaike and Barrister Seyi Ogunnaike; my uncles, aunties, and parents in-law, Mr. & Mrs. Ogunye, who provided moral cum emotional support all the way. Thank you all for your great support to achieve this personal goal.

I am especially grateful to my darling wife; Adepeju, for her great love, understanding, patience, prayers and influencing support for my dreams. To my wonderful children - Oluwanifemi and Oluwajomiloju, thank you for your love and companionship.

Olaleke Oluseye Ogunnaike

**JANUARY, 2014.**

## 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.