

# Rapport and Attitude of Administrators and Employees Toward Students: Critical for Growth and Sustenance of an Institution

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**Abstract** - This article deals with the attitude of the office staffs, faculty and administrators towards the students and its impact on the institution in the long run. It is a survey carried out with students in the Higher education to find out their experience as a student and its impact towards their relation, perception and publicity to the institution. This article examine the educational institutions at par with business organizations and the students as the customers. Customers visit, demand and consume a product or service but the re-visit or continuation of the demand and publicity of the product or service brand will depend on the satisfaction derived out of the service provided. Customer expectations and ultimate demand depend on the presentation, packing, and promises but the satisfaction is derived from actual consumption of the product or service. If the consumer is satisfied, demand is repeated or continued, and the consumer engages in positive publicity but otherwise it is discontinued with negative publicity. Students seeks admission in an educational institution to satisfy their needs which need to be satisfied in the process. Dissatisfied customer can do more damage to the organization.

**Index Terms** - Business organization, Attitude, Educational institution, customer, customer needs, customer satisfaction, students, negative publicity.

## INTRODUCTION

Mahatma Gandhi has rightly said; “A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us the opportunity to do so.” Yes, the customer is the king and the business unit is just a means to satisfy his needs. The survival and growth of the business solely depends on the customer. The

customer will go to any extent to nurture and feed the unit as long as they are satisfied and loyal. Business is all about creating “Utility – the ability to satisfy” and Utility creates brand. Utility and goodwill determines the success of any business.

In the corporate world, there are many producers and suppliers of competitive substitute to the product or service. Thus, every business unit creates awareness of the product, need, to woo customers to the product or service. An environment of valued customer ensures that the customer leaves the premises with the product or service satisfied in terms of price and value. The business unit is not only to satisfy the physiological needs but the emotional needs that make the customer fall in love and belonged to the brand. The customer is made to feel respected, recognized and valued which makes him to maximize his satisfaction and give more in return.

It is easier to get the customer in than to retain them. Once the customer is in the premises, it is of paramount importance to ensure that he is satisfied physiologically and emotionally or else he will leave the premises to engage in negative publicity. Whether the customer demand the product or service the first time, he should leave satisfied to return and also engage in positive publicity. In the decision making process of the customer, creating the right environment is important, packing is important, advertisement is crucial but the human touch of relationship, friendliness, making him feel valued and important is paramount. Unless this goodwill is built why should the consumer consume or return, when there are scores of others providing competitive goods and services.

Is an educational institution not a business unit? It provides service to satisfy the “knowledge” needs of the customers “students”. As Chandrani Nanda

*Kumari Adikaram* and et.al. states “Customer satisfaction has become the key critical success factor for any business entity. Customer satisfaction is an investment that the organisation has to recognise as an intangible asset of the organisation’s balance sheet.” Therefore, it is critically important for the institution to add value to the services of provided.

Educational institutions selects the best location, and creates awareness and the need for education. They engages in all the infamous four “Ps” of marketing: Product, place, price and promotion in order to sell and attract the customers (students) keeping in mind the cut-throat competition from rival producers or suppliers (institutions) in the market. The product need to have utility, the production unit and distribution to the target market, the pricing suitable to the clientele, and the awareness of the product or service through promotional means determines the success of the story in the market. Once the product or service is in the market, its survival and continual success will greatly depend on satisfaction of the customers, innovation and human touch of the producer or supplier through its direct or indirect stakeholders. These two that will create goodwill, brand loyalty and positive customer publicity for further expansion of the market. This is when the entire organizational team members attitude from the top to the shop floor matters including the retailers.

A satisfied customers will share and do free effective promotion to the last lane and mile through word-of-mouth, which will definitely generate goodwill, higher revenues and loyalty without a penny for the institution to invest. Profit and growth are stimulated primarily by customer loyalty. Loyalty is a direct result of customer satisfaction which is largely influenced by the value of soft skill services provided to customers. Value is created by satisfied, loyal and productive employees (*Kazi Omar Siddiqi*). Educational institutions are no exception to this principle. As pointed out by *Dr. D. Maria Antony Raj, Dr. M. Raguraman, Prof. R. Veerappan* “Fair treatment to all the present and former students is very necessary because of the fact that they act like non-paid brand ambassadors of the institute. Educational institutes needs to adopt the ‘student centric approaches’ to remain unbeaten in the turbulent market.” Thus, to achieve institution of excellence and create good learning atmosphere and fulfill the

institutional mission rapport and positive attitude with the students is paramount.

## METHODOLOGY

Data and information was collected online from 494 individuals who have graduated from an institution of Higher Education. The tool used to collect the data was Google doc form and the respondents were from all walks of life from across the globe. This method of data collection was used due to its cost effectiveness, convenient, and feasibility of reaching out to the target sample across the borders.

## OBJECTIVES

The objectives of this research is;

1. To find out the significance of attitude of the office staffs, teachers and administrators towards the students and its impact on the growth of the institution.
2. To highlight that attitude matters more than infrastructural facilities in human relationship.

## ABRAHAM MASLOW’S HIERARCHY OF NEEDS PERSPECTIVE

Through the spectrum of happiness and satisfaction we find that true happiness of a person is not determine by the material non-living things that surrounds them. Regardless of what material wealth they have, the inner happiness, satisfaction is fulfilled only when his relationship with those around are fulfilling. In the Maslow’s hierarchy of need; material things comes at the bottom as part of the basic necessities but as we move up to self-esteem and self-realization those basic needs is immaterial but positive attitude and relationship becomes paramount.

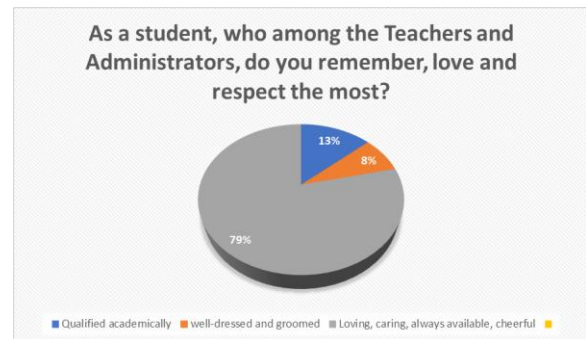
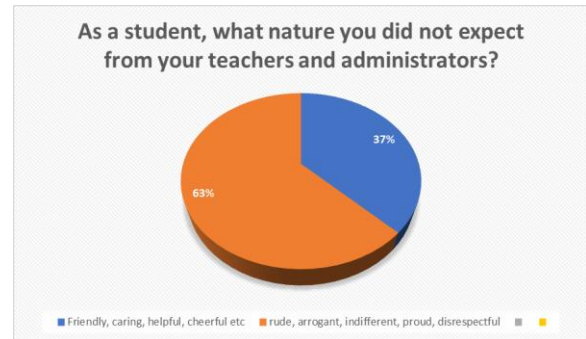
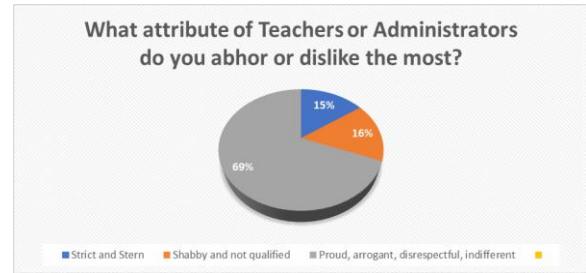
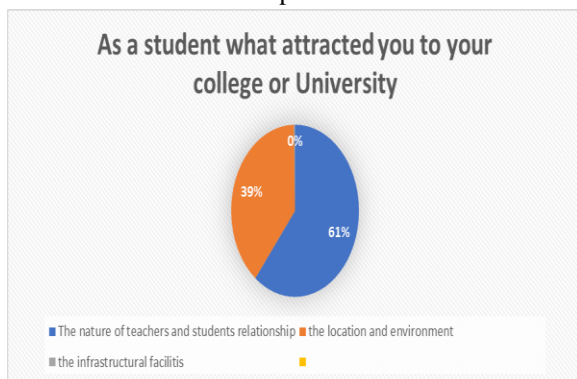


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When a student enters the corridor of an institution, his/her search for knowledge is just a “Means” in the search for the “End” of happiness, satisfaction and self-respect. They look upon the infrastructural facilities, the teachers and administrators of the institution as the means to help them find the End. The infrastructural facilities provided is like the packaging of a product “Knowledge” but the satisfaction of the product is delivered by what is inside the package. In as much as we are attracted by attractive packaging, but beyond that retaining the customer or student depends on the satisfaction of the student. Students are happy as long as they are guided to self-esteem and self-realization. Once they are satisfied and know that they are on their path to achieving the goal, they would announce to the world how and where they found it. Look at the hierarchy and we find that Physiological safety needs of any individual including that of a student is very basic and at the bottom. These “deficit needs” can be easily provided and met anywhere but what is important to the student is creating and finding an environment of friendship, intimacy, sense of belonging to a family and connection to satisfy their “being needs”. They are expected to give respect but in return they also seek for respect, self-esteem, status, recognition, strength and freedom within the corridors of the institution from all who set foot on it. The satisfaction of this will educate them to strive to become the best in their endeavors and for the institution at large. Thus, it is through the work force of the institution that the student would realize this and relate positively with the institution and the world at large.

**FINDINGS**

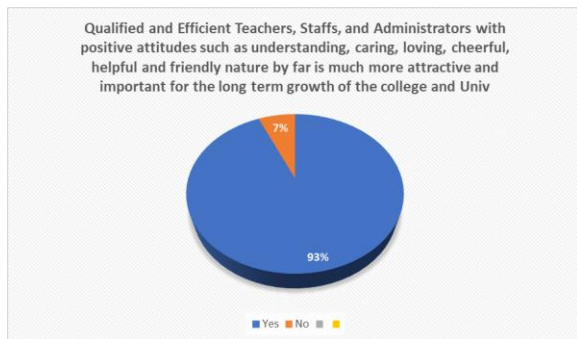
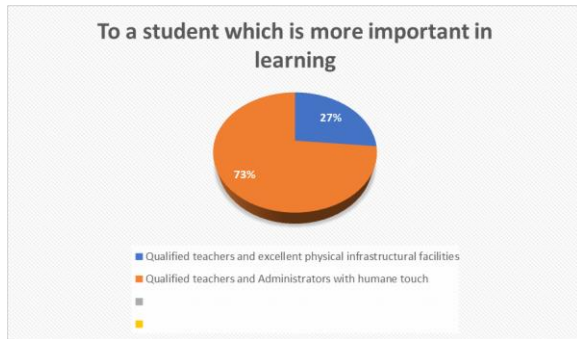
1. Preferred nature and personalities:



The above tables indicates clearly that the nature of the Administrators, Teachers and the Non-teaching staffs towards the student is more significant than other factors such as location and environment, and infrastructural facilities. The positive nature of the teachers and non-teaching staff expected by the students are friendly, caring and helpful. Students abhor nature such as rude, arrogant, indifference, proud and disrespectful from the teachers. It is indicated that when a student visit an office the most important thing that they expect is a friendly and a listening ear followed by caring and patience from the concern authority. Thus, it mean that an institution with teaching faculty, non-teaching staffs and administrators that does not exhibit positive attitude towards the student will not attract nor retain students. In an institution of higher learning, Academic Degree is given much importance and at times it is equated with efficiency and effectiveness while the more important soft skills of human relationship is given the

backseat. From the table above it is important to note that to a student, the most valued asset of an institution is positive attitude of the Administrators, teaching faculty and non-teaching faculty is more important to learning and positive relationship with the institution than academic qualification. Let us remember that students don't expect negative attitude from the employees of all levels even though it is a possibility. It is not to be mistaken that academic qualification is not important but it is not to be taken for granted that it is the most. This is critical in the employment of an employee. The HR of the institution need to ensure that the prospective employee has positive relatable nature beside the required academic qualifications. Employees with such nature and personality are the ones who are loved and remembered the most which mean they had the most positive impact to the students. Any negative attitude exhibited when uncalled for will be like a virus or striking at the very core foundation of the institution.

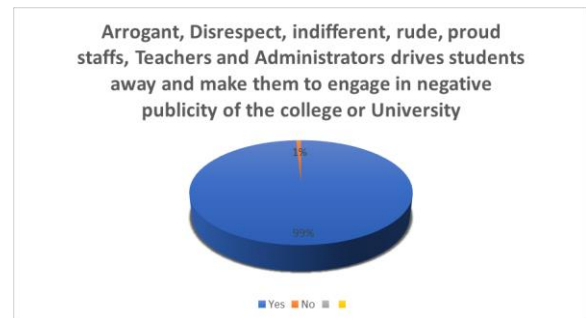
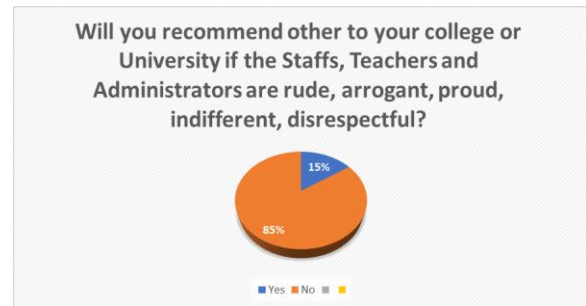
**ELEMENTS THAT MATTERS**



When it comes to the relation between Qualification and infrastructural facilities with Qualification and attitude, students overwhelmingly prefer positive attitude and personality over infrastructural facilities. Understanding the significance of attitude and

personality in relation to the qualification and infrastructural facilities, it is important to note that to a student an excellent infrastructural facilities and location is just a bonus to the attitude, personality and qualification. Ultimately it is the human touch and relationship that will shape the individual and not the non-living facilities which unfortunately is given undue importance at the expense of the more important factor. The Physical facilities satisfies the base of the human needs while the human touch and relationship meets the Psychological and self-actualization needs of the student and truly this is the reason why students seek out institutions for to be educated.

**THE RESPONSE TO POSITIVE ATTITUDE EXHIBITED AND ACCORDED TO STUDENTS**



With what impression and experience students leaves the corridors and portals of the institution is the determining factor of the future of the institution. It is easier to attract customers initially than to retain as loyal customers. A satisfied customer is a loyal customer and he will do anything to ensure that the business entity exist and thrives. It is indicated very clearly that students will never recommend or infact discourage others from joining the institution if the staffs, teaching faculty and administrators are rude, arrogant, disrespectful, proud and indifferent but if they are helpful, caring, understanding, cheerful etc the students will be the most active and effective ambassadors of the institution. Thus, if the institution strives to make a positive impact on the students, grow and develop and become a leading institution it cannot compromise on the attitude and personality of the employees. The interest and health of the institution should be paramount and priority over the toxic individualistic, egoistic, and parasitic attitude and nature of some employee. It will be worth sacrificing such individual in the interest of the institution.

#### CONCLUSIONS

Why should the administrative positions be “Lonely”? Why administer with “Anger and suspicion”? Why be “Served” and not “Serve”? Why not earn “Respect” rather than demand for “Respect”? Why not treat your students as the most valued “Assets” rather than just a source of “income” remembering that they are doing great favor by joining your institution? Why not nurture them with “Love” and they in turn will bear much fruits? Why not remember that there are many competitors in the market offering the same or substitutes?

Satisfied students and parents not only contributes revenue to the institution but also ensures competitive advantage in a cut-throat academic market. Students of Academic institutions have to be treated as the most valued customers and assets. Their expected values and services must be rendered through efficient and effective Customer (student) relationship management (CRM) which includes the intangible rapport and attitude of the administrators and employees. This CRM is to give the highest possible customer satisfaction.

Remember, your experience as a customer. If you are not treated well and your wants are not satisfied you

will not return but shift to a competitor or a substitute. Who is on the losing side? The seller or the customer? Most of the students have many options but an institution have no option but the student. So, unless the attitude of the office staffs, teachers and administrators love and make the student feel connected and belong as a family with love, respect, recognition and giving due status so that the student can realize his best potential, the student will leave with dissatisfaction and engage in negative publicity. It is paramount for any institution to ensure that students are provided with environment of care, love and respect. Make them feel most valued. It is a non-monetary investment that will have many fold returns in monetary and non-monetary form. Building long-term relationship through student satisfaction and loyalty should be the fundamental objective of every Academic institution.

Surely an arrogant, proud, indifferent individual cannot cultivate, nurture and produce a loving, caring, cheerful educated student for it is said “What you sow, so shall you reap.” Students who have negative experiences will develop very low self-esteem and self-confidence and they will grow up to be approval seekers rather than initiators, leaders, risk takers because they never attain self-actualization. They will be dependent rather than contributors. Surely as the plants and animals need love and care to grow and live meaningfully, students can only attain self-actualization through the attitude of love and care. The whole purpose of education is defeated if our priorities are not set right and we only certifies but fails to qualify and Educate the students by example. As Sudha Murty rightly said “Good relationships, compassion, and peace of mind is much more important than achievements, awards, degrees or money”. Remember, The way we treat and relate to the students will determine whether we produce “Monsters with Education” or “Educated Humane citizen” to manage the world resources.

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