

**PERCEPTION OF ACADEMICIANS TOWARDS QUALITY OF PUBLIC
SERVICE MARKETING IN POKHARA**

Submitted to:

Central Department of Public Administration

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Faculty of Management

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**In Partial Fulfillment of Requirements for the Degree of Masters of Philosophy (M. Phil.)
in Public Administration**

November, 2022

DECLARATION

I hereby declare that this study entitled "**Perception of Academicians towards Quality of Public Service Marketing in Pokhara**" is my own original work. The findings of this study have not been submitted anywhere for the award of any degree and the sources of information have been acknowledged for the authenticity of the research.

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RECOMMENDATION OF SUPERVISOR

This is to certify that this thesis entitled "**Perception of Academicians towards Quality of Public Service Marketing in Pokhara**" submitted by Mr. Amin Palikhe to the Central Department of Public Administration, Tribhuwan University for the Masters of Philosophy of this University has been completed under my guidance and supervision. The thesis is the candidate's original work. I have carefully read this final work and I am fully satisfied with the substance of the thesis submitted to the Central Department of Public Administration, Faculty of Management - Tribhuwan University.

To the best of my information, the candidate has also fulfilled all the other requirements of the Central Department of Public Administration, Faculty of Management – Tribhuwan University. I, therefore, recommend that this thesis be considered for the award of MPhil Degree.

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

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Perception of Academicians towards Quality of Public Service Marketing in Pokhara

and found the thesis to be the original work of the students and written according to prescribed format. We recommended the thesis to be accepted as the partial fulfillment of the requirements Masters of Philosophy (M. Phil)

Evaluation Committee:

Signature

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I do not claim this research work to be very exhaustive in nature because of various constraints during the study. I hope this small effort of mine will have great value to those who are interested in assessing the perception of academicians of quality of public service marketing on service delivery in Pokhara. I hope this research will be fruitful to all others who will conduct future research in this area.

Amin Palikhe
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ABSTRACTS

The main purpose of the study is to assess “Perception of Academicians towards Quality of Public Service Marketing in Pokhara”. The main concern is to assess the quality of public service delivery by reducing the public expenses and cost of service delivery. This study mainly focuses on understanding user experiences with public services. The research was done to measure the quality of public service delivery dimension to impact of perception of quality service and satisfaction by using the five service delivery dimensions: accessibility, cost, time, barrier and behavior. The research methodology comprises descriptive research design followed by stratified and simple random sampling. Therefore 115 permanent academic faculty members were taken under multi stage sampling. In addition, 15 samples were taken among campus chief and assistant campus chief from one constitute and four affiliated college as a purposive sampling. The primary sources of data were collected through questionnaire and semi-structured interview. Reliability and validity were tested. Primarily mean and median were used to measure the quality of public service delivery. The study reveals that overall qualities of public service delivery dimension are moderate. The academicians were satisfied with the quality of public service delivery in Pokhara but perception was not as expected. However, the qualitative result depicted that there were major challenges in service delivery such as problem from staff, risk after payment of fees and extra efforts for completing lengthy service. In addition, environmental situation, employees’ attitude, intermediaries, and AfnoManche, salary level and political interventions cause changes in behavior in during public service delivery. So, public service institutions should give due attention to such issues to improve quality of service delivery in Pokhara. Even though there is no specific model to measure the quality of public service delivery in Nepalese context therefore, a CAT- Behavior model is recommended for measuring the quality of public service delivery in context of Pokhara as well as in Nepal.

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ABBREVIATION/ACRONYMS

%	: Parentage
7Ps	: Product, Price, Place, Promotion, Physical Evidence, People, Process
B	: Beta
CBS	: Central Bureau of Statistics
DDCs	: District Development Committee
DEA	: Data Envelope Analysis
df	: Degree of Freedom
E	: Expectation
EDP	: Expectation, Disconfirmation Paradigm
EP	: Evaluated Performance
ETVX Model	: Entry, Task, Verification & Validation process, Exit
GMMC	: GupteshworMahadev Multiple Campus
H	: Hypothesis
IT	: Information Technology
JMC	: Janapriya Multiple Campus
KAP	: Kanya campus Pokhara
KMC	: Kalika Multiple Campus
M	: Mean
MoGA	: Ministry of General Administration
MPhil	: Master of Philosophy
N	: Number
NHBRC	: National Home Builders Registration Council
NPM	: New Public Management
P Value	: Probability Values
P	: Perception
PCP	: Pivotal, Core and Peripheral
PNC	: Prithvi Narayan Campus,
PSQ	: Perceived Service Quality
PSR	: Public Service Reforms
PZB	: Parasuraman, Zeithaml and Berry
s.e	: Standard Error
SD	: Standard Deviation

SEM	: Structural Equation Modeling
SERVPERF	: Service Performance
SERVQUA	: Service Quality
SERVQUAL	: Service Quality
SEVOTTAM	: Uttam' + 'Seva'.
Sig.	: Significant
T. U	: Tribhuvan University
TQM	: Total Quality Management
TV	: Tolerance Value
US	: United State
USA	: United State of America
VDC	: Village Development Committee
VIF	: Variance Inflation Factor
VS	: Verses
Min	: Minimum
Max	: Maximum