The impact of physical evidence in service delivering as marketing tools that foreseen profitability for private Universities in Nigeria

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Abstract
This study took 20 universities as samples with a stratified random sampling. 500 questionnaires were used for the research purpose, were each university was given 25 questionnaires. The results agreed with hypothesis one (HI) variables that said that physical evidence is significantly associated with market share of private university, while its disagree with the (H0) that said physical evidence is not significantly associated with the market share of the private universities, the research also agreed on the second (HI) physical evidence is significantly associated with profitability of the private universities in Nigeria (H0) This research disagreed with the null hypothesis that physical evidence is not associated with the profitability of the private Universities in Nigeria and the success of every private university is to satisfy the need and want of their student, which is being achieved through service quality that had strong influence on students’ satisfaction in Nigerian private Universities. Physical evidence had significant influence in service marketing and service quality had significant influence on student’s satisfaction.

Keywords: Physical evidence, Service marketing mix, Market share, Profitability, and Satisfaction

INTRODUCTION
Kotler (2003), extends the service marketing mix concept consisting of 4 P; product, price, place / delivery channels) and promotion. Within the marketing objective, the concept of service marketing mix is applicable to all products and services sectors, including educational sectors Booms and Bitner (1996) recommend three additional P in the marketing of services; people, physical evidence, and process. Educational service is a system part of a system (Lim et al., 2020) Service is a mechanism, and a program, according to Lovelock (1999). Service as a process is generated from three processes of inputs; people (consumer), materials, and knowledge. Service company as a network is a mixture of Service Operating System and Service Delivery System. Service marketing emphasizes service delivery system; how services are provided to customers by a company or organization. The effectiveness of service marketing depends on a company's strategy that is determined by perceived service quality and assessed by customer perceived service quality, as well as the planned service (Sharma. S. & Sharma. P 2017). The overall quality of service is the totality of every mixed service element. Service marketing mix and quality of service in education sectors can be enhanced by the elements and determinants of service quality. According to Lovelock and Wright (2002), the quality of service is determined by five elements; tangible, empathic, reliable, responsive, and assurance or certainty. Tangible, reflects the physical infrastructure such as lecture hall, offices, lecture rooms, staff clothing and appearance, university location, lecture facilities etc. (McBride et al., 2011). Empathy comprises ease of interaction and comprehension of student needs such as attitude, reasonableness of payments offered, readiness to support students, willingness to respond to any student request, courtesy of employees, individual attention to students, comprehension employees' interests, attention to student needs and attention to personal needs (Berry & Clark, 1986). Reliability includes trust in institutions, consistency of student records, confidence in staff and lecturers among the students (Bearden & Teel, 1983). Responsiveness requires level of operation and the assistance of faculties and staff institutions. Assurance involves a student pledge agency, scheduling of service delivery, security seminars, assurance of operational scheduling and guarantee of provided services (Ali & Raza, 2017).

LITERATURE REVIEW
Most services are economic activities that generate time, place, form or psychological difference (Murdick et al., 1990). Services include actions, procedures, and output (Berry, 1980 & Bitner, 1990). A service is an intangible entity involving an event, a result, or an initiative which cannot be possessed physically (Barker et al., 1988). Services are economic activities provided by one party to another, with the most frequent use of time-based results to result in recipients themselves or in items or other properties for which transactions are responsible (Lovelock & Wirtz, 2007).

Additional three (3) Ps to service marketing mix
Products are created and consumed concurrently, suggesting that either the customer or a customer's ownership is engaged in the process when providing the service (Dryfoos & Maguire, 1999). Often, services are hard to patent, and fairly easy to copy. In fact, we accept that service delivery is inconsistent. Inconsistency refers to
the question of maintaining the same degree of service quality each
time a service is purchased. Since services rely on the expertise
and skills of the people who then deliver, their quality varies with the
skills and daily performance of each provider (Yeo & Grant, 2018).

Such specific aspects of the service product allow them to be
marketed in a way that is markedly different from that of physical
goods. In this regard, Kotler (1997) notes that conventional marketing
"4Ps" frequently work well for physical goods, but indicate that
additional elements are required for the selling of services. Services
marketing scholars also agree (Baron, 1995; Lovelock, 1996) that the
conventional marketing combination of "4Ps" should be applied to
"7Ps". That is, service products should include the conventional 4Ps
attributed to physical product sales, namely product, price, promotion
and physical distribution, and additional "3Ps" — people, process, and
physical proof.

People
Because of the direct contact between customers and frontline
employees in marketing services, this is considered an important
element in the sale of service products (Fedorko, 2018). The people
dimension of service marketing indicates that service personnel
selection and training is a sine qua non in service organizations such
as airline companies' overall marketing effort. Furthermore, it is
equally critical that these service workers are sufficiently encouraged
and compensated to provide experiences satisfactory to successful
customers (Berry & Lamo, 2004). Customer service staff will
demonstrate an enthusiastic, optimistic and customer-care
disposition in this regard (Bitner, 1990).

Process
The Keynes Process aspect of the mix should be prepared in service
delivery. Again, how the service is distributed is important in Services
Marketing. For example, the performance of the service system
determines the length of waiting time for the customer. The process
dimension of the service marketing mix (Abbas et al., 2018) focuses
on inseparability, intangibility and inconsistency. The process aspect
concerns procedures at the point of touch for communicating with the
customers. Production schedules, ordering facilities and so on are
critical factors in developing the process aspect of the services
marketing mix to ensure effective preparation, encouragement and
compensation for workers (Brassington & Pehitt, 1999). The process
aspect may be a major way to differentiate a service provider from
the competition. In terms of process dimension, service marketers
need to continually search for new business innovations.

Physical Evidence
The intangibility of service products makes it difficult for consumers
to evaluate service offerings, particularly quality and value for money,
prior to purchase. Also, this intangibility can make it difficult for the
marketer to position new service product offerings (Amueur et al.,
2015). In view of this, marketers often need to "tangible" the service
offering through the way they manage the physical evidence that
accompanies the service. Physical evidence includes aspects such
as the service provider’s building/facilities and staff appearance;
other Aspects like personal hygiene and uniformity. Additionally,
advertising materials and branding campaigns are all items of
physical proof that act as measurable or a consumer service sectors
(Othman et al., 2019). Such tangible proof metrics are what
prospective consumers use to correctly or inaccurately determine
such as quality of service.

Guidelines for Physical Evidence Strategy
a. Recognize the strategic impact of physical evidence
b. Mapping the physical evidence service
c. Clarify roles of the services cape
d. Assess and identifying the physical evidence opportunities
e. Be prepared to update and modernize the evidence

Physical Evidence and Marketing Performance
Physical evidence has been described as the atmosphere in which
the service is provided when the organization and the consumer
communicate and any observable components that promote service
efficiency (Ali & Raza, 2017). Physical environment involves the
presence and landscaping and physical structure, cars, interior
furnishings, equipment, uniforms, signage, written materials and
other noticeable materials Physical evidence is, therefore, an aspect
of a marketing mix of services that enables customers to assess a
product (Brown & Swarts, 1989). As for educational institutions in
Nigeria are concerned, we interpret physical evidence in terms of
ambience, staff expertise and design of service systems.

The Roles of Physical Evidence
Package: The institution's external wrapping is called the packaging
as it exposes the institution's identity to the world's eyes, what people
would anticipate when they use the services of that giving institution
to see as the value of individual drive.
Facilitator: This would promote better service to the world's eyes,
facilities have a significant role to play in communicating the
institutions' physical evidence, such as laboratory equipment, lecture
theater, etc.
Socializer: The socializer is another way of expressing the functions
of physical evidence, implying interactions between student to
student, and between student to lecturer. Interaction has the greater
rate of spreading between the persons positive and negative physical
evidence.
Differentiator: This is a technique to be applied by an institution in
order to allow the target market to differentiate between its service
and that of its competitor's example, such as price distinction tags,
such as white board institutions and star board institutions.

Specific tactics for creating proper physical evidence atmosphere
Questions and Answers
1. Who are the Firm’s target markets? Student.
2. What does the target market seek from the service experience?
The seek service satisfaction from the institution in both physically,
mentally, and emotionally.
3. What atmospheric elements can reinforce the beliefs and emotions
for buyers seek? Importance, Power, Success, Evidence, Security,
Prestige, Stability, Low risk etc.
4. Does this affect the employees too? Yes, it does in terms of
attracting competent staff to the institution.
5. Does the suggested services cape match/outmatch the
competitors? Yes, the entire suggested service cape must outmatch
that of the competitors.

Research Purpose
The main purpose of this research is to enable the institutional
authorities to see how people perceived their institutions from the
outside for:
1. Does the service perceived by the students affect the image of the
institution?
2. Staff appearance and interior furnishings can attract local and
foreign student to an institution.
3. Student having confidence in an institution, and their records
raises their value in the eyes of the world.
4. The neatness and system design which reduces the students stress and add to their comfort attract for people’s attention.
5. The neatness and system design which reduces the students stress and add to their comfort attract for people’s attention.
6. Beautification like planting of ornamental crops in the school surrounding increase fresh air and also draws attention.
7. Physical evidence is significantly associated with sales growth in private universities of Nigeria.

H1: Physical evidence is significantly associated with market share in private universities of Nigeria.
H0: Physical evidence is not associated with market share in private universities of Nigeria.
H2: Physical evidence is significantly associated with profitability in private universities of Nigeria.
H0: Physical evidence in not significantly associated with profitability in private universities of Nigeria.

RESEARCH METHOD AND DESIGN
This is a technique to be applied by an institution in order to allow the target market to differentiate between its service and that of its competitor’s example, such as price distinction tags, such as white board institutions and star board institutions (Ghauri & Strange, 2020; Yin, 2017). According to Churchill and Peter (1998) Defines a case study as "... essential to both time and definition. This research's case study consists of 20 private Universities in Nigeria. It seeks to document why a decision has been made, how it has been carried out, and what has happened as a result." address research design and define it as a general plan for authors solving a research issue with empirical analysis (Churchill, 1998). The research design may also serve as a study guide, as it could strengthen and streamline the data collection and analysis of the study.

Sampling Techniques
The target populations of this study were students of each private university together with other people living in that geographical area with the total number 500 respondents. Sample selection used random sampling technique, which gives the result of 500 respondents, determining the samples for 20 private universities where each will be giving 25 questionnaires. Based on this formula, the number of samples in each university was shown in the following table.

Table 1. Questionnaires Sampled

<table>
<thead>
<tr>
<th>S/N</th>
<th>Universities</th>
<th>Date of Establishment</th>
<th>No of Questionnaires</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Achievers University Owo</td>
<td>2007</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>Adeleke University Ede</td>
<td>2011</td>
<td>25</td>
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<tr>
<td>3</td>
<td>Efe Babalola Univ. Ado Ekiti</td>
<td>2009</td>
<td>25</td>
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<td>4</td>
<td>African Univ. of science and Technology Abaja</td>
<td>2007</td>
<td>25</td>
</tr>
<tr>
<td>5</td>
<td>Ajayi Crowther Univ. Ibadan</td>
<td>2005</td>
<td>25</td>
</tr>
<tr>
<td>6</td>
<td>Al hikmah Univ. Ilorin</td>
<td>2005</td>
<td>25</td>
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<td>7</td>
<td>Al qalam Univ. kataina</td>
<td>2005</td>
<td>25</td>
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<tr>
<td>8</td>
<td>American Univ. of Nig Yola</td>
<td>2003</td>
<td>25</td>
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<td>9</td>
<td>Babcock Univ. Ilishan Remo</td>
<td>1999</td>
<td>25</td>
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<td>10</td>
<td>Bells Univ. of Technology Otta</td>
<td>2005</td>
<td>25</td>
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<tr>
<td>11</td>
<td>Benson Idahosa Univ. Benin City</td>
<td>2002</td>
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<td>12</td>
<td>Bingham Univ. New karu</td>
<td>2005</td>
<td>25</td>
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<td>13</td>
<td>Bowen Univ. Iwo</td>
<td>2005</td>
<td>25</td>
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<tr>
<td>14</td>
<td>Caleb Univ. Lagos</td>
<td>2007</td>
<td>25</td>
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<td>15</td>
<td>Caritas Univ. Enugu</td>
<td>2005</td>
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<td>16</td>
<td>Convenant Univ. Ota</td>
<td>2002</td>
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<td>17</td>
<td>Crawford Univ. Igbesa</td>
<td>2005</td>
<td>25</td>
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<td>18</td>
<td>Edwin Clark Univ. kaigbodo</td>
<td>2015</td>
<td>25</td>
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<tr>
<td>19</td>
<td>Elizade Univ. Ilara - Mokin</td>
<td>2012</td>
<td>25</td>
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<tr>
<td>20</td>
<td>Kings Univ. Ode Omu</td>
<td>2015</td>
<td>25</td>
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Source: Questionnaires Sampled 2019
The neatness and system design of private universities in Nigeria significantly reduces students’ stress and adds to their comfort, attracting people’s attention.

Physical evidence is significantly associated with the profitability of Nigerian private universities. This can be measured by the correlation between market share and profitability as in the modified SERVQUAL model. It is also found that the correlation between the profitability of the Universities and the service quality of that university and these have strong influence on student satisfaction in Nigerian private Universities. This research also concluded physical evidence is significantly associated with profitability of the private universities.

Based on empirical findings, it is suggested that leaders of private Universities in Nigeria should take improvement steps to the service marketing mix and service quality in order to improve the physical evidence and student’s satisfaction. This study focuses only on one of the variables of service marketing mix which is the physical evidence in other to measure how the people outside perceive the service quality of the private universities, this can be measured by the market share and profitability of the university. For the purpose of further research examining of other variables in service management is recommended.

**REFERENCE**