Abstract

The purpose of this paper was to investigate expectations of students' perceptions of service quality and students' satisfaction, using both qualitative and quantitative research methods. The service quality model (SERVQUAL) was used in a higher education setting in XYZ University by determining the difference in opinion existed in students' expectations versus their actual experiences. The study examined the relationships within four schools of XYZ University. The researcher tested the relationships between gap score, overall service quality and overall satisfaction. Six in-depth interviews were undertaken and 126 students were surveyed online as part of this research. Expectations of students were related to six factors, such as, physical evidence, contact personnel, reputation, facility/entertainment offer, curriculum and special services. Assurance, knowledgeable, responsive, on time delivering, error free record keeping and caring are the other factors students expected from the University. The widest gap between students' perceived performance and expectations was in the area of reliability. University is not doing fare with regard to its physical facilities, helping students, providing prompt service and understanding students' specific needs. Most students' expectations were only just met. Service quality is more or less similar
across the four schools of the University. There are significant relationships across the service
gap scores, overall service quality and overall satisfaction. The increased level of service
quality and satisfaction has a correlation with the gap scores. In other words, mismatch
between student expectation and perceived level of service quality received has an
impact upon overall service quality and student satisfaction.

References

  instrument of service quality in higher education sector, Quality Assurance in Education, vol. 13,
  no. 4, pp. 305-328.
  management and its relevance to academic and industrial practice. Int. J. Production
  Economics, 96, pp. 315-337.
- Christoph T., Herbert K. and David B. G. Improving the execution of supply chain
  Performance-based and Perceptions-minus-Expectations Measurement of Service Quality,
  35-55.
  423-451.
- Gustafsson, A., Nilsson, L. and Johnson, M. D. (2003). The role of quality practices in
  232-244.
  performance management: A systematic approach to analyzing iterative KPI accomplishment.
  242-249.
- Parasuraman, A (2002). Service Quality and Productivity: A Synergistic Perspective,


**Index Terms**

Computer Science          Decision Support

**Keywords**

service quality  supply chain  gap score  expectation  satisfaction  relationship