

ABSTRACT

In the recent past research on service quality has been vast and extensive. Many writers and researchers seek to analyze service quality within the service arena. This research follows this path to further help understand and clarify the concept of service quality.

This study's focus was toward determining the service quality perceptions of Indian and Thai students toward the MBA day program at Assumption University and to determine if there exists a difference in the perception of the two nationality groups. The research made use of a modified SERVPERF model tailored for measuring service quality in education. The main factors were classified as requisite, acceptable and functional. The research selected 108 Indian students and 108 Thai students divided equally between the two nationality groups.

Statistical analysis methods such as percentage, mean, standard deviation and the independent T-test were used to compare the level of perceived service quality between the two groups. Data was processed using the statistical package for social sciences (SPSS 11.5).

The findings of this study indicate that there exists a significant difference in the level of perceived service quality between the two groups of students. It was determined that Indian students had a higher perception of service quality towards the MBA day program than the Thai students. The overall level of service quality was determined to be neutral which means that students were neither satisfied nor dissatisfied with the course. Several areas of improvement were determined. This study would be beneficial to the Planners and the MBA course management teams at Assumption University and would give an insight on which areas they have to focus in order to improve the service quality of the MBA day program.