

## **Abstract of Research**

The Office of Graduate Schools is one of many administrative units of Assumption University. The office is charged with responsibility to provide quality service to students. The Office of Graduate Schools has to serve more than 1,800 graduate students in 14 programs. It is quite difficult to satisfy all students but it is necessary to deliver quality service to them.

This research aims to study the student 's expectations, perceptions and satisfactions on service quality offered by the Office of Graduate Schools. Many relevant literatures are reviewed to establish a conceptual framework of this study.

This research has also attempted to present the antecedents of student satisfaction in administrative services and to understand the strength and weakness of the services of Office of Graduate Schools. It aims to study 31 performance attributes and are sub-divided into 5 key variables of SERVQUAL model that are tangible, reliability, responsiveness, assurance and empathy.

800 sets of questionnaires were distributed, covering all graduate students who are studying in Day and Evening programs at Assumption University. 41.25% of the questionnaires were valid and used for analysis. The t-test analysis was used to find out the frequency and Multiple regression analysis was adopted to test the hypothesis for relationship of the performance attributes towards student satisfactions.

From the statistical analysis, after comparing the means between the overall student 's expectations and perceptions, it can be concluded that all 31 attributes in 5 key factors of SERVQUAL model are predictors of student satisfactions. In the opinions of graduate students, they thought that the Office of Graduate Schools is delivering low quality services to them and they expect the university and the office to improve the service quality for them.

Based on the research findings, many theoretical approaches have been developed to draw attention to the necessary improvement for the Office of Graduate Schools of Assumption University to overcome the poor quality of services.