

A COMPARATIVE STUDY OF STUDENTS' SATISFACTION TOWARDS SERVICE QUALITY ACCORDING TO THEIR DEMOGRAPHICS AT ANGKOR KHEMERA UNIVERSITY (AKU) IN KOMPONGSPEU PROVINCE IN CAMBODIA

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Abstract: This study was conducted to compare students' satisfaction towards service quality according to their demographics at Angkor Khemera University (AKU) in Kompongseu Province in Cambodia.

The collected data were analyzed by Frequency, Percentage, Mean, Standard Deviation, Independent Samples t-test, and One-Way ANOVA. The result found that there were no significant differences of the students' satisfaction towards service quality according to their demographics (gender, age and grade level) at AKU in Kompongseu in Cambodia. In general, the total mean score of students' satisfaction towards service quality of AKU in Cambodia was regarded high. However, the mean score of students' satisfaction towards academic aspect was regarded the highest, while the mean score of students' satisfaction towards group size aspect was regarded the lowest.

Keywords: Students' Satisfaction, Service Quality, Angkor Khemera University.

Introduction

Nowadays competition existed everywhere in the world that companies or institutions had to possess something special and unique in order to stay competitive and sustainable. Keeping customer loyal and satisfied was very important for Business Company. What was more, special attention should be paid to service quality which would help the company to result in long term competitive advantage (Moore, 1987 as cited in Kayastha 2011).

While the study of Firdaus (2005) evaluated the service quality of higher education, it operationalized service quality into non-academic aspect, academic aspect, reputation aspect, access aspect, and program issue aspect. Non-academic aspect related to the duties carried out by non-academic staff. Academic aspect included the items that described responsibilities of academic staff (instructor). Program issue aspect included the items related to program flexibility, offering wide range of programs/specialization, and quality program.

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