ABSTRACT

I.D. No.: 5829493

Key Words: SERVICE QUALITY, UNIVERSITY SERVICE

Name: ZHENJUAN ZHANG

Thesis Title: A COMPARATIVE STUDY OF STUDENTS’ EXPECTED AND ACTUAL PERCEPTION TOWARDS SERVICE QUALITY AT JILIN HUAQIAO UNIVERSITY OF FOREIGN LANGUAGES, CHINA

Thesis Advisor: Asst. Prof. DR. WATANA VINIWATANAKHUN

This research attempted to study the student’s expected and actual towards the service quality of Jilin Huaqiao University of Foreign Languages by using SERVQUAL model. The SERVQUAL model consists of five dimensions which are tangible, reliability, responsiveness, assurance and empathy.

The objectives of this study were: (1) To identify the students’ expected perception of university service before they enrolled to study at Jilin Huaqiao University of Foreign Languages, China. (2) To identify the students’ actual perception of university service after they enrolled to study at Jilin Huaqiao University of Foreign Languages, China, and (3) To compare the students’ expected and actual perception of university service in Jilin Huaqiao University of Foreign Languages, China. This study was conducted at Jilin Huaqiao University of Foreign Languages, China.

A total of 120 questionnaires were distributed to second year students who are studying in the full-time program at English Department of Jilin Huaqiao University.
of Foreign Languages. Then 120 questionnaires were valid and used for data analysis using Descriptive Statistics (Agreement and Percentage, Mean and Standard Deviation) and Paired-sample t-test.

The findings showed both of the expected and actual perceptions of service quality of Jilin Huaqiao University of Foreign Languages were high. Therefore, there is a significant difference between students’ expected and actual perception towards service quality at Jilin Huaqiao University of Foreign Languages, China. The researcher discussed on the findings and recommended to the administrators of the university to maintain the high quality service in certain aspect, at the same time, improve the service quality of other aspects in order to achieve high quality service.

Field of Study: Educational Administration  
Student’s signature……………………

Graduate School of Human Sciences  
Advisor’s signature ……………………

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