

## ABSTRACT

This research aimed to study undergraduate international student's expectations and perceptions of service quality of Assumption University by using the SERVQUAL model. The SERVQUAL model measures service quality in terms of five dimensions, which are tangibles, reliability, responsiveness, assurance and empathy. This research study also considered specific demographic factors, such as gender, age and nationality group, which might have an influence on the expectations and perceptions of the respondents.

The research design included seven hypotheses, used to measure the differences between international students' expectations and perceptions of service quality provided by Assumption University. A total of 380 questionnaires were distributed to undergraduate international students (sophomores, juniors and seniors) who are studying in the full-time program at Assumption University. From these, 360 questionnaires were valid and used for data analysis.

The findings showed that gaps between expectations and perceptions of undergraduate international students of Assumption University do exist and the students expect the university to improve the service quality for them. In addition, the analyses suggested that most demographic factors showed no differences with the service quality expectation. In contrast, there were differences in demographic factors and the service quality perception scores.

This research provided useful information for the university about service quality planning and improvement as well as provided managerial guidelines to improve the service quality.