

ABSTRACT

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Key Words: STUDENTS' SATISFACTION, SERVICE QUALITY, ANGKOR
KHEMERA UNIVERSITY

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

Thesis Advisor: DR. YAN YE

This study was conducted to compare students' satisfaction towards service quality according to their demographics at Angkor Khemera university (AKU) in Komongspeu Province in Cambodia. The objectives of this study were: (1) to identify the demographics (gender, age and grade level) of the students at AKU in Cambodia, (2) to determine the students' satisfaction towards service quality of AKU in Cambodia, and (3) to compare the students' satisfaction towards service quality according to their demographics (gender, age and grade level) at AKU in Cambodia.

The purposive sampling method based on the location of AKU in Kompong Speu province, Cambodia was used in this study. Totally 105 students at AKU was used as participants. The students' satisfaction towards service quality of higher education questionnaire developed by Kayastha (2011) was used to collect the primary source of data. The service quality theory of Kayatha (2011) was used as the main theory to identify aspects of service quality of university including non-

academic; academic; group size; design, delivery and assessment; program issue; access; and reputation. The returned questionnaires from the respondents of the university (AKU) were analyzed by frequency, percentage, mean, standard deviation, independent samples t-test, one-way ANOVA.

The transformed data of this study showed that, in general, students' satisfaction towards service quality of AKU in Cambodia was regarded *high*. However, this study found 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.

The researcher discussed on the findings and recommended to provide even better service quality of education in the future that rector, vice rector and educational administrators of AKU had to pay more attention on the strong areas of the service quality. Specifically they were the following areas: administrative staff's positive work attitude, instructor's feedback, small class size, teaching methodology, excellent quality programs, sufficient time for consultation; and the academic program.

The researcher also recommended to the university leaders and administrators to pay more attention to the following weak areas: staff's promise by a certain time, documentations, student enrollment, theory and practice, flexible structure, instructor's response, and undergraduate employment, as students' satisfaction for these areas had low mean score.

Field of Study: M. Ed (EA)	Student's signature
Graduate School of Education	Advisor's signature
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