

## ABSTRACT

With the trend towards a more “student-oriented” concept within higher education sector, service quality and student satisfaction have become critical strategic themes for the higher education sector. As one of the most famous public universities in China, Xiamen received a straight-A score in the undergraduate level Teaching Appraisal organized by the Ministry of Education in 2005, and is rated No. five in the national student satisfaction survey by *New Magazine* in 2009.

The objectives of this research are to study the relationship between the overall service quality and student satisfaction, and to study the relationship between the sub-variables of service quality, such as nonacademic aspects, academic aspects, teaching methods, industry links, program issues, reputation, access, and cost, and student satisfaction of undergraduate students in Xiamen University of China. The questionnaires were sent to 418 undergraduate students in Xiamen University of China. 22 undergraduate students from each of the 19 faculties of undergraduate program were surveyed. Totally 397 questionnaires out of 418 were valid and usable. The data were analyzed by SPSS program.

The overall service quality and its eight sub variables are all positively related to student satisfaction of undergraduate students in Xiamen University of China. Academic aspects have the strongest association with student satisfaction (0.91), followed by the non academic aspects (0.86) and cost (0.83). Access, teaching methods and industry links were estimated at 0.798, 0.784, and 0.749, which indicates strong relationships between these aspects and student satisfaction. The last two aspects were program issues and reputation, of which correlation coefficients were 0.62 and 0.56, which reflected a medium positive relationship between these factors and student satisfaction.