

Literature Review: Service Quality in Educational Institutions

By

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Abstract

Service is an identifiable, intangible activity that is the main objective of transaction that serve to meet the needs of customers. Service quality is the ability of the organization to meet or exceed customer expectations. The SERVQUAL model and IPA (Importance Performance Analysis) could be adapted to study the service quality in the education industry. The SERVQUAL model compares the customers' expectation and perception of service in terms of tangible assets, reliability, responsiveness, assurance, and empathy; The IPA combines the perceived importance and perceived performance of the customers. The

SERVQUAL model has been widely used in the study of service industry in general and education service in particular. One area of interest is the service quality of the administrative units of private universities in Thailand.

1. Definition and Dimensions of Service Quality

An all-embracing definition of service quality is notoriously difficult to produce (Parasuraman, Zeithaml, & Berry, 1985; Carman, 1990; Mattsson, 1994; Bolton & Drew, 1991). Parasuraman, Zeithaml, and Berry, (1985) described service quality as the ability of an organization to meet or

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