Evaluating service quality for students different from the colleges in University

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Abstract

This study empirically evaluates service in university based on the satisfaction of service quality from perspective of students. The data were analyzed by using Descriptive Statistics and One-way ANOVA. Respondents preferred to the most satisfactory item was ‘A library must be student-friendly, stacked with books most relevant to the subject being pursued by the students, and with utmost accessibility’, that from students perspective the College of Commerce and Management. In addition, ‘The library should have sufficient infrastructure facilities’ which students were most satisfactory from both the College of Engineering and the Electrical and Computer Engineering. In contrast, least satisfactory school services items related to service quality was ‘The remedial measures have to be initiated with such promptness as to instill confidence in the complainants’. Results also indicated that course delivery factor and communication factor differs significantly between three colleges. Managerial implications of the research findings are discussed.

Key words: service quality