DEVELOPMENT AND TESTING OF AN EDUCATION SERVICE QUALITY MODEL [ABSTRACT]

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ABSTRACT

Aim/Purpose	This study builds upon theory to develop and test a parsimonious model of service quality importance, the Higher Education Service Quality Importance (HESQI) Model, for use in standardized, frequent surveys of student satisfaction in higher education service delivery.
Background	Educational institutions operating in the higher education marketplace are facing increased competition for students. In order to be competitive in terms of the student services provided, these institutions need a method to evaluate and measure, on a frequent and recurring basis, the quality and performance of their services.
Methodology	A survey was developed and administered to a stratified random sample of 1,400 students at a large public university in the southwestern United States. The 56% response rate was comprised of 790 total respondents. Partial least squares structural equation modelling (PLS-SEM) was used to analyze model constructs and latent variables. Reliability, validity, non-response bias, and common method bias were assessed as part of the research.
Contribution	The HESQI is a compact, parsimonious instrument that can be administered in a cost-effective manner for faster, point-in-time checks of student satisfaction with less survey fatigue than larger instruments.

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Findings	Service quality is significantly correlated with student satisfaction. The developed model is capable of explaining nearly 70% of the variance in student perceptions of satisfaction.
Recommendations for Practitioners	The developed HESQI instrument addresses the need for a quick and easy measurement instrument to assess student satisfaction in higher education institutions. The HESQI instrument simplifies data collection and analysis and can be used on a frequent and ongoing basis to gain rapid insight into service and quality issues affecting students.
Recommendations for Researchers	The development of the HESQI provides an instrument that researchers can use to study the delivery of auxiliary services in higher education. In addition, the methodology used has implications for how to develop and test other parsimonious instrument for use in other contexts.
Impact on Society	Higher education is of critical value to societal mobility. As such providing a better experience for those who seek education is important and services are an important part of that experience. The HESQI has an important role in helping to improve that experience because it allows measuring the satisfaction with changes that are made to improve auxiliary services which are important to the overall environment and experience.
Future Research	Future research may be carried out to further validate and confirm the research findings and use it in other environments. Also, research may consider a single item instrument in similar environments.
Keywords	service quality, student satisfaction, consumer satisfaction, Structural Equation Model, SEM, PLS-SEM

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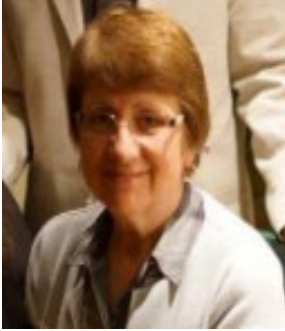
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