

The Critical Service Attributes in Higher Education: How to Prioritize Them?

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Abstract

In such a competitive context as worldwide higher education tends to be, service quality issues are relevant for its institutions. Higher education institutions are increasingly focusing on determining the critical attributes in order to fulfil the student needs. This study starts by first delineating the concept of service quality, satisfaction and loyalty. A structural equation model that links service quality to student loyalty via student satisfaction is proposed. Drawing on relevant literature, an integrated framework is proposed which is based on students' perspective by integrating the structural model and the refined Kano model. The aim of this paper is to develop a powerful integrated framework in order to acquire accurate priority rank of service attributes that can promote student satisfaction and loyalty.

Keywords: Service quality, student satisfaction, student loyalty, critical attributes, priority rank.