

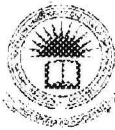
**SERVICE QUALITY AND STUDENT SATISFACTION: A COMPARATIVE
STUDY AMONG THE PRIVATE HIGHER EDUCATION
INSTITUTIONS IN BATTICALOA**

BY

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REG NO: EU/IS/2013/MS/33

INDEX NO: MS 1563



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A Project Report Submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (Specialization).

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2019

ABSTRACT

Service quality has become one of the most critical determinants of student satisfaction in today's highly dynamic educational business world. It has also become the key to sustainable competitive advantage, especially for organizations providing services as well as for the education sector. The aim of this study is to empirically examine the relationship between the service quality and satisfaction of the students and to identify the significant impact of service quality on student satisfaction in two private higher education institutions in Batticaloa.

The Service quality scale, which comprised of 45 service quality statements under the five dimensions namely, administrative quality, physical environment quality, core educational quality, support facilities quality and transformative quality and 6 students' satisfaction statements, used as the data collection instrument. In order to collect primary data, 146 higher educational studies students randomly selected from two private institutions in Batticaloa. The collected data has been analyzed by using descriptive statistics, correlation and regression analysis in order to find the results of study objectives.

The result indicated that the service quality and students' satisfaction high level in two private institutions. Meantime the research also found that there is a strong positive relationship between service quality and students' satisfaction. The service quality's four dimensions also have strong positive relationship in students' satisfaction. But support facilities quality and student satisfaction, this not significant at any levels and also conclude that there is a weak positive relationship between support facilities quality and student satisfaction in both institutions. Further the result indicated that service quality has an impact on students' satisfaction. And also as the result of two institutions, the dimensions of service quality such as administrative quality, physical environment quality and core educational quality which were significantly impact on satisfaction. But the other rest of dimensions were not significant impact on satisfaction in both institutions.

Keywords: Service quality, HESQUAL, Students' satisfaction, Private higher educational institutions.

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