

The relationship between student satisfaction and service quality in private higher education institutions

PhD. (C.) Suela Hajdari
University of Elbasan, Albania

Abstract

One of the most important determinants of student satisfaction is the quality of service, which is a competitive advantage for service delivery organizations as well as for the education sector. This study aims to reveal the link between the quality of service and student satisfaction in private universities in Albania, as well as to highlight the key factors in the quality of service that most affect student satisfaction. For the realization of this paper, 250 Bachelor's students were selected randomly in three private higher education institutions that completed the questionnaire drafted in relation to the quality dimensions. The empirical results of this study can be considered as support for the Parasuraman SERVQUAL (1985), which refers to factors contributing to student satisfaction. The positive relationship between service quality and student satisfaction is one of the key findings of this study.

Keywords: Servqual model, education quality, student satisfaction, private higher education institution.

Full Text: [PDF](#)



This work is licensed under [Creative Commons Attribution 3.0 License](#).

European Journal of Economics, Law and Social Sciences ISSN 2519-1284 (print) ISSN 2510-0429 (online)

Copyright © IIPCCCL-International Institute for Private, Commercial and Competition law