

EXECUTIVE SUMMARY

A STUDY OF GRADUATE STUDENT SATISFACTION TOWARDS SERVICE QUALITY OF UNIVERSITIES IN THAILAND

By

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This study examines satisfaction of graduate students among higher education in Thailand. The study focuses on a variety of service quality factors such as non-academic aspects, academic aspects, design, delivery and assessment, group size, program issues, reputation and access.

These factors were adapted from the study by Firdaus (2005), "The development of HEdPERF: a new measuring instrument of service quality for higher education sector" and Afjal *et al.* (2009) "On student perspective of quality in higher education".

The study focused on finding the relationship between service quality variables and student satisfaction of graduate students among Universities in Thailand. This study also tries to answer an additional research question: does the level of satisfaction differ between the students who pay their tuition fee by themselves and those who have it paid by others? And, are there any differences in perception of satisfaction in terms of other demographic factors? Students' responses were measured through an adapted questionnaire on a 5-point Likert scale. Hard copy and online questionnaire were distributed among the graduate students studying in Thailand. Total number of sample collected was 303. The data was analyzed using SPSS.

The results showed there is significant relationship between the service quality variables. The results also showed that there was a difference in satisfaction level between the students who paid their own tuition fee and who have it paid by others. The students who paid their own fee had high expectation of service quality and were less satisfied than of the students whose fee were paid by others.