

**SERVICE QUALITY HIGHER EDUCATION AND CUSTOMER
SATISFACTION AMONG UNDERGRADUATE STUDENTS OF THE
UNIVERSITY OF JORDAN**

A thesis submitted to the Faculty of Management
In partial fulfillment of the requirements for the degree
Master of Science (Management)
Universiti Utara Malaysia

By

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ABSTRACT

This study attempts to examine the relationship between service quality dimensions and overall service quality (tangibility, responsiveness, reliability, assurance and empathy) and students satisfaction. Data were collected through distributing 185 questionnaires among undergraduate students in a faculty of business at University of Jordan. The finding of this study showed that the assurance and the reliability dimensions of service quality are the two most important dimensions and have significant positive relationship with knowledge sharing.

Keywords: Service quality, SERVQUAL, Student satisfaction, Higher education

ACKNOWLEDGMENTS

I would begin by praise and gratitude to Almighty Allah for given me the strength and knowledge He gave me to carry out the academic work.

Also, my deeply thankful to my supervisor, Dr. Siti Norezam for the unyielding support she gave to me in order to produce this write-up. I appreciate her efforts because she offered me all the necessary guidelines i needed in order to achieve this academic task.

My heartfelt thanks to my father who has always been there for me, my mother, my family, and friends for all the encouragements they gave to me during this study.

Finally, Special thanks to all our respondents for giving us answers to our questionnaires and those who gave extra support in making my work have a better quality.

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CHAPTER ONE

1.0 Introduction to the Study

In today's competitive environment, factors that enable educational institutions to attract and retain students should be studied seriously as many options are opened to them (Markovic, 2005). Searching new and creative ways to attract, retain and foster stronger relationships with students are vital for each higher education institutions to have a competitive edge in the future. Thus, during the last two decades, assurance of quality service in the field of higher education (HE) received increasing attention both by the researchers and academicians.

Improving the performance of modern organizations or institutions, including universities is a global concern. In addition, the ability of a community management institutions and programs should be excellent not only for effectiveness and efficiency, but also for fairness and innovation, which are very vital characteristics that distinguish a community from other communities (Robertson, Al-Khatib, Al-Habib, & Lanoue, 2001). In the Middle East, the higher educational institutions and Arab university facing challenges and serious threats arising from the factors which have changed and is changing the shape of the service world and created a new world order based on science and technological development. This trend leaves no room to hesitate in starting comprehensive programs of development and modernization to ensure the Arab educational institutions excellent performer through the overcoming of their problems and weaknesses (Brookes & Becket, 2007).

While there is a consensus on the importance of service quality issue in HE, the identification and implementation of the right instrument is a challenging task faced by

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