# RELATIONSHIP BETWEEN SERVICE QUALITY, ACADEMIC QUALITY AND SATISFACTION AMONG STUDENTS OF SOUTHERN THAILAND GOVERNMENT UNIVERSITIES: THE MODERATING EFFECT OF VALUE

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RELATIONSHIP BETWEEN SERVICE QUALITY,
ACADEMIC QUALITY AND SATISFACTION AMONG STUDENTS
OF SOUTHERN THAILAND GOVERNMENT UNIVERSITIES:
THE MODERATING EFFECT OF VALUE

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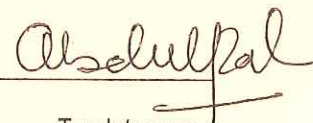| Nama Penyelia/Penyelia-penyelia<br>*(Name of Supervisor/Supervisors)* | : | **Prof. Madya Dr. Filzah Md Isa** |

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# ABSTRACT

In the context of higher education institutions, particularly those located in southern Thailand, achieving student satisfaction is imperative for a number of reasons. Firstly, higher education institutions in this region are currently faced with situations that result in decreasing numbers of students. Secondly, competition tends to increase every year from both within and outside the country. Hence, low student satisfaction becomes an essential issue for higher education institutions to resolve. Moreover, in-depth investigation on student satisfaction in this region is under-researched. Past studies have shown that student satisfaction is influenced by a variety of factors, including aspects related to quality and value. Therefore, this study sought to assess the relationship between service quality and academic quality on student satisfaction, and also to gauge the moderating effect of value using a multi-items measurement. Important instruments, such as the SERVPERF and the PERVAL scales, were used in this study. The respondents for this study were students enrolled in ten (10) government universities in the southern region of Thailand. A total of 768 questionnaires were distributed, and only 346 of them were usable. Approximately, 14 hypotheses were developed and tested with multiple regression and hierarchical regression analyses. The results indicated that several dimensions of service quality and academic quality were significantly related to student satisfaction, and the explanation power of the model increased from 25.6% to 33.5% when value moderated the relationship which explained the moderating effect of value. Plausible reasons for the findings were discussed within the context of the study. Both practical and theoretical contributions as well as recommendations for future research were made.

**Keywords:** service quality, academic quality, student satisfaction, value, and higher education in Thailand

# ABSTRAK

Dalam konteks institusi pendidikan tinggi terutamanya yang berada di selatan Thailand, pencapaian kepuasan pelajar adalah sangat penting kerana beberapa sebab. Pertama, institusi pendidikan tinggi di wilayah ini kini sedang menghadapi beberapa situasi yang menyebabkan kemerosotan jumlah pelajar. Kedua, persaingan semakin bertambah pada setiap tahun sama ada dari dalam ataupun luar negara. Sehubungan dengan itu, kepuasan pelajar yang rendah menjadi isu penting untuk diselesaikan oleh institusi pendidikan tinggi. Tambahan pula, terdapat kekurangan dan batasan kajian secara yang mendalam di wilayah ini. Kajian lepas telah menunjukkan bahawa kepuasan pelajar dipengaruhi oleh pelbagai faktor, termasuk aspek-aspek berkaitan kualiti dan nilai. Justeru, kajian ini bertujuan untuk menilai hubungan antara kualiti perkhidmatan dan kualiti akademik ke atas kepuasan pelajar dan untuk mengukur kesan nilai yang sederhana dengan menggunakan suatu pengukuran pelbagai-item. Instrumen penting seperti skala SERVPERF dan skala PERVAL telah digunakan dalam kajian ini. Responden kajian adalah terdiri daripada pelajar yang mendaftar masuk ke 10 universiti kerajaan di wilayah selatan Thailand. Sejumlah 768 borang soal selidik telah diedarkan dan hanya 346 darinya yang boleh digunakan. Sebanyak 14 hipotesis telah dibangunkan dan diuji dengan menggunakan analisis regresi berbilang dan regresi hierarki. Hasil kajian menunjukkan bahawa beberapa dimensi kualiti perkhidmatan dan kualiti akademik mempunyai hubungan yang signifikan dengan kepuasan pelajar. Manakala kuasa penerangan model telah bertambah daripada 25.6% kepada 33.5% apabila nilai menyederhanakan hubungan-hubungan tersebut, justeru menjelaskan kesan yang diwujudkan oleh nilai. Sebab yang munasabah bagi penemuan ini telah dibincangkan dalam konteks kajian. Sumbangan dari segi praktikal dan teoritikal, serta cadangan untuk kajian masa hadapan juga turut dilakukan.

**Kata kunci:** kualiti perkhidmatan, kualiti akademik, kepuasan pelajar, nilai, dan pendidikan tinggi di Thailand

# ACKNOWLEDGEMENTS

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter provides an overview of the study. It begins with the background of the study and the overview of Thailand's higher education sector before proceeding onto the problem statement. The problem statement explains the importance of service quality, academic quality, and value on student satisfaction specifically in the higher education sector in Thailand. It also defines research questions and research objectives. It is followed by the significance and scope of the study. Finally, the chapter ends with the structure of this current study.

### 1.1 Background of the Study

Achieving student satisfaction is the key to survival within higher education in Thailand today. This is because the effect of globalization still strongly exists. This obligates higher education institutions in Thailand and makes them realize that competitors are increasingly aware of the fact that national boundaries no longer exist. Higher education institutions need to be more concerned regarding this competitive environment triggered by various competitors who are pursuing the market place both within and outside the country.

Referring to the 'National Conference: 2009 the year of Thai higher education quality enchancement', The Education Minister, Mr. Jurin Laksanawisit lamented that qualities are important and the important point for the higher education sector in

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# APPENDICES

# APPENDIX A

Research Questionnaire (English version)

This study investigates your satisfaction with the services provided by the university. By taking about 15 minutes to fill out this questionnaire, you will help the university to evaluate what has been provided to you over the past year. The results from this study will help the university to know how to satisfy you.

Ethical concerns
All data collected in this questionnaire is confidential and only to be used for the purpose of data analysis and will not be made to third parties.

Thank you for your cooperation.

There are three parts in this survey.

        Part I:        student satisfaction, service quality, academic quality and value

        Part II:        your comments and suggestions

        Part III:        your personal data

**Part I: Satisfaction, Service Quality, Academic quality  and Value**

Please tick (✔) what you think of each statement below

| Score | Meaning |
|---|---|
| ☐ 1 | Strongly disagree / Extremely poor |
| ☐ 2 | Disagree / Below average |
| ☐ 3 | Neutral / Average |
| ☐ 4 | Agree / Above average |
| ☐ 5 | Strongly agree / Excellent |

**Satisfaction**

| No. | Items | Perceptions | | | | |
|---|---|---|---|---|---|---|
| | | **1**<br><br>**Strongly disagree** | **2**<br><br>**Disagree** | **3**<br><br>**Neutral** | **4**<br><br>**Agree** | **5**<br><br>**Strongly agree** |
| 1 | I am satisfied with my decision to attend the university. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 2 | If I had to do it all over again, I would not enroll at the university. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 3 | My choice to enroll at the university was a wise one. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 4 | I feel bad about my decision to enroll at the university. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 5 | I think I did the right thing when I decided to enroll at the university. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 6 | I am not happy that I enrolled at the university | ☐ | ☐ | ☐ | ☐ | ☐ |

**Service Quality**

| No. | Items | Perceptions | | | | |
|---|---|---|---|---|---|---|
| | | **1**<br><br>**Extremely poor** | **2**<br><br>**Below average** | **3**<br><br>**Average** | **4**<br><br>**Above average** | **5**<br><br>**Excellent** |
| 7 | The institution has up-to-date equipment. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 8 | The institution's physical facilities are visually appealing. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 9 | The institution's employees are<br><br>well dressed and appear neat. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 10 | The appearance of the physical facilities of the institution is in line with the type of service provided. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 11 | When the institution promises to do something by certain time, it does so. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 12 | When I have problems, the institution is sympathetic and reassuring. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 13 | The institution is dependable. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 14 | The institution provides its services at the time it | ☐ | ☐ | ☐ | ☐ | ☐ |

| No. | Items | Perceptions | | | | |
|---|---|---|---|---|---|---|
| | | **1**<br>**Extremely poor** | **2**<br>**Below average** | **3**<br>**Average** | **4**<br>**Above average** | **5**<br>**Excellent** |
| | promises to do so. | | | | | |
| 15 | The institution keeps its records accurately. | □ | □ | □ | □ | □ |
| 16 | The institution does not tell its students exactly when services will be performed. | □ | □ | □ | □ | □ |
| 17 | I do not receive prompt service from the institution's employees. | □ | □ | □ | □ | □ |
| 18 | Employees of the institution are not always willing to help students. | □ | □ | □ | □ | □ |
| 19 | Employees of the institution are too busy to respond to student requests promptly. | □ | □ | □ | □ | □ |
| 20 | I can trust employees of the institution. | □ | □ | □ | □ | □ |
| 21 | I can feel safe in my transaction with the institution's employees. | □ | □ | □ | □ | □ |
| 22 | Employees of the institution are polite. | □ | □ | □ | □ | □ |
| 23 | Employees get adequate support from the | □ | □ | □ | □ | □ |

| No. | Items | Perceptions | | | | |
|-----|-------|-------------|---|---|---|---|
| | | **1**<br><br>**Extremely poor** | **2**<br><br>**Below average** | **3**<br><br>**Average** | **4**<br><br>**Above average** | **5**<br><br>**Excellent** |
| | institution to do their jobs well. | | | | | |
| 24 | The institution does not give me individual attention. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 25 | Employees of the institution do not give me personal attention. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 26 | Employees of the institution do not know what my needs are. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 27 | The institution does not have my best interests at heart. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 28 | The institution does not have operating hours convenient to all their students. | ☐ | ☐ | ☐ | ☐ | ☐ |

**Academic quality**

| No. | Items | Perceptions | | | | |
|-----|-------|-------------|---|---|---|---|
| | | **1**<br>**Extremely poor** | **2**<br>**Below average** | **3**<br>**Average** | **4**<br>**Above average** | **5**<br>**Excellent** |
| 29 | Engaging skilled lecturers | ☐ | ☐ | ☐ | ☐ | ☐ |
| 30 | Practical skills taught | ☐ | ☐ | ☐ | ☐ | ☐ |
| 31 | Regular access to teaching staff | ☐ | ☐ | ☐ | ☐ | ☐ |
| 32 | Variety of library books and journals | ☐ | ☐ | ☐ | ☐ | ☐ |
| 33 | Easily transferable skills | ☐ | ☐ | ☐ | ☐ | ☐ |
| 34 | Reputable degree programme | ☐ | ☐ | ☐ | ☐ | ☐ |
| 35 | Good computing and web facilities | ☐ | ☐ | ☐ | ☐ | ☐ |
| 36 | The chance that my study fulfills my personal needs. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 37 | The appropriateness of requirements for my course. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 38 | The chance to develop my abilities and prepare for my career. | ☐ | ☐ | ☐ | ☐ | ☐ |

| No. | Items | Perceptions | | | | |
|-----|-------|-------------|-------------|-------------|------------------|-----------|
| | | **1**<br>**Extremely poor** | **2**<br>**Below average** | **3**<br>**Average** | **4**<br>**Above average** | **5**<br>**Excellent** |
| 39 | The quality of material emphasized in course. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 40 | The usefulness of the module components offered in my career development. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 41 | The usefulness of the module components in fulfilling my personal needs. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 42 | The proportion between theory and practice was adequate. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 43 | The bibliography, documentation and etc. provided were adequate. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 44 | The teaching methods were appropriate. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 45 | The level at which these subjects were discussed was appropriate | ☐ | ☐ | ☐ | ☐ | ☐ |
| 46 | The extent and distribution of the subjects were correct. | ☐ | ☐ | ☐ | ☐ | ☐ |

**Student value**

| No. | Items | Perceptions | | | | |
|---|---|---|---|---|---|---|
| | | 1 <br><br> Strongly Disagree | 2 <br><br> Disagree | 3 <br><br> Neutral | 4 <br><br> Agree | 5 <br><br> Strongly Agree |
| | *Services and Academic qualities from the university ….* | | | | | |
| 47 | Is one that I would enjoy | ☐ | ☐ | ☐ | ☐ | ☐ |
| 48 | Would make me want to experience it | ☐ | ☐ | ☐ | ☐ | ☐ |
| 49 | Is one that I would feel relaxed about experiencing | ☐ | ☐ | ☐ | ☐ | ☐ |
| 50 | Would make me feel good | ☐ | ☐ | ☐ | ☐ | ☐ |
| 51 | Would give me pleasure | ☐ | ☐ | ☐ | ☐ | ☐ |
| 52 | Would help me to feel acceptable | ☐ | ☐ | ☐ | ☐ | ☐ |
| 53 | Would improve the way I am perceived | ☐ | ☐ | ☐ | ☐ | ☐ |
| 54 | Would make a good impression on other people | ☐ | ☐ | ☐ | ☐ | ☐ |
| 55 | Would give me social approval | ☐ | ☐ | ☐ | ☐ | ☐ |
| 56 | Is reasonably priced | ☐ | ☐ | ☐ | ☐ | ☐ |

| No. | Items | Perceptions | | | | |
|---|---|---|---|---|---|---|
| | | 1 Strongly Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Strongly Agree |
| 57 | Offers value for money | ☐ | ☐ | ☐ | ☐ | ☐ |
| 58 | Is a good service for the price | ☐ | ☐ | ☐ | ☐ | ☐ |
| 59 | Is economical | ☐ | ☐ | ☐ | ☐ | ☐ |
| 60 | Has consistent quality | ☐ | ☐ | ☐ | ☐ | ☐ |
| 61 | Is well made | ☐ | ☐ | ☐ | ☐ | ☐ |
| 62 | Has an acceptable standard of quality | ☐ | ☐ | ☐ | ☐ | ☐ |
| 63 | Has poor workmanship | ☐ | ☐ | ☐ | ☐ | ☐ |
| 64 | Would not last a long time | ☐ | ☐ | ☐ | ☐ | ☐ |
| 65 | Would perform consistently | ☐ | ☐ | ☐ | ☐ | ☐ |

**Part II: Comments and suggestions**

**If you have other inquiries/comments/suggestion for the betterment of your institution, please indicate below:**

_____

_____

_____

_____

**Part III: Your personal data**

**Gender**      ☐ Male      ☐ Female

**Age**      _____ years

**Year of study**      ☐ Freshman      ☐ Sophomore      ☐ Junior      ☐ Senior

**University**      _____

*Thank you for your valuable time*

Research Questionnaire (Thai version)

**แบบสอบถาม: ความพึงพอใจของนักศึกษาในภาคใต้ต่อคุณภาพที่มหาวิทยาลัยมอบให้**
_**แบบสอบถามนี้เพื่อประโยชน์ในการพัฒนามหาวิทยาลัยในภาคใต้ของประเทศไทย**_

เพื่อช่วยให้มหาวิทยาลัยเข้าใจในความต้องการของนักศึกษามากขึ้น กรุณาสละเวลาประมาณ 10 นาทีในการตอบแบบสอบถามนี้ ผลจากการศึกษาจะช่วยให้มหาวิทยาลัยสามารถส่งมอบการบริการที่ดีขึ้นให้ได้ตรงกับความต้องการของนักศึกษา แบบสอบถามนี้ไม่สามารถระบุตัวตนของนักศึกษาได้

_ขอบคุณสำหรับความร่วมมือ_

**โปรดแสดงความคิดเห็นโดยการทำเครื่องหมาย ☑ ที่ตรงกับความคิดเห็นของนักศึกษา**

| หัวข้อ: <u>ความพึงพอใจของนักศึกษา</u> | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br>เห็นด้วยอย่างยิ่ง | **4**<br>เห็นด้วย | **3**<br>เฉย ๆ | **2**<br>ไม่เห็นด้วย | **1**<br>ไม่เห็นด้วยอย่างยิ่ง |
| 1. ฉันพึงพอใจที่ตัดสินใจเข้าเรียนที่มหาวิทยาลัยนี้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 2. หากต้องตัดสินใจใหม่อีกครั้ง ฉันคงไม่สมัครเข้าลงทะเบียน<br><br>เรียนที่มหาวิทยาลัยนี้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 3. การเลือกสมัครเข้าเรียนที่มหาวิทยาลัยนี้ เป็นการตัดสินใจที่<br><br>ฉลาดและถูกต้อง | ☐ | ☐ | ☐ | ☐ | ☐ |
| 4. ฉันรู้สึกแย่ที่ตัดสินใจสมัครเข้าเรียนที่มหาวิทยาลัยนี้ | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: **ความพึงพอใจของนักศึกษา** | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br><br>เห็นด้วยอย่างยิ่ง | **4**<br><br>เห็นด้วย | **3**<br><br>เฉยๆ | **2**<br><br>ไม่เห็นด้วย | **1**<br><br>ไม่เห็นด้วยอย่างยิ่ง |
| 5. ฉันคิดว่าฉันทำถูกต้องที่เลือกสมัครเข้าศึกษาที่มหาวิทยาลัยนี้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 6. ฉันไม่มีความสุขที่เรียนที่มหาวิทยาลัยนี้ | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: **คุณภาพการบริการของมหาวิทยาลัย** | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br><br>เห็นด้วยอย่างยิ่ง | **4**<br><br>เห็นด้วย | **3**<br><br>เฉยๆ | **2**<br><br>ไม่เห็นด้วย | **1**<br><br>ไม่เห็นด้วยอย่างยิ่ง |
| 7. มหาวิทยาลัยมีอุปกรณ์เครื่องมืออำนวยความสะดวกที่ทันสมัย | ☐ | ☐ | ☐ | ☐ | ☐ |
| 8. สิ่งอำนวยความสะดวกที่มหาวิทยาลัยจัดให้มีความเหมาะสมและ<br><br>เห็นได้ชัดเจน | ☐ | ☐ | ☐ | ☐ | ☐ |
| 9. เจ้าหน้าที่ของมหาวิทยาลัยแต่งกายเหมาะสม และสุภาพ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 10. อุปกรณ์และสิ่งอำนวยความสะดวกที่มหาวิทยาลัยจัดให้<br><br>อยู่ในสภาพที่พร้อมใช้งาน | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: <u>คุณภาพการบริการของมหาวิทยาลัย</u> | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br><br>เห็นด้วยอย่างยิ่ง | **4**<br><br>เห็นด้วย | **3**<br><br>เฉย ๆ | **2**<br><br>ไม่เห็นด้วย | **1**<br><br>ไม่เห็นด้วยอย่างยิ่ง |
| 11. เมื่อนักศึกษามีปัญหา มหาวิทยาลัยสามารถแก้ไขปัญหา<br><br>ของนักศึกษาได้ตามเวลาที่สัญญาไว้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 12. เมื่อนักศึกษามีปัญหา มหาวิทยาลัยให้ความจริงใจและเห็น<br><br>อกเห็นใจต่อปัญหานั้น | ☐ | ☐ | ☐ | ☐ | ☐ |
| 13. มหาวิทยาลัยเป็นที่พึ่งพาของนักศึกษา | ☐ | ☐ | ☐ | ☐ | ☐ |
| 14. การให้บริการของมหาวิทยาลัย เป็นไปตามเวลาที่กำหนด<br><br>หรือชี้แจงไว้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 15. มหาวิทยาลัยมีการจัดเก็บข้อมูลต่างๆ ของนักศึกษา<br><br>อย่างเป็นระบบและถูกต้อง | ☐ | ☐ | ☐ | ☐ | ☐ |
| 16. มหาวิทยาลัยไม่มีการกำหนดเวลาเสร็จของงานแต่ละงาน<br><br>ที่ให้บริการ | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: **คุณภาพการบริการของมหาวิทยาลัย** | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br><br>เห็นด้วยอย่างยิ่ง | **4**<br><br>เห็นด้วย | **3**<br><br>เฉย ๆ | **2**<br><br>ไม่เห็นด้วย | **1**<br><br>ไม่เห็นด้วยอย่างยิ่ง |
| 17. นักศึกษาไม่ได้รับการบริการอย่างรวดเร็ว ทันใจจาก<br><br>   เจ้าหน้าที่ของมหาวิทยาลัย | ☐ | ☐ | ☐ | ☐ | ☐ |
| 18. เจ้าหน้าที่ของมหาวิทยาลัยไม่มีความเต็มใจให้บริการแก่<br><br>   นักศึกษา | ☐ | ☐ | ☐ | ☐ | ☐ |
| 19. ถึงงานจะยุ่งแค่ไหน เจ้าหน้าที่ที่ให้บริการ ก็พร้อมที่จะ<br><br>   ให้บริการกับนักศึกษาอย่างรวดเร็ว | ☐ | ☐ | ☐ | ☐ | ☐ |
| 20. นักศึกษามีความเชื่อมั่นในตัวเจ้าหน้าที่ของมหาวิทยาลัย | ☐ | ☐ | ☐ | ☐ | ☐ |
| 21. นักศึกษามีความรู้สึกสบายใจ เมื่อต้องติดต่อกับเจ้าหน้าที่<br><br>   ของมหาวิทยาลัย | ☐ | ☐ | ☐ | ☐ | ☐ |
| 22. เจ้าหน้าที่ของมหาวิทยาลัยมีความสุภาพ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 23. การให้บริการของเจ้าหน้าที่ ได้รับการสนับสนุนที่เพียงพอ | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: <u>**คุณภาพการบริการของมหาวิทยาลัย**</u> | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br><br>เห็นด้วยอย่างยิ่ง | **4**<br><br>เห็นด้วย | **3**<br><br>เฉย ๆ | **2**<br><br>ไม่เห็นด้วย | **1**<br><br>ไม่เห็นด้วยอย่างยิ่ง |
| จากมหาวิทยาลัย | | | | | |
| 24. มหาวิทยาลัยไม่ใส่ใจต่อนักศึกษาเป็นรายบุคคล | ☐ | ☐ | ☐ | ☐ | ☐ |
| 25. เจ้าหน้าที่ของมหาวิทยาลัยไม่ใส่ใจต่อนักศึกษาเป็นรายบุคคล | ☐ | ☐ | ☐ | ☐ | ☐ |
| 26. เจ้าหน้าที่ของมหาวิทยาลัยรู้/ไม่รู้ว่าความต้องการของนักศึกษา<br><br>คืออะไร | ☐ | ☐ | ☐ | ☐ | ☐ |
| 27. มหาวิทยาลัยไม่คิดว่าผลประโยชน์ของนักศึกษาเป็นสิ่งสำคัญ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 28. เวลาการให้บริการของมหาวิทยาลัยไม่มีความเหมาะสม<br><br>กับนักศึกษา | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: **คุณภาพการสอนและคุณภาพวิชาการ** | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br><br>เห็นด้วยอย่างยิ่ง | **4**<br><br>เห็นด้วย | **3**<br><br>เฉย ๆ | **2**<br><br>ไม่เห็นด้วย | **1**<br><br>ไม่เห็นด้วยอย่างยิ่ง |
| 29. คณาจารย์มีทักษะและความเชี่ยวชาญ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 30. คณาจารย์มีทักษะในการสอน | ☐ | ☐ | ☐ | ☐ | ☐ |
| 31. คณาจารย์เปิดโอกาสให้เข้าถึงได้อย่างสม่ำเสมอ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 32. หนังสือและวารสารต่างๆ ในห้องสมุดมีความหลากหลาย | ☐ | ☐ | ☐ | ☐ | ☐ |
| 33. คณาจารย์มีความสามารถในการถ่ายทอดความรู้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 34. หลักสูตรที่ศึกษาอยู่มีชื่อเสียง | ☐ | ☐ | ☐ | ☐ | ☐ |
| 35. มีคอมพิวเตอร์และอุปกรณ์เชื่อมต่ออินเตอร์เน็ตที่ดี | ☐ | ☐ | ☐ | ☐ | ☐ |
| 36. การศึกษาที่นี่เติมเต็มความต้องการของนักศึกษาได้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 37. เนื้อหาวิชามีความเหมาะสม | ☐ | ☐ | ☐ | ☐ | ☐ |
| 38. การศึกษาที่นี่สามารถพัฒนาและเตรียมความพร้อมของ<br><br>     นักศึกษาเพื่อการทำงานต่อไปในอนาคตได้ | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: **คุณภาพการสอนและคุณภาพวิชาการ** | ระดับความคิดเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br>เห็นด้วยอย่างยิ่ง | **4**<br>เห็นด้วย | **3**<br>เฉย ๆ | **2**<br>ไม่เห็นด้วย | **1**<br>ไม่เห็นด้วยอย่างยิ่ง |
| 39. สื่อต่างๆที่ใช้ในการเรียนการสอนมีคุณภาพดี | ☐ | ☐ | ☐ | ☐ | ☐ |
| 40. เนื้อหาวิชามีประโยชน์ต่อการทำงานในอนาคต | ☐ | ☐ | ☐ | ☐ | ☐ |
| 41. เนื้อหาหลักสูตรเติมเต็มความต้องการของนักศึกษา | ☐ | ☐ | ☐ | ☐ | ☐ |
| 42. สัดส่วนของเนื้อหาวิชาที่เป็นทฤษฎีกับการปฏิบัติมีความ<br><br>เหมาะสม | ☐ | ☐ | ☐ | ☐ | ☐ |
| 43. เอกสารและสื่อที่ใช้เพื่อการเรียนการสอนมีความเพียงพอ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 44. คุณภาพการสอนของคณาจารย์มีความเหมาะสม | ☐ | ☐ | ☐ | ☐ | ☐ |
| 45. คณาจารย์เปิดโอกาสให้ซักถามในชั้นเรียน | ☐ | ☐ | ☐ | ☐ | ☐ |
| 46. กรอบเนื้อหาวิชาเป็นไปอย่างถูกต้อง | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: คุณค่าที่ได้รับ | ระดับความเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br>เห็นด้วย<br>อย่างยิ่ง | **4**<br>เห็นด้วย | **3**<br>เฉยๆ | **2**<br>ไม่เห็นด้วย | **1**<br>ไม่เห็นด้วย<br>อย่างยิ่ง |
| *คุณภาพการบริการและคุณภาพวิชาการที่มหาวิทยาลัยจัดให้......* | | | | | |
| 47. ทำให้ฉันรู้สึกมีความสุข | ☐ | ☐ | ☐ | ☐ | ☐ |
| 48. ทำให้ฉันอยากใช้บริการทุกๆ อย่างที่มีในมหาวิทยาลัย | ☐ | ☐ | ☐ | ☐ | ☐ |
| 49. ทำให้ฉันรู้สึกสบายใจ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 50. ทำให้ฉันรู้สึกดี | ☐ | ☐ | ☐ | ☐ | ☐ |
| 51. ทำให้ฉันพึงพอใจ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 52. เป็นที่ยอมรับได้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 53. ทำให้ฉันรู้สึกว่าเป็นคุณภาพที่ดี | ☐ | ☐ | ☐ | ☐ | ☐ |
| 54. เป็นคุณภาพที่ทำให้คนภายนอกรู้สึกประทับใจได้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 55. เป็นที่ยอมรับจากสังคม | ☐ | ☐ | ☐ | ☐ | ☐ |

| หัวข้อ: **คุณค่าที่ได้รับ** | ระดับความเห็น | | | | |
|---|---|---|---|---|---|
| | **5**<br>เห็นด้วย<br>อย่างยิ่ง | **4**<br>เห็นด้วย | **3**<br>เฉย ๆ | **2**<br>ไม่เห็นด้วย | **1**<br>ไม่เห็นด้วย<br>อย่างยิ่ง |
| 56. อยู่ในมูลค่าหรือราคาที่เหมาะสม | ☐ | ☐ | ☐ | ☐ | ☐ |
| 57. คุ้มค่ากับค่าใช้จ่ายที่เสียไป | ☐ | ☐ | ☐ | ☐ | ☐ |
| 58. เหมาะสมกับค่าใช้จ่ายที่เสียไป | ☐ | ☐ | ☐ | ☐ | ☐ |
| 59. มีราคาประหยัด | ☐ | ☐ | ☐ | ☐ | ☐ |
| 60. เป็นคุณภาพที่คงที่ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 61. เป็นคุณภาพที่จัดสรรมาอย่างดี | ☐ | ☐ | ☐ | ☐ | ☐ |
| 62. อยู่ระดับของคุณภาพที่ยอมรับได้ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 63. ไม่เป็นมืออาชีพ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 64. ไม่แน่ไม่นอน | ☐ | ☐ | ☐ | ☐ | ☐ |
| 65. เป็นคุณภาพที่คงเส้นคงวา | ☐ | ☐ | ☐ | ☐ | ☐ |

นักศึกษาอยากเสนอแนะหรือร้องเรียนให้มหาวิทยาลัยทำอะไรเพื่อให้นักศึกษาพึงพอใจมากยิ่งขึ้น กรุณาระบุ


ขอความกรุณาเสนอแนะ

หรือแสดงความคิดเห็น

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**ข้อมูลส่วนตัว**

**เพศ**              ☐ ชาย           ☐ หญิง

**อายุ**              _____ ปี

**ชั้นปีที่ศึกษาอยู่**     ☐ ปีที่ 1      ☐ ปีที่ 2      ☐ ปีที่ 3      ☐ ปีที่ 4

**มหาวิทยาลัย**      ☐ ม.สงขลานครินทร์           ☐ ม.ทักษิณ

☐ ม.วลัยลักษณ์               ☐ ม.นราธิวาสราชนครินทร์

☐ ม.ราชภัฏนครศรีธรรมราช      ☐ ม.ราชภัฏสุราษฎร์ธานี

☐ ม.ราชภัฏภูเก็ต             ☐ ม. ราชภัฏยะลา

☐ ม.ราชภัฏสงขลา            ☐ ม.เทคโนโลยีราชมงคลศรีวิชัย


*ขอบคุณสำหรับเวลาอันมีค่า*

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STATISTICAL ANALYSIS
Appendix B.1: Pilot test

<u>Reliability Analysis of Satisfaction</u>

## Reliability

**Notes**

| | | |
|---|---|---|
| Output Created | | 28-SEP-2013 22:19:41 |
| Comments | | |
| Input | Data | C:\Documents and Settings arueban.y\Desktop\Dissertation Data Analysis\pilot test\pilot.sav |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Syntax | | RELIABILITY /VARIABLES=sa1 sa2 sa3 sa4 sa5 sa6 /FORMAT=NOLABELS /SCALE(ALPHA)=ALL/MODEL=ALPHA. |
| Resources | Elapsed Time | 0:00:00.00 |

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases =  30.0          N of Items = 6

Alpha =  .8949

200

Reliability Analysis of Service Quality

# Reliability

**Notes**

| Output Created | | 28-SEP-2013 22:19:52 |
|---|---|---|
| Comments | | |
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| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Syntax | | RELIABILITY /VARIABLES=sq1 sq2 sq3 sq4 sq5 sq6 sq7 sq8 sq9 sq10 sq11 sq12 sq13 sq14 sq15 sq16 sq17 sq18 sq19 sq20 sq21 sq22 /FORMAT=NOLABELS /SCALE(ALPHA)=ALL/MODEL=ALPHA. |
| Resources | Elapsed Time | 0:00:00.00 |

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases =     30.0          N of Items = 22

Alpha =    .8292

Reliability Analysis of Academic Quality

# Reliability

**Notes**

| Output Created | | 28-SEP-2013 22:20:04 |
|---|---|---|
| Comments | | |
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| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Syntax | | RELIABILITY /VARIABLES=aq1 aq2 aq3 aq4 aq5 aq6 aq7 aq8 aq9 aq10 aq11 aq12 aq13 aq14 aq15 aq16 aq17 aq18 /FORMAT=NOLABELS /SCALE(ALPHA)=ALL/MODEL=ALPHA. |
| Resources | Elapsed Time | 0:00:00.00 |

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0          N of Items = 18

Alpha = .9156

Reliability Analysis of Value

# Reliability

**Notes**

| Output Created | | 28-SEP-2013 22:20:16 |
|---|---|---|
| Comments | | |
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| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Syntax | | RELIABILITY /VARIABLES=v1 v2 v3 v4 v5 v6 v7 v8 v9 v10 v11 v12 v13 v14 v15 v16 v17 v18 v19 /FORMAT=NOLABELS /SCALE(ALPHA)=ALL/MODEL=ALPHA. |
| Resources | Elapsed Time | 0:00:00.00 |

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases =    30.0            N of Items = 19

Alpha =    .9438

Appendix B.2 Factor Analysis Results of the Variables

Result of the Factor Analysis on Student Satisfaction

## Factor Analysis

### KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .875 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1063.131 |
| | df | 15 |
| | Sig. | .000 |

### Communalities

| | Initial | Extraction |
|---|---|---|
| SA1 | 1.000 | .597 |
| SA2 | 1.000 | .697 |
| SA3 | 1.000 | .667 |
| SA4 | 1.000 | .614 |
| SA5 | 1.000 | .715 |
| SA6 | 1.000 | .527 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.817 | 63.615 | 63.615 | 3.817 | 63.615 | 63.615 |
| 2 | .744 | 12.402 | 76.017 | | | |
| 3 | .431 | 7.179 | 83.196 | | | |
| 4 | .404 | 6.735 | 89.931 | | | |
| 5 | .330 | 5.496 | 95.427 | | | |
| 6 | .274 | 4.573 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

**Component Matrix[a]**

| | Component |
|---|---|
| | 1 |
| SA5 | .846 |
| SA2 | .835 |
| SA3 | .816 |
| SA4 | .783 |
| SA1 | .773 |
| SA6 | .726 |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

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Result of the Factor Analysis on Service Quality

## Factor Analysis

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .880 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2903.388 |
| | df | 153 |
| | Sig. | .000 |

**Communalities**

| | Initial | Extraction |
|---|---|---|
| SQ1 | 1.000 | .654 |
| SQ2 | 1.000 | .677 |
| SQ4 | 1.000 | .649 |
| SQ5 | 1.000 | .588 |
| SQ6 | 1.000 | .621 |
| SQ7 | 1.000 | .532 |
| SQ10 | 1.000 | .613 |
| SQ11 | 1.000 | .660 |
| SQ12 | 1.000 | .683 |
| SQ13 | 1.000 | .691 |
| SQ14 | 1.000 | .657 |
| SQ15 | 1.000 | .724 |
| SQ16 | 1.000 | .701 |
| SQ17 | 1.000 | .510 |
| SQ18 | 1.000 | .699 |
| SQ19 | 1.000 | .711 |
| SQ20 | 1.000 | .565 |
| SQ21 | 1.000 | .511 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues | | |
|---|---|---|---|
| | Total | % of Variance | Cumulative % |
| 1 | 6.743 | 37.462 | 37.462 |
| 2 | 1.984 | 11.022 | 48.484 |
| 3 | 1.420 | 7.889 | 56.373 |
| 4 | 1.299 | 7.215 | 63.588 |
| 5 | .880 | 4.890 | 68.478 |
| 6 | .732 | 4.067 | 72.546 |
| 7 | .664 | 3.692 | 76.237 |
| 8 | .634 | 3.520 | 79.757 |
| 9 | .537 | 2.983 | 82.740 |
| 10 | .494 | 2.743 | 85.483 |
| 11 | .433 | 2.407 | 87.890 |
| 12 | .425 | 2.361 | 90.251 |
| 13 | .371 | 2.059 | 92.311 |
| 14 | .327 | 1.819 | 94.129 |
| 15 | .303 | 1.683 | 95.812 |
| 16 | .284 | 1.578 | 97.390 |
| 17 | .256 | 1.420 | 98.810 |
| 18 | .214 | 1.190 | 100.000 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.743 | 37.462 | 37.462 | 3.507 | 19.482 | 19.482 |
| 2 | 1.984 | 11.022 | 48.484 | 3.417 | 18.986 | 38.468 |
| 3 | 1.420 | 7.889 | 56.373 | 2.760 | 15.333 | 53.801 |
| 4 | 1.299 | 7.215 | 63.588 | 1.762 | 9.787 | 63.588 |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |
| 12 | | | | | | |
| 13 | | | | | | |
| 14 | | | | | | |
| 15 | | | | | | |
| 16 | | | | | | |
| 17 | | | | | | |
| 18 | | | | | | |

Extraction Method: Principal Component Analysis.

## Component Matrix[a]

| | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| SQ14 | .729 | -.042 | -.332 | .115 |
| SQ13 | .722 | .019 | -.410 | .043 |
| SQ6 | .718 | -.258 | .084 | -.179 |
| SQ15 | .701 | .075 | -.472 | .069 |
| SQ16 | .697 | .065 | -.453 | .072 |
| SQ5 | .667 | -.305 | .145 | -.172 |
| SQ17 | .654 | .074 | -.262 | -.088 |
| SQ7 | .617 | -.247 | .163 | -.254 |
| SQ4 | .610 | -.487 | .148 | .138 |
| SQ21 | .597 | .224 | .323 | .013 |
| SQ20 | .585 | .317 | .261 | -.232 |
| SQ12 | .571 | .493 | -.029 | .335 |
| SQ1 | .566 | -.525 | .207 | .127 |
| SQ18 | .564 | .435 | .214 | -.383 |
| SQ2 | .560 | -.537 | .236 | .137 |
| SQ19 | .544 | .452 | .234 | -.395 |
| SQ11 | .508 | .335 | .200 | .499 |
| SQ10 | .204 | .213 | .395 | .608 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

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## Rotated Component Matrix[a]

| | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| SQ15 | .815 | .175 | .150 | .085 |
| SQ16 | .797 | .187 | .149 | .090 |
| SQ13 | .772 | .249 | .169 | .072 |
| SQ14 | .717 | .328 | .130 | .138 |
| SQ17 | .609 | .220 | .300 | .024 |
| SQ2 | .122 | .801 | -.004 | .141 |
| SQ1 | .148 | .785 | $-6.006\text{E-}05$ | .128 |
| SQ4 | .226 | .761 | .011 | .140 |
| SQ5 | .253 | .652 | .313 | -.030 |
| SQ6 | .337 | .624 | .343 | -.027 |
| SQ7 | .206 | .586 | .374 | -.080 |
| SQ19 | .173 | .043 | .821 | .074 |
| SQ18 | .199 | .061 | .806 | .075 |
| SQ20 | .179 | .179 | .685 | .176 |
| SQ21 | .153 | .279 | .525 | .367 |
| SQ10 | -.087 | .098 | .016 | .772 |
| SQ11 | .255 | .108 | .213 | .733 |
| SQ12 | .471 | -.056 | .331 | .590 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

## Component Transformation Matrix

| Component | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| 1 | .625 | .562 | .479 | .254 |
| 2 | .115 | -.751 | .532 | .373 |
| 3 | -.765 | .347 | .393 | .374 |
| 4 | .104 | .010 | -.577 | .810 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Result of the Factor Analysis on Academic Quality

# Factor Analysis

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .925 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3074.319 |
| | df | 120 |
| | Sig. | .000 |

**Communalities**

| | Initial | Extraction |
|---|---|---|
| AQ1 | 1.000 | .679 |
| AQ2 | 1.000 | .705 |
| AQ4 | 1.000 | .517 |
| AQ5 | 1.000 | .654 |
| AQ7 | 1.000 | .586 |
| AQ8 | 1.000 | .594 |
| AQ9 | 1.000 | .601 |
| AQ10 | 1.000 | .616 |
| AQ11 | 1.000 | .682 |
| AQ12 | 1.000 | .652 |
| AQ13 | 1.000 | .686 |
| AQ14 | 1.000 | .652 |
| AQ15 | 1.000 | .551 |
| AQ16 | 1.000 | .631 |
| AQ17 | 1.000 | .632 |
| AQ18 | 1.000 | .711 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues | | |
|---|---|---|---|
| | Total | % of Variance | Cumulative % |
| 1 | 7.756 | 48.473 | 48.473 |
| 2 | 1.221 | 7.630 | 56.103 |
| 3 | 1.171 | 7.322 | 63.425 |
| 4 | .911 | 5.692 | 69.117 |
| 5 | .758 | 4.736 | 73.853 |
| 6 | .611 | 3.819 | 77.672 |
| 7 | .530 | 3.310 | 80.982 |
| 8 | .482 | 3.013 | 83.995 |
| 9 | .420 | 2.624 | 86.618 |
| 10 | .375 | 2.346 | 88.964 |
| 11 | .349 | 2.180 | 91.144 |
| 12 | .343 | 2.146 | 93.289 |
| 13 | .295 | 1.846 | 95.135 |
| 14 | .287 | 1.795 | 96.930 |
| 15 | .262 | 1.640 | 98.569 |
| 16 | .229 | 1.431 | 100.000 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.756 | 48.473 | 48.473 | 4.224 | 26.398 | 26.398 |
| 2 | 1.221 | 7.630 | 56.103 | 3.037 | 18.979 | 45.377 |
| 3 | 1.171 | 7.322 | 63.425 | 2.888 | 18.048 | 63.425 |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |
| 12 | | | | | | |
| 13 | | | | | | |
| 14 | | | | | | |
| 15 | | | | | | |
| 16 | | | | | | |

Extraction Method: Principal Component Analysis.

**Component Matrix[a]**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| AQ10 | .775 | -.116 | .047 |
| AQ8 | .759 | -3.928E-05 | -.134 |
| AQ9 | .752 | -.187 | .005 |
| AQ14 | .738 | -.318 | -.081 |
| AQ12 | .732 | -.340 | -.022 |
| AQ18 | .731 | -.232 | .350 |
| AQ13 | .729 | -.391 | -.028 |
| AQ16 | .714 | .122 | .326 |
| AQ15 | .708 | -.100 | -.200 |
| AQ5 | .701 | .399 | .062 |
| AQ11 | .682 | .055 | -.462 |
| AQ2 | .676 | .481 | .127 |
| AQ7 | .631 | .216 | -.377 |
| AQ1 | .618 | .494 | .231 |
| AQ4 | .579 | .187 | -.383 |
| AQ17 | .573 | -.069 | .547 |

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

**Rotated Component Matrix<sup>a</sup>**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| AQ13 | .758 | .322 | .087 |
| AQ18 | .743 | .050 | .394 |
| AQ12 | .726 | .330 | .127 |
| AQ14 | .700 | .386 | .114 |
| AQ9 | .641 | .353 | .256 |
| AQ10 | .617 | .347 | .338 |
| AQ17 | .572 | -.157 | .529 |
| AQ11 | .310 | .752 | .142 |
| AQ7 | .185 | .692 | .271 |
| AQ4 | .168 | .663 | .221 |
| AQ15 | .500 | .517 | .187 |
| AQ8 | .482 | .513 | .315 |
| AQ1 | .135 | .253 | .772 |
| AQ2 | .157 | .366 | .739 |
| AQ5 | .215 | .413 | .661 |
| AQ16 | .481 | .142 | .616 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 15 iterations.

**Component Transformation Matrix**

| Component | 1 | 2 | 3 |
|---|---|---|---|
| 1 | .678 | .532 | .507 |
| 2 | -.692 | .228 | .685 |
| 3 | .249 | -.815 | .523 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Result of the Factor Analysis on Value

## Factor Analysis

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .943 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4384.925 |
| | df | 105 |
| | Sig. | .000 |

**Communalities**

| | Initial | Extraction |
|---|---|---|
| V1 | 1.000 | .536 |
| V2 | 1.000 | .545 |
| V3 | 1.000 | .620 |
| V4 | 1.000 | .649 |
| V5 | 1.000 | .642 |
| V6 | 1.000 | .610 |
| V7 | 1.000 | .695 |
| V8 | 1.000 | .629 |
| V9 | 1.000 | .582 |
| V10 | 1.000 | .536 |
| V11 | 1.000 | .579 |
| V12 | 1.000 | .588 |
| V14 | 1.000 | .572 |
| V15 | 1.000 | .640 |
| V16 | 1.000 | .621 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 9.045 | 60.299 | 60.299 | 9.045 | 60.299 | 60.299 |
| 2 | 1.439 | 9.595 | 69.894 | | | |
| 3 | .761 | 5.071 | 74.965 | | | |
| 4 | .644 | 4.292 | 79.257 | | | |
| 5 | .518 | 3.450 | 82.707 | | | |
| 6 | .388 | 2.586 | 85.294 | | | |
| 7 | .366 | 2.440 | 87.734 | | | |
| 8 | .332 | 2.214 | 89.948 | | | |
| 9 | .314 | 2.091 | 92.039 | | | |
| 10 | .271 | 1.807 | 93.846 | | | |
| 11 | .231 | 1.541 | 95.387 | | | |
| 12 | .224 | 1.490 | 96.877 | | | |
| 13 | .204 | 1.360 | 98.238 | | | |
| 14 | .140 | .935 | 99.173 | | | |
| 15 | .124 | .827 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

**Component Matrix**[a]

|     | Component 1 |
| --- | ----------- |
| V1  | .732 |
| V2  | .738 |
| V3  | .788 |
| V4  | .805 |
| V5  | .801 |
| V6  | .781 |
| V7  | .834 |
| V8  | .793 |
| V9  | .763 |
| V10 | .732 |
| V11 | .761 |
| V12 | .767 |
| V14 | .756 |
| V15 | .800 |
| V16 | .788 |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix B.3 Descriptive Statistics of the Variables

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| COMPUTE sum_sa = (sa1 + sa2 + sa3 + sa4 + sa5 + sa6) / 6 (COMPUTE) | 346 | 1.67 | 5.00 | 3.8868 | .67682 |
| COMPUTE SQ_dim1 = (sq15 + sq16 + sq13 + sq14 + sq17) / 5 (COMPUTE) | 346 | 1.00 | 5.00 | 3.2884 | .60981 |
| COMPUTE SQ_dim2 = (sq2 + sq1 + sq4 + sq5 + sq6 + sq7) / 6 (COMPUTE) | 346 | 1.17 | 5.00 | 3.4961 | .59397 |
| COMPUTE SQ_dim3 = (sq19 + sq18 + sq20 + sq21) / 4 (COMPUTE) | 346 | 1.25 | 5.00 | 3.0311 | .65961 |
| COMPUTE SQ_dim4 = (sq10 + sq11 + sq12) / 3 (COMPUTE) | 346 | 1.00 | 5.00 | 3.1599 | .65358 |
| COMPUTE AQ_dim1 = (aq13 + aq18 + aq12 + aq14 + aq9 + aq10 + aq17) / 7 (COMPUTE) | 346 | 2.14 | 5.00 | 3.9509 | .50983 |
| COMPUTE AQ_dim2 = (aq11 + aq7 + aq4 + aq5 + aq8) / 5 (COMPUTE) | 346 | 1.60 | 5.00 | 3.6821 | .64026 |
| COMPUTE AQ_dim3 = (aq1 + aq2 + aq5 + aq16) / 4 (COMPUTE) | 346 | 2.50 | 5.00 | 4.0665 | .47882 |
| COMPUTE Value = (v1 + v2 + v3 + v4 + v5 + v6 + v7 + v8 + v9 + v10 + v11 + v12 + v13 + v14 + v15 + v16 + v... (COMPUTE) | 346 | 1.21 | 5.00 | 3.6042 | .56081 |
| Valid N (listwise) | 346 | | | | |

# Appendix B.4 Test of Relationship of the Variables

**Correlations**

| | | COMPUTE sum_sa = (sa1 + sa2 + sa3 + sa4 + sa5 + sa6) / 6 (COMPUTE) | COMPUTE SQ_dim1 = (sq15 + sq16 + sq13 + sq14 + sq17) / 5 (COMPUTE) | COMPUTE SQ_dim2 = (sq2 + sq1 + sq4 + sq5 + sq6 + sq7) / 6 (COMPUTE) | COMPUTE SQ_dim3 = (sq19 + sq18 + sq20 + sq21) / 4 (COMPUTE) | COMPUTE SQ_dim4 = (sq10 + sq11 + sq12) / 3 (COMPUTE) | COMPUTE AQ_dim1 = (aq13 + aq18 + aq12 + aq14 + aq9 + aq10 + aq17) / 7 (COMPUTE) | COMPUTE AQ_dim2 = (aq11 + aq7 + aq4 + aq5 + aq8) / 5 (COMPUTE) | COMPUTE AQ_dim3 = (aq1 + aq2 + aq5 + aq16) / 4 (COMPUTE) | COMPUTE Value = (v1 + v2 + v3 + v4 + v5 + v6 + v7 + v8 + v9 + v10 + v11 + v12 + v13 + v14 + v15 + v16 + v... (COMPUTE) |
|---|---|---|---|---|---|---|---|---|---|---|
| COMPUTE sum_sa = (sa1 + sa2 + sa3 + sa4 + sa5 + sa6) / 6 (COMPUTE) | Pearson Correlation | 1 | .311* | .422* | .352* | .302* | .309* | .358* | .366* | .534* |
| | Sig. (2-tailed) | . | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE SQ_dim1 = (sq15 + sq16 + sq13 + sq14 + sq17) / 5 (COMPUTE) | Pearson Correlation | .311* | 1 | .567* | .492* | .402* | .369* | .417* | .351* | .548* |
| | Sig. (2-tailed) | .000 | . | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE SQ_dim2 = (sq2 + sq1 + sq4 + sq5 + sq6 + sq7) / 6 (COMPUTE) | Pearson Correlation | .422* | .567* | 1 | .428* | .269* | .467* | .647* | .480* | .639* |
| | Sig. (2-tailed) | .000 | .000 | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE SQ_dim3 = (sq19 + sq18 + sq20 + sq21) / 4 (COMPUTE) | Pearson Correlation | .352* | .492* | .428* | 1 | .450* | .347* | .348* | .334* | .478* |
| | Sig. (2-tailed) | .000 | .000 | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE SQ_dim4 = (sq10 + sq11 + sq12) / 3 (COMPUTE) | Pearson Correlation | .302* | .402* | .269* | .450* | 1 | .138* | .185* | .201* | .280* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | . | .010 | .001 | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE AQ_dim1 = (aq13 + aq18 + aq12 + aq14 + aq9 + aq10 + aq17) / 7 (COMPUTE) | Pearson Correlation | .309* | .369* | .467* | .347* | .138* | 1 | .681* | .664* | .613* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .010 | . | .000 | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE AQ_dim2 = (aq11 + aq7 + aq4 + aq5 + aq8) / 5 (COMPUTE) | Pearson Correlation | .358* | .417* | .647* | .348* | .185* | .681* | 1 | .690* | .649* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .001 | .000 | . | .000 | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE AQ_dim3 = (aq1 + aq2 + aq5 + aq16) / 4 (COMPUTE) | Pearson Correlation | .366* | .351* | .480* | .334* | .201* | .664* | .690* | 1 | .539* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | . | .000 |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |
| COMPUTE Value = (v1 + v2 + v3 + v4 + v5 + v6 + v7 + v8 + v9 + v10 + v11 + v12 + v13 + v14 + v15 ... | Pearson Correlation | .534* | .548* | .639* | .478* | .280* | .613* | .649* | .539* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | . |
| | N | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 | 346 |

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix B.5 Test of Normality

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| COMPUTE sum_sa = (sa1 + sa2 + sa3 + sa4 + sa5 + sa6) / 6 (COMPUTE) | 346 | 1.67 | 5.00 | 3.8868 | .67682 | -.339 | .131 | -.139 | .261 |
| COMPUTE SQ_dim1 = (sq15 + sq16 + sq13 + sq14 + sq17) / 5 (COMPUTE) | 346 | 1.00 | 5.00 | 3.2884 | .60981 | -.357 | .131 | .645 | .261 |
| COMPUTE SQ_dim2 = (sq2 + sq1 + sq4 + sq5 + sq6 + sq7) / 6 (COMPUTE) | 346 | 1.17 | 5.00 | 3.4961 | .59397 | -.351 | .131 | .388 | .261 |
| COMPUTE SQ_dim3 = (sq19 + sq18 + sq20 + sq21) / 4 (COMPUTE) | 346 | 1.25 | 5.00 | 3.0311 | .65961 | -.074 | .131 | -.042 | .261 |
| COMPUTE SQ_dim4 = (sq10 + sq11 + sq12) / 3 (COMPUTE) | 346 | 1.00 | 5.00 | 3.1599 | .65358 | -.090 | .131 | .509 | .261 |
| COMPUTE AQ_dim1 = (aq13 + aq18 + aq12 + aq14 + aq9 + aq10 + aq17) / 7 (COMPUTE) | 346 | 2.14 | 5.00 | 3.9509 | .50983 | -.366 | .131 | .696 | .261 |
| COMPUTE AQ_dim2 = (aq11 + aq7 + aq4 + aq5 + aq8) / 5 (COMPUTE) | 346 | 1.60 | 5.00 | 3.6821 | .64026 | -.436 | .131 | .484 | .261 |
| COMPUTE AQ_dim3 = (aq1 + aq2 + aq5 + aq16) / 4 (COMPUTE) | 346 | 2.50 | 5.00 | 4.0665 | .47882 | .027 | .131 | .366 | .261 |
| COMPUTE Value = (v1 + v2 + v3 + v4 + v5 + v6 + v7 + v8 + v9 + v10 + v11 + v12 + v13 + v14 + v15 + v16 + v... (COMPUTE) | 346 | 1.21 | 5.00 | 3.6042 | .56081 | -.292 | .131 | .871 | .261 |
| Valid N (listwise) | 346 | | | | | | | | |

Appendix B.6 Normality Testing using Normal Probability Plot



Normal P-P Plot of Regression Sta

Dependent Variable: COMPUTE  s
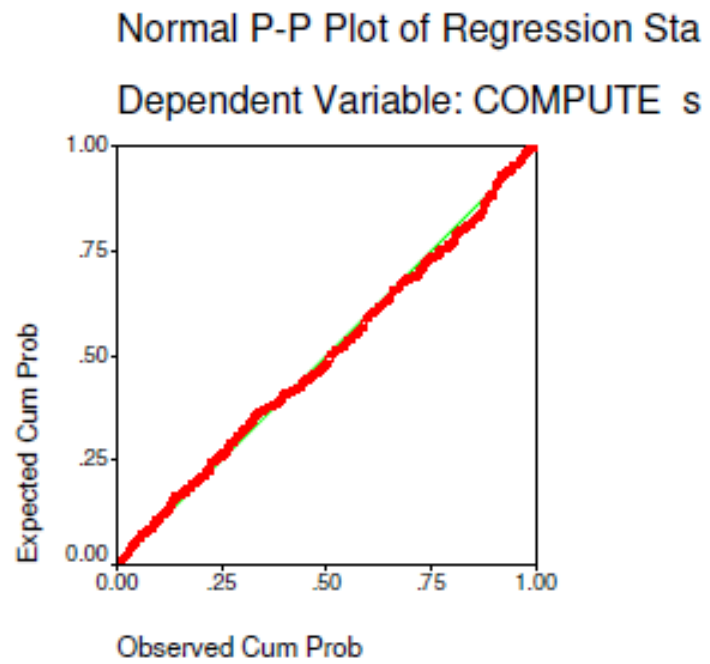
Appendix B.7 Histogram of the Regression Residuals



Histogram

Dependent Variable: COMPUTE  sum_sa =

Std. Dev = .99
Mean = 0.00
N = 346.00

Regression Standardized Residual
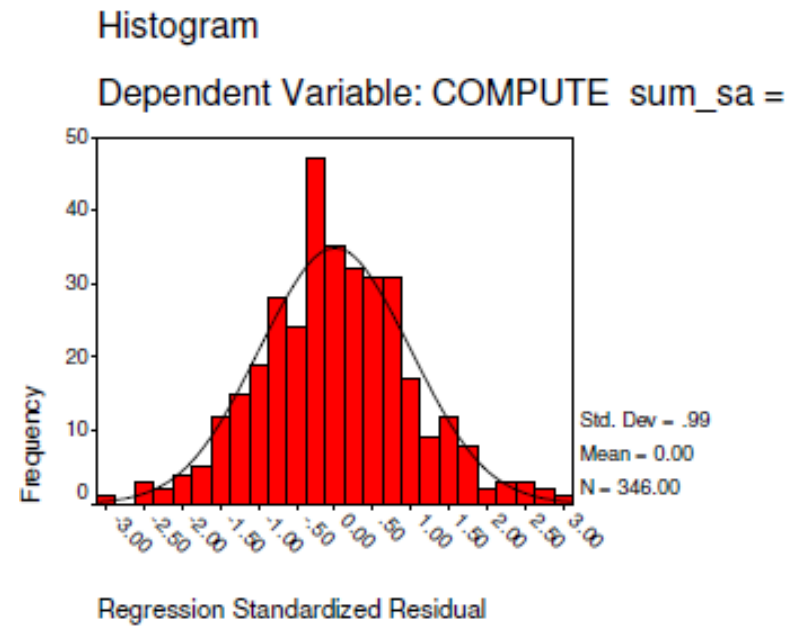
Appendix B.8 Multicollinearity Test

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .933 | .297 | | 3.140 | .002 | | |
| | COMPUTE SQ_dim1 = (sq15 + sq16 + sq13 + sq14 + sq17) / 5 (COMPUTE) | -.101 | .067 | -.091 | -1.509 | .132 | .548 | 1.826 |
| | COMPUTE SQ_dim2 = (sq2 + sq1 + sq4 + sq5 + sq6 + sq7) / 6 (COMPUTE) | .161 | .076 | .142 | 2.113 | .035 | .439 | 2.277 |
| | COMPUTE SQ_dim3 = (sq19 + sq18 + sq20 + sq21) / 4 (COMPUTE) | .068 | .058 | .066 | 1.174 | .241 | .620 | 1.613 |
| | COMPUTE SQ_dim4 = (sq10 + sq11 + sq12) / 3 (COMPUTE) | .147 | .053 | .142 | 2.764 | .006 | .745 | 1.343 |
| | COMPUTE AQ_dim1 = (aq13 + aq18 + aq12 + aq14 + aq9 + aq10 + aq17) / 7 (COMPUTE) | -.110 | .091 | -.083 | -1.218 | .224 | .423 | 2.362 |
| | COMPUTE AQ_dim2 = (aq11 + aq7 + aq4 + aq5 + aq8) / 5 (COMPUTE) | -.085 | .081 | -.081 | -1.048 | .296 | .333 | 3.002 |
| | COMPUTE AQ_dim3 = (aq1 + aq2 + aq5 + aq16) / 4 (COMPUTE) | .214 | .094 | .152 | 2.280 | .023 | .447 | 2.238 |
| | COMPUTE Value = (v1 + v2 + v3 + v4 + v5 + v6 + v7 + v8 + v9 + v10 + v11 + v12 + v13 + v14 + v15 + v16 + v... (COMPUTE) | .535 | .084 | .443 | 6.333 | .000 | .403 | 2.481 |

a. Dependent Variable: COMPUTE sum_sa = (sa1 + sa2 + sa3 + sa4 + sa5 + sa6) / 6 (COMPUTE)

Appendix B.9 Test of Linearity, Homoscedasticity and the Independence of Errors



Scatterplot

Dependent Variable: COMPUTE sum_sa =
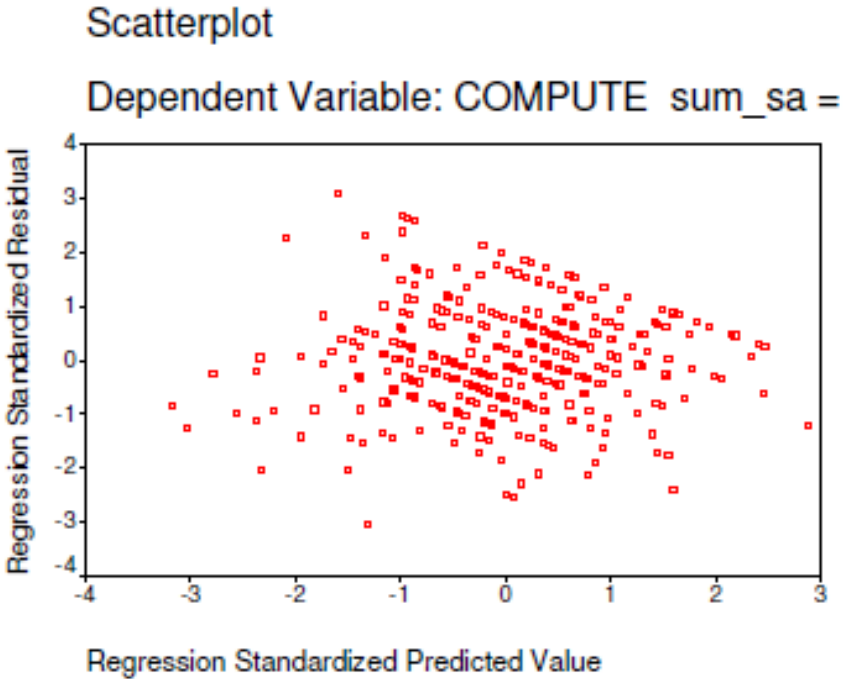
Appendix B.10 Hierarchical Multiple Regression Evaluating the Interaction Effects of Value with Service Quality and Academic Quality on Student Satisfaction

## Regression

**Variables Entered/Removed[b]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2 | . | Enter |
| 2 | VALUE[a] | . | Enter |
| 3 | COMPUTE sq3xv = sq3 * value (COMPUTE), COMPUTE sq4xv = sq4 * value (COMPUTE), COMPUTE aq2xv = aq2 * value (COMPUTE), COMPUTE sq1xv = sq1 * value (COMPUTE), sq1 * value (COMPUTE), COMPUTE sq2xv = sq2 * value (COMPUTE), COMPUTE aq1xv = aq1 * value (COMPUTE), COMPUTE aq3xv = aq3 * value (COMPUTE) | . | Enter |

a. All requested variables entered.

b. Dependent Variable: SATISFAC

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .506[a] | .256 | .241 | .58981 |
| 2 | .579[b] | .335 | .319 | .55840 |
| 3 | .597[c] | .357 | .328 | .55499 |

**Model Summary**

| Model | Change Statistics | | | | |
|---|---|---|---|---|---|
| | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .256 | 16.613 | 7 | 338 | .000 |
| 2 | .079 | 40.107 | 1 | 337 | .000 |
| 3 | .022 | 1.592 | 7 | 330 | .137 |

a. Predictors: (Constant), AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2

b. Predictors: (Constant), AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2, VALUE

c. Predictors: (Constant), AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2, VALUE, COMPUTE  sq3xv = sq3 * value (COMPUTE), COMPUTE  sq4xv = sq4 * value (COMPUTE), COMPUTE  aq2xv = aq2 * value (COMPUTE), COMPUTE  sq1xv = sq1 * value (COMPUTE), COMPUTE  sq2xv = sq2 * value (COMPUTE), COMPUTE  aq1xv = aq1 * value (COMPUTE), COMPUTE  aq3xv = aq3 * value (COMPUTE)

**ANOVA[d]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 40.455 | 7 | 5.779 | 16.613 | .000[a] |
|   | Residual | 117.584 | 338 | .348 | | |
|   | Total | 158.039 | 345 | | | |
| 2 | Regression | 52.960 | 8 | 6.620 | 21.231 | .000[b] |
|   | Residual | 105.078 | 337 | .312 | | |
|   | Total | 158.039 | 345 | | | |
| 3 | Regression | 56.393 | 15 | 3.760 | 12.206 | .000[c] |
|   | Residual | 101.645 | 330 | .308 | | |
|   | Total | 158.039 | 345 | | | |

a. Predictors: (Constant), AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2

b. Predictors: (Constant), AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2, VALUE

c. Predictors: (Constant), AQ3, SQ4, SQ1, SQ3, SQ2, AQ1, AQ2, VALUE, COMPUTE sq3xv = sq3 * value (COMPUTE), COMPUTE sq4xv = sq4 * value (COMPUTE), COMPUTE aq2xv = aq2 * value (COMPUTE), COMPUTE sq1xv = sq1 * value (COMPUTE), COMPUTE sq2xv = sq2 * value (COMPUTE), COMPUTE aq1xv = aq1 * value (COMPUTE), COMPUTE aq3xv = aq3 * value (COMPUTE)

d. Dependent Variable: SATISFAC

**Coefficients$^a$**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.011 | .314 | | 3.223 | .001 |
| | SQ1 | -.019 | .069 | -.017 | -.278 | .781 |
| | SQ2 | .278 | .078 | .244 | 3.545 | .000 |
| | SQ3 | .126 | .060 | .123 | 2.091 | .037 |
| | SQ4 | .156 | .056 | .150 | 2.765 | .006 |
| | AQ1 | .034 | .093 | .026 | .367 | .714 |
| | AQ2 | .009 | .084 | .009 | .108 | .914 |
| | AQ3 | .228 | .099 | .161 | 2.295 | .022 |
| 2 | (Constant) | .933 | .297 | | 3.140 | .002 |
| | SQ1 | -.101 | .067 | -.091 | -1.509 | .132 |
| | SQ2 | .161 | .076 | .142 | 2.113 | .035 |
| | SQ3 | .068 | .058 | .066 | 1.174 | .241 |
| | SQ4 | .147 | .053 | .142 | 2.764 | .006 |
| | AQ1 | -.110 | .091 | -.083 | -1.218 | .224 |
| | AQ2 | -.085 | .081 | -.081 | -1.048 | .296 |
| | AQ3 | .214 | .094 | .152 | 2.280 | .023 |
| | VALUE | .535 | .084 | .443 | 6.333 | .000 |
| 3 | (Constant) | -3.835 | 1.749 | | -2.193 | .029 |
| | SQ1 | .040 | .460 | .036 | .087 | .931 |
| | SQ2 | .642 | .463 | .563 | 1.387 | .166 |
| | SQ3 | -.338 | .350 | -.329 | -.965 | .335 |
| | SQ4 | .108 | .322 | .104 | .336 | .737 |
| | AQ1 | .445 | .551 | .335 | .809 | .419 |
| | AQ2 | -1.162 | .501 | -1.099 | -2.317 | .021 |
| | AQ3 | 1.597 | .595 | 1.130 | 2.684 | .008 |
| | VALUE | 1.891 | .490 | 1.567 | 3.857 | .000 |
| | COMPUTE sq1xv = sq1 * value (COMPUTE) | -.042 | .127 | -.219 | -.332 | .740 |
| | COMPUTE sq2xv = sq2 * value (COMPUTE) | -.143 | .130 | -.772 | -1.107 | .269 |
| | COMPUTE sq3xv = sq3 * value (COMPUTE) | .119 | .096 | .621 | 1.240 | .216 |
| | COMPUTE sq4xv = sq4 * value (COMPUTE) | .007 | .086 | .036 | .084 | .933 |
| | COMPUTE aq1xv = aq1 * value (COMPUTE) | -.161 | .159 | -.862 | -1.013 | .312 |
| | COMPUTE aq2xv = aq2 * value (COMPUTE) | .306 | .141 | 1.773 | 2.163 | .031 |
| | COMPUTE aq3xv = aq3 * value (COMPUTE) | -.381 | .165 | -2.007 | -2.305 | .022 |

a. Dependent Variable: SATISFAC

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