

Non-academic service quality: comparative analysis of students and faculty as users

Abstract :

The research focus was a non-academic service quality assessment within higher education. In particular, non-academic service quality perceptions of faculty and students were evaluated using a service profit chain. This enabled a comparison which helped understanding of non-academic service quality orientation from a key users' perspective. Data were collected using a self-completion questionnaire that was posted on Survey Monkey. A four point Likert scale without a mid-point was used to record respondent perceptions. In total 296 usable questionnaires (192 from students and 104 from faculty) were collected, representing a response rate of 17 percent. Key results indicated that on the whole service users (both faculty and students) were satisfied with non-academic services and this had a positive impact on their loyalty. However, in the case of students, there was a disconnect between loyalty and its 'productive' propagation to the external environment.