

Investigating CTQS for international students: a Malaysian case

Abstract

A review of related literature indicates limited research on critical factors that have impact on perception of higher education services in the context of Asia pacific countries. As such, one of the aims of this study is to gain deeper insight and developing constructs and categorization regarding critical to quality (CTQs) for international students based on interview data. Consequently, the purpose of this article is to identify the service “factors” that postgraduate students use in their evaluation of service quality within the context of Malaysian universities.