

Recommendation of an integrated index for the Quality of Educational Services Using Multivariate Statistics

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Abstract.

In this work, the analysis of the surveys was carried out through a factorial analysis, which facilitates the evaluation of the validity of the selected construct for the case under study, as well as evaluating the quality of the service for each factor, with a view to determining the level of quality of the educational service, for which it integrates elements of descriptive and multivariate statistics with the management of the quality of the educational service. They are used as fundamental statistical techniques, descriptive analysis, factor analysis and analysis of variance. As a final result, it was concluded that the students of five UNITEC careers evaluated the educational service they receive as very satisfactory (4 points), highlighting the tangible elements as the most weighted factor. A significant aspect is that there are no significant differences in the perceptions of students from different careers and different sections.

Keywords: Quality of educational services, Multivariate Statistics, Evaluation of customer.