Conclusion

This study “The study of graduate student satisfaction towards service quality of Universities in Thailand” firstly aimed to measure the perception of the student satisfaction from the service quality delivered by the universities in Thailand. This research also tried to find out if, self payment or tuition fee paid by others influence satisfaction and are there any differences in perception of satisfaction in terms of other demographic factors.

This study aims to find the relationship between the student satisfaction and service quality delivered by the Universities in Thailand. This study tries to answer the following questions:

- Do these service quality variables (non-academic aspects, academic aspects, design, delivery and assessment, group size, program issues, reputation and access) influence satisfaction of the student of the universities in Thailand?
- Does self payment and others’ payment influence satisfaction?
- Are there any differences in the perception of satisfaction in terms of other demographic factors?

To accomplish the research objectives, a questionnaire survey was conducted from 16th February, 2011 to 13th March, 2011 by using a quantitative survey. Research questions were adopted from the studies by Firdaus (2005), Afjal et al. (2009) and Huang (2009).

The data was analyzed using SPSS. All the research questions of this study were answered in chapter five.

we can conclude that all these service quality variables positively influence the student satisfaction. If there is an increase in quality of these variables, it should help to increase the satisfaction level of the students.

For the research question “Does self payment and payment by others influence satisfaction?” We found students whose tuition fee is paid by others differ from the students who pay their own fees in terms of satisfaction. It was shown in table 5.2.8 of chapter five. We found respondents whose tuition fee was sponsored by others had the higher mean score than the respondents who paid their own fees. Meaning, the respondents who pays their own fees have higher expectation of service quality. Even from the significance test we found there is evidence to show that perceptions of satisfaction differ between the respondents whose tuition fee is paid by others and who pay their own tuition fees.

For the last research question “Are there any differences in perception of student satisfaction in terms of other demographic?” We found the student perception of satisfaction differed as the term or
experience increased. The students studying in different terms had different levels of perceptions of satisfaction.

After the analysis of the survey of all the collected data, we can conclude that these service quality variables have significant relationships with the overall satisfaction of the graduate students who were studying in universities in Thailand. The service quality variables and student satisfaction have a moderately positive correlation which means there is still room for continuous improvement. The university may try to focus and put more effort on the service quality variables like non-academic aspects, and program issues because they have the lowest mean scores.

The university can make some improvements to increase the satisfaction level of the students more. They might try to provide various counseling services about career, education, and perhaps finance or others issues. Universities should provide a wide range of specialization programs and other program with flexible structure, which gives more options for students to enroll.

The university should also consider focusing on the other variables since other variables like academic aspects, reputation and design delivery and assessment, as they are important variables for influencing the satisfaction level. As this survey was conducted among graduate students, graduate students are more likely to have higher expectations of service quality variables such as academic aspects, reputation of the college, as well as program issues, like offering a wide range of programs, design, delivery and assessment, which influence their satisfaction.

Group size and access also have good mean score. But group size has weak positive correlation and access has low to moderate positive correlation with the satisfaction of the students. Graduate students may consider less about the class timing, class size for their satisfaction but still there is a positive correlation. So, universities should also consider the items like class timing, class enrollment size, approachability, ease of contact with academic and non-academic staff to improve service quality and student satisfaction.

In this globalized world economy, every business organization is competing with many other business organizations throughout the world in their relevant fields. It is same with the universities; they are competing not only with the domestic universities, but also with the universities all around the world. They are not attracting the domestic students but also the foreign students. Thus, high service quality and student satisfaction plays a crucial role for universities to remain in the fast track race, to attract more new students, and for the success of the organization. From this research we can infer that the higher the service quality, the higher the student satisfaction.