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Service Quality Dimensions and Student Satisfaction at Higher Education in Bangladesh

Abstract

This session will focus on discussing the factors that could determine students' level of satisfaction with the quality of service that they receive from their respective Higher Education Institutions (HEIs) in Bangladesh. In the highly competitive context of Higher Education (HE) of our country, limited academic interest has been invested in exploring these issues following any service quality model. Therefore, this talk will present how the service quality (SERVQUAL) model can determine the extent of student satisfaction at tertiary level education particularly in the context of Bangladesh. SERVEQUAL is an instrument constructed by Parasuraman which has been evident as an effective technique and used in many areas of the service industry. HE as a service is also not an exception (Teeroovengadum et al., 2016). Five dimensions of service quality are measured in the model such as tangibility, reliability, responsiveness, assurance and empathy. This session will demonstrate the relevance of these dimensions with students' satisfaction. While discussing these issues, the Emergency Remote Teaching (ERT) situation amidst COVID 19 pandemic will also be acknowledged. Strategies for providing a satisfactory level of teaching performance during this worldwide crisis will also be highlighted. If we identify the crucial factors in measuring students' satisfaction at HE in our country, it will help us to provide them quality education which may have a sustainable impact on society.