

The Effect of the Covid-19 Pandemic on Foreign Students Studying in Hungary - What Changed?

Authors : Anita Kéri

Abstract : Satisfying foreign student needs has been in the center of research interest in the past several years. Higher education institutions have been exploring factors influencing foreign student satisfaction to stay competitive on the educational market. Even though foreign student satisfaction and loyalty are topics investigated deeply in the literature, the academic years of 2020 and 2021 have revealed challenges never experienced before. With the COVID-19 pandemic, new factors have emerged that might influence foreign student satisfaction and loyalty in higher education. The aim of the current research is to shed lights on what factors influence foreign student satisfaction and loyalty in the post-pandemic educational era and to reveal if the effects of factors influencing satisfaction and loyalty have changed compared to previous findings. Initial results show that students are less willing to participate in online surveys during and after the pandemic. The return rate of the survey instrument is below 5%. Results also reveal that there is a slight difference in what factors have significant effects on school-related and non-school-related satisfaction and overall loyalty, measured pre- and post-pandemic times. The results of the current study help us determine what factors higher education institutions need to consider when planning the future service affordances for their foreign students that might influence their satisfaction and loyalty.

Keywords : pandemic, COVID-19, satisfaction, loyalty, service quality, higher education

Conference Title : ICEQEL 2022 : International Conference on Educational Quality and Enhanced Learning

Conference Location : New York, United States

Conference Dates : June 02-03, 2022