

Assessment of Student Attitudes to Higher Education Service Measures: The Development of a Framework for Private Higher Education Institutions in Malaysia

Authors : Farrah Anne Robert, Robert McClelland, Seng Kiat Kok

Abstract : Higher education service quality is widely regarded as key factors in the long term success of a higher education institution in attracting and retaining students. This research attempted to establish the impact of service quality on recruiting and retaining students in private higher education institutions (PHEI's). 501 local and international students responded to a 49 item educational service measure questionnaire from PHEIs in Kuala Lumpur and Selangor, two states in Malaysia which together account for 60% of private colleges in Malaysia. Results from this research revealed that, inter-alia, facilities, employability, management and administration services, academic staff competence, curriculum and student overall experiences were key driving factors in attracting and retaining students. Lack of "campus-like building" facilities and lecturer's effectiveness in delivering lectures were keys concerns in the provision of service quality by PHEI's in Malaysia. Over the last decade, the Government of Malaysia has set a target of recruiting 200,000 international students to study in Malaysia by PHEI's and PHEI's have failed to achieve this target. This research suggests that service quality issues identified above are impacting efforts to recruit and retain both local and international students by PHEIs. The researcher recommends that further and detailed research be carried on these factors and its impact on recruitment and retention. PHEI administrators can benefit from this research by conducting an evaluation of service measures delivered in their institutions and take corrective measures. Prospective students can benefit from this study by including in their choice factors the "service quality delivery" of PHEI's when deciding to enroll in a particular PHEI.

Keywords : higher education, recruitment, retention, service quality

Conference Title : ICE 2017 : International Conference on Education

Conference Location : Prague, Czechia

Conference Dates : March 23-24, 2017