

An Empirical Study of the Service Quality on the Student Dormitory

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Abstract

This study uses the SERVQUAL Model and the questionnaire to measure the student's dormitory service quality in the university. The study classifies the dormitory service quality based on the Kano Two-dimensional Quality Model and applies Important-Performance Analysis to discuss the difference between the student's expectation and satisfaction about the dormitory service quality in the university. Our result shows that female and humanities and social department students in the university feel significantly unsatisfactory with the dormitory service quality. As expected, "reducing the dormitory fee" can increase the students' satisfaction toward the dormitory service quality.

Keyword : Kano Two-dimensional Quality Model,
PZB Model, Services Quality,
Satisfaction