

Factors Influencing the Students' Perceptions of the Quality of Education Services at Hue University in Vietnam

**Hong-Van Thi Dinh¹, Le-Hang Thi Do^{2*}, Tham Nguyen³, Kien The Pham⁴
and Ngoc Hai Tran⁵**

¹*Department of Education and Psychology, University of Education, Hue University,
No 32, Le Loi st, Hue City, Vietnam*

²*Vietnam Institute of Psychology, No 37, Kim Ma Thuong St, Hanoi City, Vietnam*

³*Department of Geography, University of Education, Hue University, No 32, Le Loi st,
Hue City, Vietnam*

⁴*Department of Inspection and Legislation, Hue University, No 03, Le Loi St, Hue City, Vietnam*

⁵*Institute of Continuing Education, Ha Tinh University, No 447, 26 March St., Ha Tinh City,
Vietnam - PhD Candidate, Vietnam National Institute of Educational Sciences, No 101,
Tran Hung Dao St., Ha Noi, Vietnam*

¹*ORCID: <https://orcid.org/0000-0002-1665-9083>; ²ORCID: <https://orcid.org/0000-0002-0038-9306>; ⁵ORCID ID: <https://orcid.org/0000-0003-3326-1365>*

E-mail: ¹<dthvan@hueuni.edu.vn or dinhthihongvan@dhsphue.edu.vn>, ²<dothilehang@gmail.com or dolehang2020@gmail.com>, ³<nguyenthamb@hueuni.edu.vn or nguyenthamb@dhsphue.edu.vn>, ⁴<ptkien@hueuni.edu.vn and phamthekien.dhh@gmail.com>, ⁵<haingoc74@gmail.com and ngoc.tranhai@htu.edu.vn>

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ABSTRACT In today's competitive higher education environment in Vietnam, higher education institutions have focussed more on quality education services to improve students' satisfaction, which is considered an important factor for attracting and retaining students and evaluating the success of these higher education institutions, as a result. This research aimed to examine Vietnamese students' perceptions about the quality of education services offered at Hue University in Vietnam. The data were obtained from the questionnaires completed by 2933 students from four-university members of Hue University in Central Vietnam. The research results showed that the students were generally satisfied with the quality of education services provided by Hue University. In addition, students' satisfaction at Hue University is most affected by their perceptions about access to education services and the educational environment. The study also provided several implications, for Hue University in particular and other Vietnamese higher education institutions in general, to enhance their education services to improve the level of education service quality for attracting and retaining students.