

Service Performance and Service Quality: Exploring the Post-graduate Research Students' Perceptions of the Service Encounter

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ABSTRACT By developing and testing a conceptual model which was stated as: the PG research students' perception of the PG research service quality is associated with their perception of the PG research supervisors' service performance, the model was fitted to the data obtained from a sample of post graduates at a large research university in South Africa, using AMOS. The chi-square test statistic was reported as 8.951 with a p-value = 0.111, and the RMSEA was 0.004, both statistics indicating a good fit of the model to the data. It was thus concluded that the PG research students' perception of the PG research supervisors' service performance is associated with the perception of the PG research service quality.