

Managerial Implications of a University's Service Quality Dimensions

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ABSTRACT The importance of service quality to an organization cannot be underestimated since it is the very core of an organization's marketing and management strategy. University students' satisfaction with their learning experiences is crucial to the institution's popularity and competitive edge over other universities. Students become the mouthpiece of the education institution as they appear in promotional materials to increase experiential visibility and institutional solidarity. In this instance, they serve as customers endorsing the service quality offered by the university they represent. This paper reports the results of an exploratory survey conducted among students at one of the top five universities in South Africa, namely University of KwaZulu-Natal (UKZN). The results indicated student dissatisfaction with the service offerings. Recommendations are made which the university management can consider to closing these service quality gaps.