

The Link Between Student Satisfaction and Service Quality: A Case of a Rural Based Public University

Cynthia Lion¹, Olabanji A Oni^{2*} and Olawale O Fatoki³

¹*University of Limpopo, School of Economics and Management, Department of Business Management, Private Bag X1106 Sovenga 0727, South Africa*

²*University of Limpopo, School of Economics and Management, Department of Business Management, Private Bag X1106 Sovenga 0727, South Africa*

³*University of Limpopo, School of Economics and Management, Department of Business Management, Private Bag X1106 Sovenga 0727, South Africa*
E-mail: ²<Olabanji.Oni@ul.ac.za>, ³<Olawale.fatoki@ul.ac.za>

KEYWORDS Student Satisfaction. Service Quality. Rural. South Africa. University

ABSTRACT Globalization and the advent of the information age are recent evolutions that have catalyzed increased competition amongst non-traditional competitors. Institutions of higher education now strive to attract the best and most talented students, thus increasing the bargaining power of students as key stakeholders for universities. As such the satisfaction of students with the quality of the services rendered by universities is now paramount in the attraction and retention of students, respectively. This qualitative paper found that the interviewed students at the rural-based institution of higher learning were fairly satisfied with the academic, social and financial factors of the institution. These findings are significant in that they indicated a potential barrier to the competitiveness of the institution in relation to other public universities.