

Satisfaction of International Undergraduate Students at Kampala International
University: Application of the SERVQUAL Model

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Abstract

The objective of this study focused on establishment of the relationship between the five dimensions of service quality and the satisfaction of international undergraduate students at Kampala International University (KIU). Because of the anticipated high non-response, the study focused on all foreign undergraduate students of KIU. A total of 346 respondents were selected for the study and 200 respondents filled and returned back a questionnaire. Using SPSS descriptive and inferential analyses were performed. Data analysis at the univariate level was based on relative frequencies and descriptive statistics such as means. At the bivariate level, all the five hypotheses were tested using Pearson's linear correlation method. At the multivariate level, the dependent variable student satisfaction was regressed on all the five independent variables that is; tangibility, assurance, reliability, responsiveness and empathy at once using multiple regression. It was discovered that while assurance, reliability, responsiveness and empathy had no significant relationship with the dependent variable, the student satisfaction, the tangibility of service quality was found to be significantly positively linearly correlated with the student satisfaction. The study concluded that all but tangibility of service quality were important in the enhancement of student satisfaction in Kampala International University. Therefore, the University should ensure that the physical facilities, equipment and appearance of personnel are maintained and propelled at the highest maximum level as a possible mean in order to enhance the satisfaction of international undergraduate students in KIU. Assurance, reliability, responsiveness and empathy were also not to be neglected but maintained high for the benefit of all concerned parties.