

## **PARSIMONIOUS MEASUREMENT OF SERVICE QUALITY IN HIGHER EDUCATION**

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### **ABSTRACT**

Higher education is a service industry. Within higher education, universities and colleges operate as information systems with which students are consumers of information services. Service quality is a construct that is useful in the evaluation of consumer's perceptions of service provider performance versus consumer expectations. SERVQUAL is a well known instrument that is useful for measuring the service quality construct. It has been adapted to a variety of contexts and has been used for decades. SERVIMPTp is a reduced item instrument that is indirectly derived from SERVQUAL, designed to measure consumer perceptions of service quality performance with a small number of items. A link has been shown to exist between service quality and retention. This research adapted SERVIMPTp, for use in a higher education context to measure perceptions of service quality performance. The instrument was tested against a single surrogate item representing overall service quality.

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