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**Abstract**

The vast majority of studies concerning the implementation of quality assurance in higher education institutions have been conducted from a national perspective, with few cross-national studies. This study aimed to explore the implementation of quality assurance standards in Europe from a comparative perspective. A questionnaire based on Standards and Guidelines for Quality Assurance in the European Higher Education Area was developed to compare countries. The results indicate that higher education institutions mainly formulate their quality assurance systems according to national standards or based on their own needs. The main emphasis in quality assurance is on teaching and learning activities and curriculum development. The major contribution of the study lies in showing how different country settings affect the implementation of quality assurance standards through presenting the strengths and weaknesses for quality assurance implementation among several European countries. (HRK / Abstract übernommen)