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Abstract

This study commences a process of developing a scale for the measurement of service quality in higher education in South Africa and also examines the relationship between the measures of service quality on the one hand and some other related variables such as intention to leave the university, trust in management of the university and the overall satisfaction with the university. Using structured questionnaires, survey data was collected from students ($n = 391$) in two South African universities. Findings indicate that the 52-item measure of service quality in higher education is a multidimensional construct loading on 13 factors with a high reliability coefficient (0.93) and some construct validity. Significant relationships were also found between service quality in HE and other study variables?intention to leave university, trust in management of the university and overall satisfaction with the university. Some further research directions were suggested and policy implications of findings discussed. (HRK / Abstract übernommen) de Jager, Johan, E-Mail: DeJagerJW@tut.ac.za