

Service Quality Dimensions Assessment In Higher Education: An Empirical Analysis

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Abstract: *In India as the higher education institutions numbers is growing, so does competition, and with that comes improvements in quality. In recent years, "the importance of service quality in higher education has become more prominent". Individual customers' opinions on the level of service they received varied widely. While one student may rate the situation as excellent, another may rate it as only average in educational environment. "The purpose of this paper is to assess the students Service Quality Perception in Higher Education".*

Keywords: Higher education, Perception, Service, Quality

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