

## **A Study of Service Quality Dimensions and Satisfaction of Selected Students of Universities in Vadodara.**

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**Abstract:** The quality of service plays a very significant role in determining the satisfaction level of the customers. In education system, the main stakeholder is students and the satisfaction of students is very important for attaining high standards of education and creating good image of any education institutions. The main objective of this research paper focuses on the concepts of service quality and level of students' satisfaction. It also examines the factors in service quality dimensions i.e. Responsiveness, Tangibility, Assurance, Empathy and Reliability (SERVQUAL model) that contribute most to achieve the satisfaction among selected students. For the purpose of the study, 150 samples were selected by convenient sampling method. The data was analyzed with the help of mean and standard deviation. The researchers have found that most of the students are satisfied with the services provided by universities. Such findings can help universities to make better strategies and planning to improve students' satisfaction in higher education institutions & universities. Suggestions for future research are made and limitations are also highlighted.

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**Keywords:** Service Quality, Student Satisfaction, SERVQUAL, Tangibility, Responsiveness, Assurance, Reliability and Empathy.

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