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DEGREE COLLEGE, BOCHAGANJ, DINAJPUR, BANGLADESH**

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SERVICE STANDARD AND STUDENTS' SATISFACTION: A STUDY ON SETABGANJ DEGREE COLLEGE, BOCHAGANJ, DINAJPUR, BANGLADESH

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ABSTRACT

The intention of the study was to explore service quality or standard in higher-secondary and higher education in Bangladesh. Particularly, the study investigated the five dimensions of SERVQUAL Model or RATER (R=reliability, A=assurance, T=tangibles, E=empathy, and R=responsiveness). A total number of 250 students from a college participated in this study. The study found that the higher-secondary and higher education institutions did not meet the students' expectation. In five dimensions of service quality, a gap was noticed between the students' expectation and perception. The gap analysis between service expectation and perception showed that all scores for perception were lower than their expectation scores. It suggested that there are a lot of service improvements attempts need to be fulfilled to promote service quality. Therefore, for the institution to improve the service quality it needs to upgrade facilities in order to minimize the gap between students' expectation and the perception that may be helpful in higher-secondary and higher education in Bangladesh.



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