

EXAMINING THE INFLUENCE OF SERVICE QUALITY IN STUDENT SERVICES ON STUDENT SATISFACTION AT NON-STATE UNIVERSITIES IN SRI LANKA: A CASE STUDY OF SAEGIS CAMPUS

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This study aims to assess the effects of service quality in student services on student satisfaction within the context of non-state universities in Sri Lanka. Specifically, the research focuses on the Saegis Campus as a case study to explore the relationship between service quality and student satisfaction. By understanding the impact of service quality on student satisfaction, educational institutions can identify areas for improvement and enhance the overall student experience. The research has been conducted considering the Saegis campus as a population of the study, and the sample was elected as four hundred using probability sampling by considering the quantitative nature of the study. The independent variables, tangibility, reliability, responsiveness, assurance, and empathy, have been considered with the mediator variable of perceived service quality to find the influence on the dependent variable, student satisfaction. The data has been tested for reliability as well as validity at the initial level, and the hypotheses were tested based on the regression analysis. The study has been designed in a quantitative manner where the research instrument has been taken to collect the data was a structured questionnaire. The study recommends to the decision makers of the private educational institutes that tangibility, reliability, responsiveness, assurance as well as empathy impact service quality of student services on satisfaction among students in private universities in Sri Lanka. Therefore, the decision-makers of the private institutes should consider the said aspects when making decisions related to improving the service quality of student services to ensure student satisfaction among private universities in Sri Lanka.

Keywords: *Higher education, non-state university, service quality, student satisfaction*