DETERMINING THE STUDENTS SATISFACTION AT PRIVATE BUSINESS INSTITUTIONS: APPLICATION OF SERVPERF MODEL

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& Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
5	27-Oct-17	Supervisor's Cubicle	Showed the questionnaire for approval to collect data, noted all the suggestion and made the advised amendments.	
6	23-Nov-17	Supervisor's Cubicle	Discussed about the collected data and took guidance regarding data entry and data analysis on SPSS.	
7	15-Dec-17	Supervisor's Cubicle	Interpretations and recommendations and overall thesis got checked and the report undergone plagiarisms check.	

APPROVAL FOR EXAMINATION

Candidate's Name: Nazish Manzoor Registration No.: 30850

Thesis Title: **Determining The Students Satisfaction At Private Business Institutions: Application Of SERVPERF Model**

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at **7%** that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____ Date: 01/02/18

Supervisor's Name: Bssa Khan

HoD's Signature: _____ Date: 01-02-18.

Abstract

Purpose

Main purpose of my research is to determine the Students satisfaction at private business institutions and to find out the impact of each independent variable on dependent variable. we are going to apply SERVPERF model of service quality and to better understand the service quality in private business institutions and examining how students satisfy with the quality of services which they received from SERVPERF model by (Cronin J. J, & Taylor, 1994). After that private business institutions can improve its services and meet at higher level of Students satisfaction.

Methodology/Sample

Male and female students both are part of this research of private business institutions of Karachi. 400 survey questionnaire were distributed to the students of three private business institutions out of 400 questionnaires, 330 questionnaires were responded back from which 30 were not reflected the appropriate and authentic data. Data of the study was processed on SPSS. After data entry and data transformation, in order understand an impact of dependent variable and independent variables, reliability test, regression and correlation test were applied.

Findings

The findings exhibits that reliability and assurance component of service has the significant impact on student satisfaction. Further it is concluded that tangible, empathy and responsiveness components of service has weak relationship with student satisfaction.

Practical Implications

Some of the essential recommendations are addressed as well to enhance the service quality in private business institutions.

Keywords: Service quality, student satisfaction, private business institutions.

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