

Title : Moral Components of Education Management and Satisfaction with the Educational Services Quality: Chinese Students in Private Education Institutions

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ABSTRACT

The purpose of this research were to study (1) the satisfaction of Chinese students towards the educational services quality in educational management. (2) comparison the satisfaction of Chinese students with the service quality of the educational management classified by gender, age and faculty of study (3) the moral component of the educational management and the satisfaction of Chinese students towards quality service in educational management of private educational institutions. The sample in this study were 296 Chinese graduate students in private educational institutions. The sample size was determined by using the table of Krejcie and Morgan (1977, pp.607-610) with simple random sampling. The results showed that (1) the satisfaction of Chinese students towards the educational services quality in educational management, overall and each aspect were at high level ($\bar{x} = 3.92$). In descending order as follows: providing educational media services, building and facility services, academic services and library services (2) comparison the satisfaction of Chinese students with the services quality in educational management found that, classified by gender and age of Chinese students as a whole were significantly different at 0.05 levels. (3) Moral components, the important for educational management were compassion and sincere attention, affecting the satisfaction of Chinese students towards the educational services quality in educational management. Suggestions for providing educational services for international students include the need for a certificate of Chinese language certification for use with organizations that students work in China. There should be signs to guide the process of providing services in Chinese. Or at least in English.

Keywords: Moral Components, Educational Management, Educational Service Quality