

Title: Services Quality Components Affected Behavioral Intentions of Graduate Students in Private Education Institutions

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ABSTRACT

The purpose of this research were to study (1) the services quality of the private educational institutions (2) the behavioral intentions of graduate students (3) relationship of services quality components affected the behavioral intentions of graduate students in the private educational institutions. The samples were 296 graduate students in the 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 of the research revealed that (1) the level of services quality of the private educational Institutions. In overall and each aspect were at the highest level (\bar{X} = 4.70), both in the efficiency of personnel interaction (Providing teaching and learning media services, academic services) and operating environment (Providing services regarding buildings and facilities, library services) (2) the behavioral intentions of graduate students in the private educational institutions, found that In overall and each aspect were at the highest level (\bar{X} = 4.80). (3) relationship of services quality components affected the behavioral intentions of graduate students in private educational institutions as follows: The efficiency of personnel interaction affected the services quality with positive significantly at .05 level. The operating environment affected the services quality, positively at .01 level. Services quality affected the behavioral intentions of loyalty and bonding behavior with positive significantly at .05 level. Suggestions: Services quality could increase positive relationships and organizational loyalty. So, should to regularly check the needs and assess the services quality of communication or interaction of personnel. Pay attention to improving the operating environment to be ready. Always clean and convenient for service recipients.

Keywords: Components, Service Quality, Behavioral Intentions