

JURNAL MANAJEMEN DAN PEMASARAN JASA
Dimensi Kualitas Jasa Pendidikan

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ABSTRAK

Educational literature suggest that there is mounting pressure from customers of higher education to close the gap between their expectation of institutional performance and the actual performance. Therefore, it is imperative that higher educations actively monitor the quality of their service. This paper deals with measuring the quality dimensions in higher education. The framework developed by Widrick, Mergen and Grant (2002) was used in this paper