

Abstract

The dimensionality of service quality remains debatable with extant literature revealing divergence in thought. This study examined the dimensions of service quality and tested the existence of a significant difference in service quality perception between public and private university students in Kenya. Guided by a positivist paradigm and cross-sectional sample survey, data was collected from 750 randomly selected respondents. A 56-item scale instrument based on performance only paradigm was self-administered to select university students. Factor analysis was employed in determining potent service quality dimensions and Analysis of Variance test used in comparative analysis. A four-factor construct was revealed, with service blue print emerging as an additional dimension of service quality in the Kenyan university context. It was established that there exists a significant difference in the dimensions of service quality between public and private university students. This implied that an appreciation of service quality dimensions is imperative in managing student's expectation and that the university managers have to apply contingent service quality practices. The study recommends adequate regulation to standardize service quality irrespective of the service context. Key words: Kenya, service quality, dimensions, university