



Service Quality Measurement of Higher Education Institutions in TR21 Thrace Region: A Study on Tourism Students

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Abstract

The service quality levels of the three higher education institutions in the TR21 Thrace region were found to be slightly above the middle level (\bar{x} 3.41). Carried out to identify the link between the sub-dimensions of the higher education service quality scale, the correlation analysis revealed a strong positive relationship. Initially, a Exploratory Factor Analysis (EFA) was performed to establish construct validity of the higher education service quality scale, followed by a Confirmatory Factor Analysis (CFA). As a result of the analysis, it was found that the 6 dimension structure at the scale was verified. It was determined that the obtained compliance values were within the accepted values in the literature.

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