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**A FACTOR ANALYSIS OF FACTORS AFFECTING STUDENT  
SATISFACTION OF SERVICE QUALITY OF FACULTY OF  
MANAGEMENT SCIENCE IN HIGHER EDUCATION MARKETING,  
THAILAND**

**Abstract:**

This study aimed to determine management education students' satisfaction towards perceived program service quality across six dimensions namely, program content, qualitative aspects of the lectures, supervision, instruction, measurement and assessment, and preparation professional practice in the Faculty of Management Science (FMS), Ubon Ratchathani University, Thailand. A questionnaire was used for data collection. A confirmatory factor analysis of overall student satisfaction of 499 business seniors in the 7 programs was conducted using the undergraduate faculty of Management Science Questionnaire. The reliability of questionnaire was 0.94 and number of items were 32. Descriptive statistics and second-order confirmatory factor analysis model using MPLUS results showed that all correlations among the six main factors of student satisfaction of service quality were statistically significant ( $p$ -value  $< 0.01$ ). The items of 6 factors of the student satisfaction are valid. The ranged factor loading of student satisfaction of service quality were between 0.76-0.93. The highest factor loading to the smallest factor loading were 1. Instruction 2. Measurement and assessment 3. Qualitative aspects of the lecturers 4. Preparation professional practice 5. Program content and 6. Supervision, thus Faculty of Management Science should improve supervision system and program content of service quality to achieve Faculty of Management Science students' satisfaction. The outcomes of the analysis are discussed and directions for further research are suggested.

**Keywords:**

Service Quality, Student Satisfaction, Factor Analysis, Business Management

**JEL Classification:** M19, I23, I25