

## **Service Quality's Role in Students' Decisions to Study at Further Education and Training Colleges**

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**KEYWORDS** Expectations. Perceptions. SERVQUAL. FET College. TVET College

**ABSTRACT** The aim of this paper was to explore student expectations and perceptions about Further Education and Training colleges with specific reference to reasons for the students' choice of college. A total of 301 respondents participated in a survey which used a questionnaire based upon the SERVQUAL instrument. All the service quality dimensions measured in the students' survey contain negative mean gap scores, indicating a high level of dissatisfaction with the quality of service received. From these findings, the authorities at the FETs can better understand the gaps in their service quality dimensions and how to close them in their attempts to improve on service quality. The reliability dimension, which emerged as the most important service quality predictor, needs the most attention.