

Lao Students' Perceptions towards Quality Education Service in a Selected Higher Education Institution in Central Vietnam

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ABSTRACT During the internationalisation at higher education institutions (HEIs) to attract more international students to study in destination countries, their satisfaction toward the quality of provided education services is crucial for evaluating the success of such HEIs. The purpose of this study was to examine Lao students' perceptions of education service quality in a selected higher education institution in Central Vietnam. A group of 307 Lao students (173 males and 134 females) from 12 departments at Ha Tinh University (HTU), Vietnam, participated in the survey. The study showed that Lao students highly appreciated a good level of service quality provided by HTU. Moreover, the satisfaction of Lao students at HTU is most affected by the hostel, the teaching staff, and the clubs, respectively. The training facility factor has a negligible impact on their satisfaction. The study also provided several implications for HEIs to improve service quality levels to increase international students' satisfaction.