posed at the beginning of the paper (Table 1), six were accepted. The amount paid for tuition did not affect the perceived quality in either case; perhaps it motivated, in part, because the payment of tuition was usually done by a family member and not the student. Additionally, the intention to continue studying is not related to the intention to recommend the university. Moreover, the strong relationship between perceptions and their effect on the perceived academic service quality and student satisfaction at the public and private universities should be highlighted. If this indicator is improved, the greater satisfaction of students will increase the indicator of intent to further study and to recommend the institution to others.

Possible further research could involve a study enlargement by including more universities (in different contexts), set to a critical value to characterize general satisfaction. In addition, it is advisable to check the absence of a price effect of tuition on the perceived service quality, perceived academic and student satisfaction, for this could have significant managerial implications for higher education institutions in the country.

References


