

**FACTORS INFLUENCING ON STUDENT'S SATISFACTION
OF STUDENT SUPPORTING SERVICES
AT THAI NGUYEN UNIVERSITY**

A DISSERTATION

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DOCTOR OF MANAGEMENT
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Signed:

Date:

LỜI CẢM ƠN

Tác giả xin bày tỏ lời cảm ơn chân thành tới những người đã giúp đỡ tác giả hoàn thành bản luận án:

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Nghiên cứu sinh (ký và họ tên):

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DECLARATION OF AUTHORSHIP

I, Doan Manh Hong, declare that this dissertation titled, “Factors Influencing on Student’s Satisfaction of Student Support Services at Thai Nguyen University” and the work presented in it are my own. I confirm that:

- This work was done wholly or mainly while in candidature for a research degree at this University.
- Where any part of this thesis has previously been submitted for a degree or any other qualification at this University or any other institution, this has been clearly stated.
- Where I have consulted the published work of others, this is always clearly attributed.
- Where I have quoted from the work of others, the source is always given. With the exception of such quotations, this thesis is entirely my own work.
- I have acknowledged all main sources of help.
- Where the thesis is based on work done by myself jointly with others, I have made clear exactly what was done by others and what I have contributed myself.

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LỜI CAM ĐOAN

Tôi là Đoàn Mạnh Hồng, xin cam đoan bản Luận án có tên “Các nhân tố ảnh hưởng đến mức độ hài lòng của sinh viên đối với các dịch vụ hỗ trợ của Đại học Thái Nguyên” là công trình khoa học của riêng tôi. Tôi cam đoan rằng:

- Đây là công trình nghiên cứu tôi thực hiện cho đề tài Luận án tiến sĩ của chương trình Liên kết giữa đại học Central Philippine – Philippines và Đại học Thái Nguyên – Việt Nam, được thực hiện tại Việt Nam,
- Không có bất kỳ phần nào của Luận án này được xuất bản trước đó hoặc được nộp ở bất kỳ đâu trước đó để xin cấp bất kỳ văn bằng nào,
- Bất kỳ thông tin nào trong Luận án này có trích dẫn từ các tác giả khác đều có ghi nguồn đầy đủ. Các phần còn lại là nghiên cứu riêng của tác giả,
- Tác giả đã cảm ơn sự giúp đỡ tận tình của GS hướng dẫn và các đồng nghiệp, của những nhà nghiên cứu khác mà tác giả có trích dẫn.

Nghiên cứu sinh (ký và họ tên):

Ngày:

ABSTRACT

In this research, the theories in service quality and student satisfaction were reviewed and the conceptual framework was built by modifying the SERVQUAL and SERVPERF to make the IPO model to put the factors affecting student satisfaction on supporting service at TNU into work. The model consists of five independent variables including Physical facilities, Regulations and service procedure, Administrative staff's capacity and attitude, Lecturer's capacity and attitude, Extracurricular activities, and one dependent variables Overall Satisfaction built and tested for reality. Questionnaire with 5 Likert-scale was used to collect data from students at members of TNU.

A sample of 366 students were randomly chosen at 7 campuses of TNU to answer the questionnaire. The study used 25 observed variables to perform regression analysis and verification of reported values. The results of regression analysis show five components (including: physical facilities, Regular and Procedure of service, Administrative staff, Lecturers, and Extracurricular Activities) have a strong correlation with student satisfaction. It was found out the five variables - facilities, teaching staff, administrative staff, extracurricular activities the regular and procedure were positively related to student satisfaction of the support services of the university. The linear regression test results show that these 5 independent variables were able to explain about 69.7% of the variation in student satisfaction variable of the support services of the university set at 99% level of confidence. Finally, the results of testing show there is difference in the level of satisfaction when respondents were classified by demographic factors.

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