

INTERNATIONAL STUDENT SATISFACTION
WITH UNIVERSITY SERVICES AT
VICTORIAN UNIVERSITIES

THIS THESIS IS SUBMITTED IN FULFILLMENT OF THE REQUIREMENT
FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY

BY

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	i
LIST OF TABLES.....	iv
LIST OF FIGURES.....	v
ABSTRACT.....	vi
DECLARATION.....	viii
ACKNOWLEDGEMENTS.....	ix
CHAPTER 1: INTRODUCTION.....	1
1.1 INTRODUCTION.....	1
1.2 RESEARCH BACKGROUND.....	1
1.3 GENERAL RESEARCH STATEMENT AND JUSTIFICATION FOR THE RESEARCH.....	4
1.3.1 Research of International Students.....	4
1.3.2 Satisfaction of International Students.....	4
1.4 AIM OF THIS STUDY.....	6
1.5 OBJECTIVES OF THIS STUDY.....	7
1.6 RESEARCH QUESTIONS.....	8
1.6.1 The Main Research Questions:.....	8
1.6.2 The Subsidiary Research Questions:.....	8
1.8 RESEARCH METHODOLOGY SUMMARY.....	10
1.8.1 Theoretical Development.....	10
1.8.2 Operationalisation of the Constructs.....	10
1.8.3 Unit of Analysis.....	10
1.8.4 Data Analysis.....	10
1.9 SCOPE OF THE STUDY.....	11
1.10 RESEARCH LIMITATIONS.....	11
1.11 OUTLINE OF THE THESIS.....	12
1.12 CHAPTER CONCLUSION.....	14
CHAPTER 2: LITERATURE REVIEW AND THEORETICAL FRAMEWORK.....	15
2.1 INTRODUCTION.....	15
SECTION 1: OVERVIEW OF THE NATURE OF INTERNATIONAL TERTIARY STUDY IN AUSTRALIA.....	16
2.2 INTERNATIONAL STUDENT MARKET IN AUSTRALIA.....	16
2.2.1 Economic Benefit.....	17
2.2.2 Australia's Strength in this Industry.....	18
2.2.3 International Students are the Customers of Australian HEIs.....	19
2.3 RESEARCH INTO INTERNATIONAL STUDENTS IN AUSTRALIA.....	19
2.4 SECTION SUMMARY.....	21
SECTION 2: THE KEY THEMES OF THE STUDY.....	22
2.5 SATISFACTION IN THE CONTEXT OF HIGHER EDUCATION.....	22
2.6 THE DETERMINANTS OF STUDENT SATISFACTION IN A UNIVERSITY CONTEXT.....	27
2.6.1 Academic Services.....	29
2.6.2 Access.....	30
2.6.3 Administrative Services.....	30
2.6.4 Augmented Services.....	31
2.6.5 Physical Evidence.....	32
2.6.6 Courses Offered.....	32

2.7 SERVICE SATISFACTION	33
2.8 BEHAVIOURAL INTENTION (CONSEQUENCES OF SATISFACTION).....	35
2.8.1 Positive Word of Mouth	36
2.8.2 Recommendation Intention.....	37
2.8.3 Re-enrolment Intention.....	38
2.8.4 The Relationship between Behavioural Intention and Overall Satisfaction.....	38
2.9 STUDENT CHARACTERISTICS	39
2.9.1 Nationality	40
2.9.2 Gender	41
2.9.3 Education Level	41
2.9.4 The Moderating Effect	41
2.10 THEORETICAL FRAMEWORK OF THIS STUDY	42
2.11 CHAPTER CONCLUSION	44
CHAPTER 3: RESEARCH METHODOLOGY	45
3.1 INTRODUCTION	45
3.2 THE RESEARCH PROCESS OF THIS STUDY	46
3.3 STAGE I: PRELIMINARY DATA COLLECTION	47
3.3.1 Literature Review.....	47
3.4 STAGE II: RESEARCH DESIGN	48
3.4.1 The Sampling Process	49
3.4.1.1 The Survey Population	49
3.4.1.2 The Sampling Frame	50
3.4.1.3 The Sample Size.....	51
3.4.1.4 The Sampling Method	51
3.4.2 Questionnaire Design	52
3.4.3 Scale selection	54
3.4.4 The Scaling.....	57
3.4.5 Ethics Issues	57
3.4.6 The Response Rate.....	58
3.4.7 Sample Characteristics	60
3.5 STAGE III: IMPLEMENTATION	62
3.5.1 Pre-testing.....	62
3.5.2 Survey Administration	63
3.5.3 Data Analysis.....	64
3.5.3.1 Data Processing.....	65
3.5.3.2 Structural Equation Modeling.....	65
3.5.3.3 Multiple Regression	68
3.5.3.4 Descriptive and Inferential Analyses.....	70
3.6 CHAPTER CONCLUSION	71
CHAPTER 4: CONSTRUCT MEASUREMENT.....	72
4.1 INTRODUCTION	72
SECTION 1: OPERATIONALISATION	72
4.2 OPERATIONALISATION OF THE THEORETICAL CONSTRUCTS	72
4.2.1 Satisfaction and Overall Satisfaction Measures	73
4.2.2 Overall Satisfaction Measures	75
4.2.3 Behavioural Intention Measures	75
4.2.4 Student Characteristics Measures	76
SECTION 2: CONFIRMATORY FACTOR ANALYSIS.....	76
4.3 CONFIRMATORY FACTOR ANALYSIS.....	77

4.3.2 Model Fit Indices	77
SECTION 3: VALIDITY AND RELIABILITY	81
4.4.1 Content Validity.....	81
4.4.2.1 Convergent Validity	82
4.4.2.2 Discriminant Validity	83
4.5 RELIABILITY	83
4.6 CHAPTER CONCLUSION	85
CHAPTER 5: RESULTS AND DISCUSSION	86
5.1 INTRODUCTION	86
SECTION 1: ANALYSIS AND RESULTS OF MAIN RESEARCH QUESTIONS	87
5.2 MAIN RESEARCH QUESTION 1 AND 2	87
5.3 MAIN RESEARCH QUESTION 3	90
SECTION 2: ANALYSIS AND RESULTS OF SUBSIDIARY RESEARCH QUESTIONS.....	94
5.4 SUBSIDIARY RESEARCH QUESTION 1	94
5.5 SUBSIDIARY RESEARCH QUESTION 2	95
5.6 SUBSIDIARY RESEARCH QUESTION 3	96
5.7 SUBSIDIARY RESEARCH QUESTION 4	97
SECTION 3: DISCUSSION OF THE RESULTS ANALYSIS.....	101
5.8 MAIN RESEARCH QUESTIONS DISCUSSION.....	101
5.8.1 Main Research Question 1 and 2.....	101
5.8.2 Main Research Question 3.....	103
5.9.1 Subsidiary Research Question 1	104
5.9.2 Subsidiary Research Question 2	105
5.9.3 Subsidiary Research Question 3	105
5.9.4 Subsidiary Research Question 4	106
5.10 CHAPTER CONCLUSION	108
CHAPTER 6: CONTRIBUTION, RECOMMENDATIONS AND CONCLUSION	109
6.1INTRODUCTION	109
6.2 CONTRIBUTION OF THE STUDY.....	109
6.2.1 Application of the Adapted Model of Customer Satisfaction.....	109
6.2.2 Factors of University Service	110
6.2.3 The Unidimensional Construct of Behavioural Intentions	110
6.2.4 The Moderating Effects of Student Characteristics.....	110
6.3RECOMMENDATIONS FOR MARKETING APPLICATIONS	111
6.4 LIMITATIONS OF THIS STUDY.....	115
6.5 RECOMMENDATIONS FOR FUTURE RESEARCH	116
6.6 CONCLUSION	117
REFERENCES.....	119
APPENDIX B	141
APPENDIX C	142

LIST OF TABLES

Table 3.1: Characteristics of Sample Respondents.....	60
Table 3.2: Nationality of International Students	61
Table 3.3 Summary of Reliability Obtained from Pre-testing (N=30).....	62
Table 3.4: Model Fit Criteria and Acceptable Fit Interpretation	67
Table 4.1: Measurement Items for Six Factors of University Service	74
Table 4.2: Measurement Items for Overall Satisfaction.....	75
Table 4.3: Results of Measurement Model	80
Table 4.4 Convergent Validity and Discriminant Validity of the Constructs	84
Table 5.1: Goodness-of-fit Measures for Structural Model.....	89
Table 5.2: Summary of the Seven Hypotheses.....	90
Table 5.3: Regression Model Fit	92
Table 5.4: Hierarchical Regression.....	92
Table 5.5: Student Characteristics and t-test for Overall Satisfaction.....	93
Table 5.6: Student Characteristics and t-test for Behavioural Intentions	93
Table 5.7: International Student Level of Satisfaction on Key Factors.....	94
Table 5.8: Students' Overall Satisfaction With Their University.....	95
Table 5.9: Overall Satisfaction and Behavioural Intentions Correlations	96
Table 5.10: ANOVA Results of Nationality on Factors of University Service.....	98
Table 5.11: T-test Results of Gender on Factors of University Service.....	99
Table 5.12: ANOVA Results of Education Level on Factors of University Service.....	100

LIST OF FIGURES

Figure 2.1: Model of Two Levels of Satisfaction and its Consequence.....	34
Figure 2.2: Proposed Theoretical Framework for this Study.....	43
Figure 3.1: The Research Process of this Study.....	46
Figure 3.2: The Proposed SEM for this Study.....	68
Figure 4.1: Measurement Model of Confirmatory Factor Analysis.....	79
Figure 5.1: SEM Model Showing Hypotheses.....	88
Figure 5.2: Overall Research Findings of Theoretical Framework of the Study.....	108

ABSTRACT

International student enrolments make a vital economic contribution to the Australian economy. Because of the importance of international students to the economy, a number of studies have emerged examining the subject of international students in Australia in relation to their living experiences, attitudes and behaviour. In spite of this, very few studies have examined international students' overall satisfaction with their university experience.

This study therefore examines international students' satisfaction with six service factors in Victorian universities. This study also examines student satisfaction as an antecedent of behavioural intentions and how different student characteristics moderate the relationship between overall satisfaction and behavioural intentions (e.g. intention to spread positive word of mouth about their university to others, intention to re-enrol with their university and willingness to recommend their university to others).

An online survey was distributed to four participating universities. Structural equation modeling (SEM) and multiple regression were employed to analyse the main research questions, whilst descriptive analysis and inferential analysis were employed to analyse the subsidiary research questions.

The results from the SEM analysis revealed that overall student satisfaction is influenced by the level of satisfaction with academic services, courses offered, access (i.e. the accessibility to campus buildings and facilities, library operating hours and the various clubs and societies for students) and augmented services. In contrast, administrative services and physical evidence were found to have a non-significant impact on overall satisfaction. Analysis also revealed a strong relationship between overall satisfaction and behavioural intentions. The results from the multiple regression analysis show that the various student characteristics under study (e.g. gender,

nationality and education level) do not moderate the relationship between students' overall satisfaction and behavioural intentions.

This thesis concludes by discussing the various contributions made by this study to both academics and practitioners. It also details several recommendations for future research and for attracting and retaining international students to Australian universities.

DECLARATION

This thesis contains no material that has been accepted for the award of any other degree or diploma in any university or other institution, and the text of the Declaration, wherever the material previously published or written by another person, except where the author is clearly identified as such.



Signed: _____

Siti Fatmahan Padlika