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Measuring the service quality level at higher TVET institutes.

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**Abstract:**

The competition among Higher Learning Institute (HLI) are very stiff. With the resent COVID-19 pandemic, the challenge to attract new student and to retain the current student is required more efforts and initiative from HLIs. Thus, it is very critical for HLI to maintain and improve the service quality to the students as main customer. The main objective of this study is to measure the level of service quality in Technical and Vocational Education and Training (TVET) HLIs. The second objective is to measure the link between service quality and student satisfaction. SERVQUAL Model has been used to measure the service quality level. This research using quantitative approach whereby data collection was done by using questionnaire. The sampling for data collection is withdrawn from final year student by using purposive sampling method. 398 of completed questionnaires have been analyzed by using SPSS and PLS-SEM. The results shows that service quality is marginally high. The highest contribution is Assurance and Reliability factors. Based on the structural model, it is revealed that the service quality has positive and significant effect on student satisfaction. This research can extended to measure the effect of Service Quality towards Student Loyalty.