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The Impact of Service Quality on Students' Satisfaction in Higher Education Institutes of Punjab

Ali Usman

Abstract

In today's competitive environment the education has not only become a major industry and need of the day but it is also an investment by the

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parents for their children. In public as well as in private sector the quality of education is an important factor that is considered for attracting and retaining the students who want to get higher education. The objective of this research is to analyze the impact of different quality services on student satisfaction in higher educational institutes of a big division of Punjab province of Pakistan. Both public and private sector



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