

## **Higher Education Service Quality and Student Satisfaction: The Moderating Role of Demographic Attributes**

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The main objective of this research study is to identify the impact of the quality of the service of the higher education on students satisfaction who are studying in higher education institutes in the Southern province of Sri Lanka and to analyze the moderating impact of demographic background of higher education students on the relationship between the service quality and students' satisfaction. Data were collected through a structured questionnaire from 250 randomly selected full-time students who are studying in state and private universities in the Southern province. Data were analyzed using ANOVA test, correlation, and multiple regression technique. Findings reveal that there is a significant positive impact of service quality of universities on students' satisfaction. A significant moderating effect is shown with the demographic factors of income, occupation, and age of students. Furthermore, out of the five dimensions of service quality factors of Tangibles, Reliability, Responsiveness, Assurance, and Empathy, the research study reveals that Empathy and Reliability are the most influential factors on customer satisfaction in the higher education sector. Therefore, this new knowledge gained through the study can be used to unleash the potential in the Sri Lankan higher education industry.

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