



THE ROLE OF CUSTOMER SATISFACTION AS MEDIATOR
BETWEEN SERVICE QUALITY AND BEHAVIORAL
INTENTION ON PRIVATE HIGHER EDUCATION
INSTITUTIONS IN KOTA KINABALU SABAH

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INTRODUCTION

This chapter begins with background of study which provides an overview on the role of customer satisfaction as a mediator between quality and behavioral intention of private higher education institutions in Kota Kinabalu Sabah. The problem statements were addresses towards various and gaps identified in the study, the statement research objectives, research question, scope of the study and significant of study.

1.1 Background of Study

The purpose of universities is threefold: knowledge creation, utilizing and sharing (Van Schalkwyk & Steekamp, 2014; Umashar & Dutta , 2007) , thus because of the increasing of the higher education institutions , it is enable customers to choose their favorites higher education throughout their interest, the survival of their continuity towards the education field is measured by their service which they delivered to their customers, the quality of the services which been delivered can make the customer satisfied and lead towards customers behavioral intention, the dimension of the behavioral intention is throughout loyalty and word of mouth from the customers. According to Walsh (2009), "There is a link between customer satisfaction and loyalty". Behavioral intention dimension such as loyalty and word of mouth were related towards service quality, these customers will expressed their satisfaction offered by their higher education institutions.