

Improving Service Quality in Student Housing in north Cyprus: EMU as a Case Study

Abstract

The aim of this thesis is to determine how service quality in student housing can be improved in North Cyprus. Owing to the fact that there is a progressive surge in the number of students coming to the island and North Cyprus becoming a renowned force in international education, there is a distinct need to improve and know the most important factors that influence students' decision in regard to students' housing. Student housing is a major element which influence students' overall academic success. Solving for the most salient attributes in selecting student housing is an important research topic.

This study proposes using Multiple Criteria Decision Making (MCDM) method, Analytical Hierarchy Process (AHP) using the pairwise comparison between criteria, to create an evaluation structure with criteria and related weights for improving service quality in student housing. A four level model is constructed and tested. Sixteen alternatives in level four were compared and finding reveal that the first attributes preferred are ventilation and peace which are preferred equally, followed by room arrangement, rules and regulation, empathy, internet access, communication, privacy, reading section, bathroom/shower, refrigerator, kitchen, hot water, maintenance, proximity and cost.

Keywords: Service quality, Student Housing, Analytical Hierarchy Process (AHP).