

ABSTRACT

The objective of this study was to investigate the perception of the service quality as regards to Bachelor of Commerce program. To achieve this objective a sample of one hundred and twenty was picked and administered with a questionnaires that had both semi-structured and likert matrix questions. The sample was picked using the rule of thumb where by questionnaires were administered to the available respondents.

Data collected was analyzed using percentages, mean, standard deviation, variance and coefficient of variation. Percentages were mainly used to analyze part A of the questionnaire, while mean, standard deviation and coefficient of variation were used to analyze part B and C of the questionnaire to aid in comparison. Analysis of the data indicated that there is a high level of expected services as compared to the received service, an indication of existence of service quality gap for all dimensions of service quality. The B.com students have high service expectation for all the service dimensions. High service expectation is on the service dimensions of competence, communication and Access and tangibles.

The following recommendations are considered important given the findings of this study: -The University of Nairobi B.Com programme has already lost one of its key competencies, and that is its strategic location within the city center for many other institutions have already set up campuses within the city center. Kenyatta University is offering B.com program at its campus in Moi Avenue, thereby providing easy access for potential students. This calls for continuous attracting students.

The service dimension with the highest quality gap was responsive hence there is need for improvement on promptness of Lecturers feedback on studentsqevaluation. Mechanisms need to be in place to facilitate address of studentsqcomplaints on a frequent basis