

**AN EXPLORATION OF ILLUSION OF SERVICE ON CAMPUSES AND ITS IMPACT ON STUDENT
COMMITMENT TO HIGHER EDUCATION INSTITUTIONS**

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ABSTRACT

This study explores the illusion of service on campus and its influence on student commitment to the higher education institution. Defining illusion of service as the perceptual difference between faculty and students regarding the quality of education service rendered at a higher education institution, the study hypothesizes and empirically examines the existence of illusion of service and its influence on students' commitment to a college. Data were collected at a major state college located in the United States. Findings support most hypotheses developed in this study, indicating a significant perceptual difference between the faculty and students regarding the quality of educational service. The study also observed that such perceptual differences had significantly negative influence on students' commitment to the school. Implications for service practitioners and researchers are provided.

Keywords: *illusion of service, perceptual gap, student commitment, SERVQUAL, higher education service*