**Determinants of Quality Service**

- **Reliability** involves consistency of performance and dependability. The institution performs the service right the first time.

- **Responsiveness** concerns the willingness and readiness of employees to provide service.

- **Competence** means possession of the required skills and knowledge to perform the service.

- **Access** involves approachability and ease of contact. It means providing efficient services in an accessible way.

- **Courteous** involves politeness, respect, consideration, and friendliness of contact personnel (i.e. receptionists, clerks, telephone operators, etc.).

- **Credibility** involves trustworthiness, believability, and honesty. It involves having the student’s best interest at heart.

- **Understanding / knowing the student** involves making the effort to understand the student’s needs. It involves learning the students’ specific requirements and providing institutional attention.