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Volume 9 (3); 25 September 2019

Research Paper

The use of importance-performance analysis (IPA) in evaluating key attributes of Vietnam's universities.

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J. Educ. Manage. Stud., 9(3): 11-15, 2019; pii:S232247701900003-9

DOI: <https://dx.doi.org/10.51475/jems.2019.3>

Abstract

In Vietnam, administrators from tertiary education institutions consider education as a service, recognizing the importance of providing good training services to meet students' needs and to attract student's enrollment. The author of this research uses the IPA (importance-performance analysis) model to evaluate key university attribute criteria from the perspective of high school students who are subjected to education service and would be university students. The findings of this study are expected to help education managers in identifying strengths and weaknesses of universities in order to seek solutions to better meeting the needs of potential students.

Keywords: Importance-Performance Analysis (IPA), College choice, School choice, Higher education

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