

Internship report
On
“Guest Satisfaction Analysis: A Case Study on
Sunrise Education Consultants”





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“Guest Satisfaction Analysis: A Case Study on
Sunrise Education Consultants”

SUBMITTED TO:

Dr. Indrajeet Mallick

Assistant Professor

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business and Entrepreneurship

Daffodil International University

Submitted BY:

Sifat Islam

Student ID: 211-43-155

Program: BTHM

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: May, 2025

Letter of Transmittal

Date: May, 2025

To,

Dr. Indrajeet Mallick

Assistant Professor

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

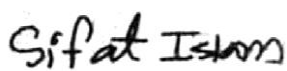
Subject: Submission of Internship Report entitled “Guest Satisfaction Analysis: A Case Study on Sunrise Education Consultants”.

Dear Sir,

It's my pleasure to publish an internship report after a profitable six-month Internship at Sunrise Education Consultants, RB Tower (5th Floor), 56/9, West Panthapath, Lake Circus Road, Dhaka-1205. The title of the internship “Guest Satisfaction Analysis: A Case Study on Sunrise Education Consultants”. I tried to explain all my learning that I have gathered from this internship duration quickly in this report.

I have situated my exceptional exertion to accomplish the desires of the report and expectation that my undertaking will fill the need. The workable data and experience collected at some point in the file planning will highly assist in my future professional life. I will be obliged on the off hazard that you sympathetically verify this undertaking.

Sincerely yours,



Sifat Islam

Student ID: 211-43-155

Program: BTHM

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the internship report on “**Guest Satisfaction Analysis: A Case Study on Sunrise Education Consultants**” for the degree of Bachelor of Tourism and Hospitality management (BTHM) from Daffodil International University carried out by **Sifat Islam**, Student ID: 211-43-155 under my supervision. As far as I am concerned, no part of the internship report has been submitted for any degree diploma, title, or recognition before.

I wish him every success in life.



.....

Dr. Indrajeet Mallick

Assistant Professor

Bachelor of Tourism and Hospitality Management (BTHM)

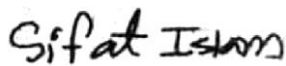
Faculty of Business & Entrepreneurship

Daffodil International University

Declaration of the Student

I am **Sifat Islam**, student of Bachelor of Tourism and Hospitality management (BTHM), Daffodil International University; I do hereby declare that the internship report on “**Guest Satisfaction Analysis: A Case Study on Sunrise Education Consultants**” is a presentation of my original work. This study combines assistance from a number of persons who have been involved in providing appropriate references to the review, conducting surveys for the purpose of analyzing the topics and discussions, and analyzing the data collected altogether.

In addition declare that I have not betrothed in any unethical ways in the course of completing the report, and that the report has been ready exclusively for the purposes of academic research.



Sifat Islam

Student ID: 211-43-155

Program: BTHM

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

First and foremost, I would like to express my sincere gratitude to the Almighty Allah for granting me the strength, patience, and opportunity to successfully complete this internship report. My time at Sunrise Education Consultants, located at RB Tower (5th Floor), 56/9, West Panthapath, Lake Circus Road, Dhaka-1205, was an enriching experience that provided me with valuable knowledge and skills that will benefit me throughout my career.

I am deeply thankful to my respected supervisor, Dr. Indrajeet Mallick, Assistant Professor, Bachelor of Tourism and Hospitality Management (BTHM), Faculty of Business & Entrepreneurship, Daffodil International University, for his continuous support, insightful guidance, and constructive feedback. His encouragement and mentorship were instrumental in the completion of this report.

I would also like to extend my heartfelt appreciation to all individuals who assisted me during this journey by providing useful information, suggestions, and cooperation—especially those who took part in interviews and shared their experiences so generously.

Lastly, I am genuinely grateful to the management, staff, and guests of Sunrise Education Consultants for their support and collaboration throughout my internship period. Their kindness and professionalism greatly contributed to the success of this report.

Sifat Islam

Student ID: 211-43-155

Program: Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Abstract

This internship report presents a comprehensive analysis of guest satisfaction at Sunrise Education Consultants, a prominent education consultancy firm based in Dhaka, Bangladesh. The primary objective of the study was to evaluate the factors influencing client satisfaction and assess the quality of services provided by the organization. Data were collected through a mixed-method approach, including surveys, direct observations, and interviews with 50 clients during a six-month internship period.

The study utilized descriptive, correlation, and regression analyses to examine the relationship between guest satisfaction and key service attributes such as visa processing, scholarship guidance, staff behavior, safety assurance, and promotional offers. Descriptive results revealed that visa processing emerged as the most valued service, with 50% of clients identifying it as highly helpful, followed by scholarship guidance and university application support. Regression analysis indicated that perceived safety had the strongest positive influence on client satisfaction, while other factors like discounts and staff behavior exhibited minimal or statistically insignificant effects.

The findings emphasize the importance of trust, safety, and professional assurance in shaping client experiences within the education consultancy sector. Additionally, the report highlights the critical role of word-of-mouth referrals, as over half of the clients discovered the consultancy through personal recommendations. Despite a high overall satisfaction rate, the analysis uncovered areas for improvement, particularly in communication practices and value-added services.

The study concludes by offering strategic recommendations for enhancing service quality, strengthening client trust, and optimizing referral-based marketing initiatives. It also identifies limitations, such as the small sample size and the focus on a single geographic location, and proposes directions for future research in the evolving landscape of international education consultancy.

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CHAPTER 1- INTRODUCTION

1.1 Introduction

Guest satisfaction refers to how pleased or content clients are with the products and services they receive. In the hospitality and service industry particularly in educational consultancy ensuring client satisfaction should be a top priority. Sunrise Education Consultants takes immense pride in maintaining high levels of satisfaction among its clients, partners, and team members. Their reputation has been built on the foundation of trust, transparency, and a firm commitment to delivering high-quality educational consultancy services. From academic counseling to visa assistance, every client interaction is handled with utmost professionalism and care. The success of these efforts is reflected in positive outcomes, such as successful university admissions, smooth visa processing, and students confidently beginning their academic journeys abroad.

However, the consultancy has recently experienced a significant decline in student inquiries and enrollments. A detailed review revealed that several negative reviews and misleading comments have been circulating across social media platforms and online review sites. These posts allege issues such as poor service, lack of transparency in the application process, and broken promises regarding university placements and visa support. While many of these claims appear to be exaggerated or even false, Sunrise Education Consultants' limited online presence and slow response to feedback have allowed these negative narratives to spread unchecked.

1.2 Background of the Study

Sunrise Education Consultants is a renowned association that specializes in providing learning advisory services, counting guidance on international admissions, scholarships, examination grounding, and career counseling. The firm has earned a strapping reputation for its personalized approach and commitment to helping clients successful in both academic and qualified paths.

In this background, client satisfaction refers to the knowledge and in general happiness of individuals who operate the services obtainable by Sunrise Education Consultants. Over the years, the educational consulting diligence has become increasingly competitive, building customer-centric services a crucial factor in retaining clients and fostering growth. Sunrise Education Consultants acknowledges the magnitude of continuously evaluating and improving its service quality to preserve a bloodthirsty edge. Increased loyalty, repeat business, and favorable word-of-mouth referrals are all results of high

client satisfaction. Understanding client feedback is essential in identifying both the organization's strengths and areas in need of improvement. Delivering an excellent client experience allows Sunrise Education Consultants to stand out from its competitors in the education consulting sector.

1.3 Scope of the Study

My report was organized with the help of Sunrise Education Consultants. As far as this industry is concerned, Bangladesh has a lot of potential. With a large population and a relatively high number of students, their preferred universities within Bangladesh are usually very overcrowded and unmet to accommodate the demand. To gain admission to well-known private universities, there is a tremendous amount of available funding required. However, for these students, it can be viewed as an opportunity to study abroad.

1.4 Objective of the Study

The primary objective of this report is to analyze guest satisfaction at Sunrise Education Consultants.

To achieve the broad objectives, the following specific objectives must be addressed:

1. To identify key factors influencing client experiences.
2. To analyze the factors influencing the levels of guest satisfaction at Sunrise Education Consultants by

1.5 Research Question

Customer satisfaction is essential to the prosperity and standing of service-oriented businesses such as Sunrise Education Consultants. Through staff behavior, responsiveness, communication clarity, professionalism, service efficiency, and personalized support, this study seeks to identify the major determinants of client satisfaction. What are the key factors influencing guest satisfaction at Sunrise Education Consultants, and how can the firm improve its service quality to enhance client experiences. The study will explore how these elements shape client perceptions and overall experiences. Data will be collected through surveys, interviews, and observation of service interactions to evaluate the firm's performance in meeting client expectations. Findings will highlight strengths and areas for improvement, with the goal of providing strategic recommendations such as staff training, improved communication, and

streamlined processes. Enhancing service quality will boost client satisfaction, drive positive word-of-mouth, increase referrals, and foster long-term loyalty in a competitive market.

1.6 Methodology of the Study

This report has been prepared based on the practical experience gained during an internship at Sunrise Education Consultants, where the intern worked as a student counselor under a structured training program. To ensure a comprehensive understanding of the organization and the study objectives, a systematic methodological approach was adopted. Both primary and secondary data were collected and analyzed using appropriate tools and techniques.

1.6.1 Sources of Data

Both primary and secondary sources of data were gathered for this study.

- Primary data were obtained through direct interactions with clients and staff of Sunrise Education Consultants. Methods included face-to-face interviews, structured questionnaires, and surveys. Additionally, direct observation during the internship provided valuable insights into the day-to-day operations and client interactions within the organization.
- Secondary data were gathered from internal records, organizational documents, annual reports, and digital resources such as the official website of Sunrise Education Consultants (<https://sunrise-bd.net>). Relevant articles, journals, and newspapers were also reviewed to support the analysis and discussion.

1.6.2 Sampling Design and Sample Size

The study employed a random sampling method to select participants from among the clients visiting Sunrise Education Consultants during the internship period. This approach ensured that each individual had an equal chance of being included in the sample, thereby reducing selection bias and enhancing the representativeness of the data (Sekaran&Bougie, 2016).

Fifty people in all were chosen to participate in the survey. Based on the participants' accessibility throughout the internship and the requirement to produce a useful dataset for descriptive and statistical analysis, the sample size was established.

1.6.3 Data Analysis

The collected data were processed and analyzed using Microsoft Word and Microsoft Excel. The analysis included the following statistical methods:

- **Descriptive Analysis:** Descriptive statistics were used to summarize and present the data in a meaningful way. This included the use of tables, percentages, and frequency distributions to describe the characteristics of the sample population and their responses (Kothari, 2004).
- **Correlation Analysis:** Correlation analysis was performed to examine the relationships between different variables, such as the relationship between satisfaction and services, discounts, behavior, and safety. The results helped to identify patterns and associations that may exist between the variables (Field, 2013).
- **Regression Analysis:** Regression analysis was conducted to explore the impact of different factors on the level of satisfaction with the services provided by Sunrise Education Consultants. This technique helped in understanding the strength and direction of these relationships, as well as predicting outcomes based on the independent variables (Cooper & Schindler, 2014).

These statistical methods offered a thorough analysis of the data, allowing for a better grasp of the elements that affect guest satisfaction and the effectiveness of the consultancy services.

CHAPTER 2: LITERATURE REVIEW

2.1 Literature Review

Satisfaction is a key performance indicator in the hospitality and service industries, reflecting how well a company's products and services meet or exceed customer expectations. High levels of guest satisfaction often result in repeat business, positive reviews, enhanced brand reputation, and increased revenue. To improve guest satisfaction, businesses can actively seek feedback, provide effective staff training, and implement changes based on customer insights.

In the context of education consultancy firms, guest (or client) satisfaction plays a vital role in determining overall success. Understanding the factors that influence satisfaction enables these firms to enhance their services and build stronger client relationships. This literature review explores key theories, models, and previous research related to Guest satisfaction within the education consultancy sector.

2.1.1 Guest Satisfaction

The idea of guest satisfaction first came to light in some classic research by Cardozo back in 1965, where he described it as a positive evaluation that happens after a purchase. Later on, Kotler and Keller in 2012 defined satisfaction as that mix of pleasure or disappointment we feel when we compare how a product or service performs against what we expected. Similarly, Cronin and Taylor in 1992, along with Zeithaml and others in 1996, pointed out that satisfaction is really about how customers evaluate their overall experience with a product or service.

Bala (2013) claims that comparing perceived performance to expectations leads to the psychological state of guest satisfaction. Customers are unhappy if the performance does not live up to their expectations. However, guests will be satisfied if the performance goes above and beyond their expectations (Lin, 2003, as cited in Sakhaei et al. 2014). High-quality service plays a crucial role in influencing guest satisfaction (Zeithaml, 2000). Customers expect timely responses, personalized support, and professional expertise. Clear communication regarding application procedures, visa assistance, and admission requirements builds trust and enhances satisfaction (Brown & Mazzarol, 2009). Clients also evaluate whether consultancy services are worth the cost based on tangible results, such as successful university placements (Kotler & Keller, 2016).

The integration of online consultation, AI-based assistance, and digital platforms has further improved the customer experience (Dwivedi et al., 2020). Building and maintaining long-term relationships with clients promotes repeat business and generates referrals (Reichheld& Sasser, 1990).

Chen and Zimitat (2006) studied international students' satisfaction with consultancy services, highlighting personal attention and reliability as critical factors. Maringe and Foskett (2010) emphasized the importance of brand reputation and word-of-mouth in influencing students' decisions. Rahman et al. (2019) explored the impact of digital service transformation on student satisfaction, underlining the effectiveness of virtual consultations.

It is worth noting that the efficacy of hospitality businesses is substantially linked to the quality of service rendered by their employees. The recruitment of staff who are imbued with a service-focused mentality is, therefore, of paramount importance. Effective communication and interpersonal skills are key, as interacting with guests is central to hospitality. Successful managers must be capable of leading employees who contribute to guest satisfaction.

The relationship between service quality and guest satisfaction is often discussed in literature as two distinct but closely related constructs (Cronin & Taylor, 1992). Service quality can be assessed without prior experience and is usually measured using specific criteria. In contrast, guest satisfaction is based on actual experience and can be influenced by various factors, not limited to quality.

Many researchers agree that the quality of service is a significant precursor to guest satisfaction (Oliver, 1993; Anderson & Sullivan, 1993). Empirical data shows that satisfaction is largely determined by how guests perceive the quality of the service they experience. These two constructs are strongly correlated and often show a cause-and-effect relationship in research (Iacobucci&Ostrom, 1995).

In the context of educational counseling and consultancy, satisfaction reflects a client's positive evaluation of the guidance, support, and outcomes received throughout their academic journey. As Kotler and Keller (2012) highlight, satisfaction arises when perceived service performance meets or exceeds expectations, which is especially crucial in services involving high personal and financial stakes, such as overseas education.

Educational counseling enhances satisfaction by offering clear direction, reducing uncertainty, and building student confidence, while consultancy services like those provided by Sunrise Education Consultants ensure procedural success in university applications and visa processes. Studies have shown that personalized attention, reliable communication, and trust-building significantly contribute to student satisfaction (Chen & Zimitat, 2006; Brown & Mazzarol, 2009). In this regard, satisfaction is not merely a by-product of service delivery—it is a strategic objective that fosters loyalty, encourages referrals, and sustains competitive advantage in the education consultancy sector.

2.1.2 Counseling on Educational

Counseling is an incredibly effective way to stress the value of education and support students in their journey of personal and academic growth. It involves using professional and ethical communication skills to help individuals gain self-awareness, understand their feelings, and grow as individuals. Educational counseling also plays a key role in ensuring that resources are used efficiently, while helping students cultivate confidence in themselves.

School-based counseling services are often free for students and play a vital role in their overall development. By providing valuable guidance and recommendations, educational counselors help students stay on track with their academic goals, mental well-being, and future careers. Many students struggle when it comes to choosing a career path, which can lead to confusion, anxiety, fear, and even depression. Educational consultants help address these challenges by offering support and tools that empower students to succeed in both their personal and professional lives.

2.1.3 Consultancy

Sunrise Education Consultants provide professional consulting services modified to meet the diverse needs of students from approximately the world. While applying to international universities and securing student visas can be a compound process due to opposed laws, regulations, and application procedures many students face important challenges. This specialized consultancy program is calculated to support students who struggle with college admissions or visa approvals, providing them with the guidance and help needed for a successful submission journey.

I chose this report topic because Sunrise Education Consultants is closely aligned with my field of study. The company is in a crucial phase of building its brand identity and

establishing a strong presence in the market. This makes it a compelling subject of analysis. The report highlights how a consulting firm navigates daily operations to prepare its clients for success in international education. For marketing students, this case presents a valuable opportunity to see how academic knowledge is applied in real-world scenarios—facing challenges, managing risks, and achieving milestones. Moreover, the insights gained can also benefit other emerging businesses or those planning market entry, particularly in developing effective brand management strategies (Hartong, 2021).

CHAPTER 3- ORGANIZATIONAL OVERVIEW OF SUNRISE EDUCATION CONSULTANTS

3.1 Overview of the Sunrise Education Consultants

Sunrise Education Consultants is a premier student consultancy firm nestled in the vibrant heart of Dhaka, Bangladesh. They're dedicated to addressing the educational challenges we face in our interconnected world, working to bridge the gap between educational standards in Bangladesh and those in other countries, all while fostering cultural understanding through teamwork.

Founded:	2014
Head Office:	Dhaka, Bangladesh
Industry:	Education Consultancy
Type:	Private Company
Website:	https://sunrise-bd.net/

3.2 Mission of the Firm

The organization strives to provide exceptional educational assistance and motivate students to value their aspirations while achieving the zenith of their capabilities. They work very hard to help students cultivate high aspirations, uphold social ethical values, and contribute to social responsibility. Marked by a strong devotion to social inclusion, they accept students from diverse backgrounds, thus fostering a positive multicultural setting with a strong sense of community whereby every learner is respected, inspired, and primed for success.

3.3 Vision of the Firm

Our aim is to establish ourselves as the premier consultancy firm in Bangladesh, celebrated for prioritizing student success, pioneering teaching strategies, and our dedication to addressing educational inequalities worldwide.

3.4 Services of the Firm

a. Study Abroad Guidance:

Our counseling services are specifically designed for students who dream of studying at prestigious universities and colleges worldwide. We provide comprehensive support throughout the entire application process, ensuring that each student finds placements that match their academic aspirations and personal preferences.

b. Immigration Services:

- If you're thinking about moving to Germany, Italy, Norway, Romania, or Turkey, we've got you covered with our specialized relocation services designed for skilled individuals, families, and business professionals. We're here to guide you through every step of your journey.
- Our services cover all aspects of your move, including residence visa processing, business immigration, job placement, credential evaluation, and relocation support, ensuring that your transition is effortless and hassle-free.
- If you're seeking visitor visa services, we provide customized, written advice on colonization to ensure that everyone has access to the support they deserve.

3.5. Key Milestones

- We've established strategic partnerships with top universities and colleges around the globe.
- We expanded our immigration consultancy services to include several European countries.

3.6 Market and Customers

- Target Market: Target Market: Students eager to pursue higher education abroad, those learning English, and individuals or families preparing to move overseas for work.
- Key Customers: Bangladeshi students, international educational institutions, and those looking to immigrate to European countries.
- Customer Segments: High school graduates, undergraduate and postgraduate students, professionals, and families.

3.7 Company Culture

Sunrise Education Consultants provides a positive, dynamic environment that fosters both student success and academic development. They prioritize student-centered leadership, innovative strategies, and an intense commitment to student success. As passionate about education, these professionals work tirelessly to help students achieve their educational and career goals.

3.8 Corporate Social Responsibility (CSR)

Sunrise Education Consultants is committed to making a difference in the community. They support local educational efforts and advocate for exchange programs that enhance education in Bangladesh and promote a global perspective.

3.9 Awards and Recognitions

- Most excellent study agency in the country.
- Pinnacle higher Study overseas firm.

3.10 Future Plans

- Grow their connections with universities and colleges.
- Upgrade their immigration services to cover additional countries.
- Create scholarship opportunities for deserving students.

3.11 Contact Information

Previous office:	RB Tower (5 th Floor), 56/9, West Panthapath, Lake Circus Road, Dhaka-1205.
Banani Office:	H- 61(1st Floor), Block F, Road 08, Banani, Dhaka-1213.
Mirpur Office:	16/8 Haji Kujrat Ali Mollah Super Market (4th floor), Mirpur 12, Dhaka-1216.
Email:	info@sunrise-bd.net
Whatsapp:	+880 1911-878274

3.12 Study Abroad

Study in Italy from Bangladesh 	Investigate study opportunities at some of the world's oldest and most important universities in Italy, providing undergraduate, postgraduate, and diploma programs in English. Italian universities provide a wide variety of courses with low or even free tuition fees often more reasonably priced than in other European countries. For Bangladeshi students, Italy presents an outstanding chance to secure complete scholarships. While student visa requirements for Italy are moderately straightforward, applicants should be aware that the dispensation time can be a bit longer.
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Study in USA	Study in USA opens doors to world-renowned education, diverse cultures, and expensive occupation opportunities. With top-ranking universities, vibrant campus life, and access to cutting-edge research, the
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	USA is a top intention for students worldwide. In the event that, you're aiming for undergraduate, graduate, or postgraduate studies, the expedition is filled with enriching experiences and continual possibilities.
Study in Canada 	Canada is a important destination for international students, well-known for its high-quality education, comprehensive environment, and abundant career opportunities. With world-renowned universities and cutting-edge programs, studying in Canada opens doors to a bright prospect in a diverse and welcoming civilization.
Study in UK 	Studying in the UK provide a first-class education through internationally renowned universities, a vibrant cultural history, and outstanding career prospects. With cutting-edge research opportunities, a wide range of academic programs, and a diverse, multicultural ambiance, the UK stands out as a top choice for students seeking international achievement.
Study in Australia 	Australia is a leading purpose for international students, known for its celebrated universities, wide range of programs, and welcoming multicultural atmosphere. Contributing world-class education, a vibrant existence, and strong career prospects, studying in Australia paves the way for both academic achievement and individual expansion.
Study in New Zealand from Bangladesh 	Preparing to study in New Zealand from Bangladesh? celebrated for its high-quality education, sociable culture, and excellent post-study work opportunities, New Zealand is an exceptional choice for Bangladeshi students. Explore everything you need to know from entry requirements and tuition costs to scholarships like the Manaaki New Zealand Scholarship to begin your academic expedition with assurance.

Table 3.1: Study Abroad

3.13 Services of the Firm

- Counseling and VISA handing out
- Scholarship deal
- Finding the right accommodation and housing options
- Preparing for your departure
- Exploring opportunities after your studies
- Understanding the university admission process

CHAPTER 4- RESULTS

4.1 Descriptive Analysis

This chapter provides a comprehensive descriptive analysis of the guests who seek support from Sunrise Education Consultants. Based on the responses of 50 individuals, the findings offer valuable insights into the demographic background, preferences, and satisfaction levels of clients who choose this consultancy for pursuing higher education abroad. Sunrise Education Consultants, located in the heart of Dhaka, Bangladesh, is dedicated to guiding students toward international educational opportunities while bridging the gap between local and global academic standards.

The educational profile of respondents shows that the majority of clients are highly educated. A significant 40% of the participants held a Master's degree, while 28% were graduates (Table 1). Additionally, 20% had professional qualifications, and 12% had completed their Higher Secondary Certificate (HSC). These figures indicate that the consultancy primarily attracts individuals who are well-prepared academically and likely to be seeking postgraduate or specialized study abroad options.

In terms of age, 46% of the respondents were between 20 to 27 years, and another 46% fell within the 28 to 35 age group. Only 8% were between 36 to 43 years. This suggests that the consultancy's primary clientele are young adults either in the early stages of their careers or pursuing higher education soon after completing their undergraduate studies. Gender-wise, male respondents accounted for 68% of the total, while female respondents made up the remaining 32%. Although males were in the majority, the presence of nearly one-third female clients reflects a growing interest among women in seeking international academic opportunities through professional consultancy support.

When asked about their preferred study destinations, 28% of respondents chose Australia, making it the most popular option. Canada was selected by 22%, followed by the USA at 20%. The UK attracted 16% of the respondents, while 10% expressed a preference for Italy, and 4% for New Zealand. These trends highlight a strong inclination toward English-speaking countries with established reputations for quality education and career prospects for international students.

Regarding preferences for the types of universities or colleges, 30% of the respondents favored institutions that offer a wide range of facilities. Another 28% prioritized universities with affordable tuition fees. Popular universities were preferred by 20%, while 12% considered affordable living costs as their main concern. Additionally, 8% were attracted by institutions offering scholarships. These findings emphasize that both affordability and the range of institutional facilities play a critical role in decision-making.

Among the services provided by Sunrise Education Consultants, visa processing was identified as the most helpful by 50% of the respondents. Scholarship guidance was valued by 20%, followed by university application assistance at 16%. Post-arrival support was considered helpful by 10%, while career counseling was selected by only 4%. This clearly shows that visa processing is perceived as the core competency and most crucial support area offered by the consultancy.

The majority of respondents (52%) first came to know about Sunrise Education Consultants through friends, indicating the strong influence of word-of-mouth referrals. Social media accounted for 24% of the responses, while 16% learned about the consultancy through television. The remaining 8% cited other sources. This shows that while digital media plays a growing role, personal recommendations remain the most powerful marketing channel for the organization.

When asked if they believed Sunrise Education Consultants is a fast track to success (Table 2), 92% responded affirmatively, while only 8% disagreed. This overwhelming endorsement reflects the positive reputation and perceived effectiveness of the consultancy. Similarly, when asked whether they felt safe using the services of the consultancy, 84% responded positively, although 16% did not feel the same.

Regarding satisfaction with visa processing, 92% of respondents agreed they were satisfied, while only 8% expressed dissatisfaction. This high level of satisfaction aligns with earlier findings highlighting visa support as a standout service. Furthermore, 88% reported liking their overall experience with Sunrise Education Consultants, while 12% remained neutral.

Concerning the quality of service, 72% of respondents were happy, 12% were neutral, and 16% were not satisfied. This suggests that while the majorities are content, a small but notable portion of clients perceive room for improvement. In terms of expectations, 68% stated that the consultancy met their expectations, 20% remained neutral, and 12% felt their expectations were not met.

Finally, when considering the factors influencing their choice of consultancy, 30% highlighted affordable fees as the most important factor. The number of partner universities was mentioned by 24%, and 20% cited reputation. Experience in handling applications was valued by 16%, while 10% emphasized the range of services offered. This data demonstrates that cost-effectiveness, institutional linkages, and trust in the consultancy's experience all play key roles in shaping client decisions.

The descriptive analysis reveals that Sunrise Education Consultants successfully caters to a diverse yet focused clientele primarily composed of educated, career-oriented young adults. Their strengths lie in visa processing, affordability, and personal recommendations, which collectively contribute to a high satisfaction rate among clients. While most aspects are well-received, addressing areas of moderate satisfaction could further enhance the consultancy's overall service quality and client retention.

Table 1: Descriptive analysis of guest profile

Variables		n=50	Percentage
Education	GRADUATE	14	28
	HSC	6	12
	MASTERS	20	40
	PROFESSIONAL	10	20
Preference of Universities	POPULAR UNIVERSITY	10	20
	WITH AFFORDABLE TUITION FEES	1	2
	WITH AFFORDABLE LIVING COST	6	12
	WITH AFFORDABLE TUITION FEES	14	28
	WITH OF LOT OF FACILITIES	15	30
	WITH SCHOLARSHIP	4	8
Age	20-27	23	46
	28-35	23	46
	36-43	4	8
Gender	FEMALE	16	32
	MALE	34	68
Preference of location	AUSTRALIA	14	28
	CANADA	1	2
	CANADA	10	20
	ITALY	5	10

	NEW ZEALAND	2	4
	UK	8	16
	USA	10	20
Preference of service	CAREER COUNSELING	2	4
	POST ARRIVAL SUPPORT	5	10
	SCHOLARSHIP GUIDANCE	10	20
	UNIVERSITY APPLICATION ASSISTANCE	8	16
	VISA PROCESSING	25	50

Table 2: Descriptive Analysis of Guest Decision-Making Factors

Variables		n= 50	percentag e
From where you came to know about Sunrise Education Consultant?	Friends	26	52
	Social Media	12	24
	Other	4	8
	Television	8	16
Do you think Sunrise Education Consultant is a fast track to success?	Yes	46	92
	No	4	8
How important are the following factors when choosing a Sunrise Education Consultant?	Affordable Fees	15	30
	Experiencing in handling application	8	16
	Number of partner University	12	24
	Range of Service Offered	5	10
	Reputation	10	20
Do you feel safe with Sunrise Education Consultant?	Yes	42	84
	No	8	16
Are you satisfied with the visa processing of Sunrise Education Consultant?	Agree	46	92
	Disagree	4	8
Experience at Sunrise Education Consultant	Like	44	88
	Neutral	6	12
Are you happy with our quality of service of Sunrise Education Consultant?	Neutral	6	12
	No	8	16
	Yes	36	72
How well does the Sunrise Education Consultant fulfill your expectations?	Below Expectation	6	12
	Met Expectation	34	68
	Neutral	10	20

4.2 Regression and Correlation

This section presents the results of the regression and correlation analyses conducted to explore the relationships between client satisfaction and key influencing variables, namely the services offered, discounts provided, staff behavior, and the sense of safety experienced by clients at Sunrise Education Consultants. These analyses aim to determine the strength and significance of each variable in predicting overall satisfaction.

4.2.1 Regression Analysis Results

Table 3 represents the regression analysis that revealed that among the four variables studied, safety exhibited the strongest positive influence on satisfaction, with an estimated coefficient of 0.115 and a p-value of 0.069. Although this value is slightly above the conventional significance threshold of 0.05, it indicates a marginally significant relationship, suggesting that the sense of safety plays a relatively important role in shaping client satisfaction.

The relationship between services and satisfaction yielded a positive but statistically insignificant coefficient of 0.026, with a p-value of 0.582. Similarly, discounts showed a negative coefficient of -0.027 and a p-value of 0.570, while behavior had a near-zero positive coefficient of 0.004 and a p-value of 0.935. These findings indicate that services, discounts, and behavior do not significantly predict client satisfaction when considered independently in the regression model.

The overall model produced a low F-statistic of 1.152, a Multiple R-squared of 0.093, and an Adjusted R-squared of 0.012, indicating that the explanatory power of the model is weak. Only about 9.3% of the variance in satisfaction can be explained by the four independent variables, with an adjusted R-squared suggesting that the model has limited practical predictive value.

Table 3: Result of regression analysis

	Estimate	Std. Error	t value	Pr(> t)	F-statistic	Multiple R- squared	Adjusted R- squared
Satisfaction -->Services	0.026	0.047	0.554	0.582	1.152	0.093	0.012
Satisfaction -->Discounts	-0.027	0.047	-0.572	0.570			
Satisfaction -->Behavior	0.004	0.046	0.082	0.935			
Satisfaction -->Safety	0.115	0.061	1.866	0.069			

4.2.2 Correlation Analysis Results

Table 4 represents the correlation analysis that further supports these findings by illustrating the degree of linear association between satisfaction and each of the explanatory variables. The highest correlation was observed between satisfaction and safety with a value of 0.28, indicating a modest positive association. This aligns with the

regression results, reinforcing the idea that clients' sense of safety has the most substantial influence on satisfaction among the variables analyzed.

Conversely, satisfaction showed very weak correlations with other factors: services (0.04), behavior (0.03), and discounts (-0.14). The negative correlation between discounts and satisfaction suggests that offering discounts alone does not necessarily enhance client satisfaction, in some contexts, have an adverse effect or reflect expectations not being met.

Additionally, inter-variable correlations revealed some interesting dynamics: services and behavior had a moderate positive correlation (0.24), while discounts were negatively associated with safety (-0.20) and services (-0.01). These relationships may imply underlying perceptions or trade-offs clients associate with the consultancy's operations and offerings.

Table 4: Result of the correlation analysis

	Services	Discounts	Behavior	Safety	Satisfaction
Services	1.00	-0.01	0.24	-0.15	0.04
Discounts	-0.01	1.00	0.13	-0.20	-0.14
Behavior	0.24	0.13	1.00	0.03	0.03
Safety	-0.15	-0.20	0.03	1.00	0.28
Satisfaction	0.04	-0.14	0.03	0.28	1.00

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1. Discussion

This chapter presents an explanation and discussion of the findings from the expressive, regression, and correlation analyses connected to guest profiles, preferences, and satisfaction levels at Sunrise Education Consultants. It explain key trends in client demographics, identifies the consultancy's professed strengths, and examine the core factors that influence in general client satisfaction.

The findings of this study expose significant insights into the characteristics, preferences, and satisfaction levels of individuals choosing Sunrise Education Consultants. A cautious assessment of the descriptive statistics, supported by regression and correlation analyses, provide a multi-dimensional considerate of client performance and service efficiency.

The expressive analysis reveals that a greater part of the clients are extremely educated, with 40% holding master's degrees and 28% being graduates. This aligns with accessible literature signifying that higher education levels are powerfully associated with a desire to pursue international education opportunities (Maringe& Gibbs, 2009). As well, most clients are among the ages of 20 and 35, which are reliable with global trends in educational migration where younger age groups seek overseas education for both academic and occupation progression (OECD, 2020).

The majority favorite study destinations with the clients are Australia (28%), the USA (20%), and Canada (20%). These findings are insightful of wider international student mobility patterns, where these countries are seen as contributing to elevated academic quality, employment prospects, and migration pathways (ICEF Monitor, 2020). Moreover, services like visa processing (50%) and scholarship guidance (20%) were rated as most obliging, reinforcing the critical role of technical support in client satisfaction (Chen, 2007).

Regarding the regression analysis, the study attempted to identify whether satisfaction was significantly predicted by four independent variables: services, discounts, behavior, and safety. Although none of the variables reached conventional levels of statistical significance ($p < 0.05$), safety ($p = 0.069$) approached significance, suggesting that clients' perceived safety may play a more vital role in satisfaction compared to other

service attributes. This supports previous research indicating that trust and security are vital in service-based industries, especially in contexts involving cross-border transactions and future planning (Zeithaml, Berry, & Parasuraman, 1996).

The low R-squared value (0.093) suggests that the selected variables account for only a small portion of the variance in satisfaction. This indicates that satisfaction in the context of educational consultancy is influenced by a wider range of factors not included in the model, such as cultural fit, success rate of admissions, and emotional support—factors echoed in past studies on student satisfaction and education consultancy services (Soutar & Turner, 2002).

The correlation analysis further reveals weak relationships between satisfaction and most variables. Notably, the highest correlation was observed between satisfaction and safety ($r = 0.28$), again reinforcing the earlier conclusion about the role of safety and emotional assurance in shaping client experiences (Oliver, 1999). Other variables like services ($r = 0.04$), behavior ($r = 0.03$), and discounts ($r = -0.14$) showed negligible correlation with satisfaction. This indicates that price-based incentives alone may not enhance client satisfaction unless accompanied by high-quality interaction and a sense of security (Cheng, 2014).

Furthermore, a significant portion of clients (92%) believed that Sunrise Education Consultants offers a fast track to success, and 84% felt safe engaging with their services. These findings reinforce the importance of brand image, trust, and reputation—factors widely recognized as influential in service selection and loyalty (Gremler & Brown, 1999).

Overall, the findings indicate that while operational services like visa processing are essential, the psychological and emotional dimensions of the client experience—particularly perceived safety and trust—play a stronger role in satisfaction and loyalty. This reflects broader service marketing theories that emphasize the role of intangible, relational factors in shaping Guest satisfaction (Parasuraman, Zeithaml, & Berry, 1988).

5.2 Recommendation or Implication of the study

The findings from this study provide several important implications for the operational and strategic practices of Sunrise Education Consultants and similar organizations in the education consultancy sector. These insights can guide decision-making to improve client satisfaction, enhance service offerings, and strengthen organizational performance.

1. Prioritize Safety and Trust-Building Measures

The analysis indicates that perceived safety is a crucial factor influencing client satisfaction, even though its statistical significance was marginal ($p = 0.069$). Clients highly value how trustworthy and secure they feel when interacting with consultancy services. To enhance client satisfaction, Sunrise Education Consultants should:

- Emphasize transparent communication during consultations.
- Share success stories and testimonials from past students to build trust.
- Train staff in ethical advising and empathetic communication, ensuring that clients feel heard and respected.

This approach aligns with service quality literature, which underscores the importance of trust and assurance in shaping client perceptions (Parasuraman, Zeithaml, & Berry, 1988).

2. Reduce Reliance on Discounts and Price-Based Incentives

The study found that discounts had either a negative or insignificant relationship with client satisfaction. This suggests that price-based promotions are not a primary driver of perceived value. Instead of focusing on discount-driven marketing, Sunrise Education Consultants should focus on:

- Enhancing the quality of services provided, such as offering personalized counseling or additional career-related resources.
- Providing value-added services like mock visa interviews, document reviews, and pre-departure orientation programs.

This supports the notion that perceived value is more effectively built through high-quality services than through price reductions (Zeithaml, 1988).

3. Strengthen Core Services like Visa Processing and Counseling

Visa processing was rated as the most helpful service by 50% of respondents, making it a cornerstone of the consultancy's offerings. To further improve this area, the consultancy should invest in:

- Hiring or training visa specialists to ensure a smooth process.
- Automating parts of the application process to minimize errors and delays.

- Providing real-time updates on the visa application status to keep clients informed throughout the process.

According to Soutar and Turner (2002), institutions that streamline their administrative processes are more likely to earn students' trust.

4. Invest in Referral-Based Marketing and Alumni Engagement

With 52% of clients discovering Sunrise Education Consultants through friends, word-of-mouth remains the most effective channel for client acquisition. The organization should:

- Develop structured referral programs that incentivize existing clients to recommend services.
- Encourage alumni to share their success stories and experiences.
- Create alumni ambassador programs to engage them in speaking at seminars, webinars, or online sessions to boost credibility and trust.

Previous research supports this by highlighting that peer recommendations are the most credible form of service endorsement (Cheng, 2014).

5. Revisit and Broaden Satisfaction Metrics

The study's low R-squared value (0.093) suggests that satisfaction may be influenced by unmeasured variables, such as emotional support, counselor empathy, or long-term success after study abroad. Therefore, Sunrise Education Consultants should:

- Revise client satisfaction surveys to include qualitative and emotional dimensions, such as feelings of emotional support and confidence in the process.
- Implement follow-up surveys with students after they have traveled abroad to gauge long-term satisfaction and success, which will provide a more holistic view of the client experience.

This aligns with a holistic service quality framework (Grönroos, 2007), where satisfaction is viewed not only from transactional service but also from relational and emotional perspectives.

6. Tailor Services Based on Demographic Trends

The findings show that a majority of the consultancy's clients are young, educated individuals aged between 20 and 35. To better serve this demographic, Sunrise Education Consultants should:

- Design career workshops, scholarship-focused campaigns, and country-specific webinars that cater to the aspirations of this age group.

- Recognize that younger clients value digital convenience, transparency, and real-time engagement in their interactions with services (ICEF Monitor, 2020).

By tailoring their offerings to the specific needs and preferences of this group, Sunrise Education Consultants can enhance engagement and satisfaction. These practical implications help guide Sunrise Education Consultants in improving their services and operations to better meet the needs of their clients, enhancing both Guest satisfaction and organizational performance in the competitive education consultancy market.

5.3 Lessons Learned

This study provided valuable insights into the preferences, perceptions, and satisfaction levels of clients at Sunrise Education Consultants. One key lesson learned is the importance of perceived safety in shaping overall satisfaction. Although services and discounts were assumed to be major influencers, statistical evidence suggested that trust and emotional assurance were more valued (Zeithaml, Berry, & Parasuraman, 1996). This reflects the role of perceived risk reduction and psychological comfort in service industries, especially when clients are dealing with critical life decisions such as international education.

Another important observation is the power of word-of-mouth communication, as 52% of respondents learned about the consultancy from friends. This finding aligns with previous research that positions peer recommendations as one of the most credible forms of marketing in educational services (Cheng, 2014). This highlights the need for consultancies to invest in maintaining strong, ongoing relationships with clients to foster brand loyalty and positive referrals (Gremler & Brown, 1999).

The study also found that client satisfaction is not driven by a single factor, but rather influenced by a range of interconnected elements. The weak regression values support the notion that satisfaction in consultancy services is multi-faceted, reflecting the broader concept of service quality models such as SERVQUAL, where tangibles, reliability, assurance, responsiveness, and empathy jointly impact client evaluations (Parasuraman, Zeithaml, & Berry, 1988).

Lastly, the study confirmed that the target demographic—primarily young, educated individuals—has high expectations for value, guidance, and service transparency. This aligns with global trends indicating that Gen Z and Millennials, especially in developing countries, demand customized, tech-enabled, and transparent educational guidance (ICEF Monitor, 2020).

5.4 Limitations of the Study

- a) Despite these insights, several limitations were identified:
- b) **Sample Size:** The study was conducted on a relatively small sample (n=50), which limits the generalizability of the findings. According to Hair et al. (2010), larger sample sizes improve statistical reliability, particularly for regression and correlation-based analyses.
- c) **Limited Variables:** Only four independent variables were tested (services, discounts, behavior, and safety), whereas satisfaction is often influenced by more complex factors such as communication effectiveness, cultural sensitivity, and perceived success rates (Soutar& Turner, 2002).
- d) **Self-reported Data:** The study relied on participant self-reporting, which can introduce response bias. As Tourangeau and Yan (2007) discuss, social desirability and recall errors can impact the accuracy of survey responses in behavioral research.
- e) **Cross-Sectional Nature:** Since data were collected at a single point in time, the study does not account for how satisfaction may change throughout different stages of the application process or post-arrival experience (Bryman, 2016).
- f) **Low R-squared Value:** The regression model explained only about 9% of the variance in satisfaction, suggesting that additional factors should be explored. This aligns with the view that satisfaction is often driven by latent, non-observable variables, such as expectations and perceived value (Oliver, 1999).
- g) **Geographical Context:** The research was conducted solely in Dhaka, Bangladesh. Hence, the findings may not be representative of client experiences in other regions or global markets, limiting external validity (Yin, 2018).

5.5 Directions for Future Research

- Future studies can comprise a larger and more diverse sample size, covering dissimilar demographic groups, countries, and types of education consultancy firms to improve the generalizability of the findings.
- As digital consultancy services continue to grow, future research could explore the differences in guest satisfaction between online and in-person consultancy services, identifying the advantages and limitations of each model.
- Conducting longitudinal studies that track guest satisfaction over time can provide deeper insights into the long-term impact of consultancy services on students' academic and career success.
- Further research could analyze how branding, word-of-mouth recommendations, and marketing efforts impact customer trust and satisfaction in education consultancy firms.

5.6 Conclusion

The study set out to explore the factors influencing client satisfaction at Sunrise Education Consultants, with a focus on client demographics, service preferences, and the role of core service attributes such as safety, behaviour, and discounts. Through descriptive, regression, and correlation analyses, the research uncovered that while procedural services like visa processing are highly valued, it is the psychological dimensions—particularly perceived safety and trust—that most strongly influence satisfaction levels. Despite the regression analysis revealing no statistically significant predictors of satisfaction, the variable of safety approached significance and showed the strongest positive correlation, indicating that emotional assurance is central to the client experience. Discounts and behavioral aspects, contrary to common assumptions, had minimal or even negative impacts on satisfaction, suggesting that clients prioritize credibility and reliability over cost-saving benefits. The demographic profile of the clients—young, educated individuals—along with their preferred study destinations and reliance on word-of-mouth recommendations, highlights the need for consultancies to not only deliver quality services but also cultivate trust, transparency, and emotional support. These findings reflect broader service quality frameworks, where relational and experiential factors outweigh transactional ones in driving satisfaction and loyalty. Overall, the study confirms that client satisfaction in education consultancy is multi-faceted and cannot be captured by operational metrics alone. Future success in this sector will depend on how well organizations can integrate empathy, credibility, and long-term value into their service strategies.

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Websites: Annual Report of Sunrise Education Consultants-2023

- <https://sunrise-bd.net/>
- <https://sunrise-bd.net/company-profile>
- <https://sunrise-bd.net/mission-vision>
- <https://sunrise-bd.net/study-abroad>

Appendix

Sample of Questionnaire



Daffodil International University

Title: “Guest Satisfaction Analysis of Sunrise Education Consultants”

Dear Sir,

I am the student of Daffodil International University, Bachelor of Tourism and Hospitality Management (BTHM) program. I am conducting survey related to “Guest Satisfaction Analysis of Sunrise Education Consultants” for the purpose of fulfilling the reporting of semester needs. This questionnaire is a part of the academic requirement. I assure you that your answer will be kept completely confidential.

Thank you for your cooperation:

Name of the Respondent :

Age :

Designation :

1. Gender of Respondents:

a) Male (b) Female

2. Age of the respondents

a) 18-25 b) 26-30
c) 31-35 c) 30 to up above

3. Educational qualification of respondents

a) Graduate b) Post Graduate
c) Professional c) Higher Secondary

4. Are you happy with our quality of service?

a) Yes b) No c) No comments

5. What kind of University/ Colleges do they offer?

a) Popular Universities/colleges b) With of lot of facilities
c) With affordable tuition fees d) With affordable living cost
e) With scholarship (if you are capable)

6. **Are you satisfied that they can help you on visa processing?**
 - a) Agree b) Strongly agree c) Neutral
 - d) Disagree e) Strongly Disagree
7. **How would you rate your experience about their consultant?**
 - a) Loved it b) Hated it c) Dislike it
 - d) Neutral e) Liked it
8. **Do you really feel that an education agent is a fast track to success?**
 - a) Definitely yes b) Yes d) No
9. **Brands & services of Sunrise Education Consultant**
 - a) Excellent b) Good c) Average d) Poor
10. **From where you came to know about Sunrise Education Consultant?**
 - a) Television b) Friends c) Internet d) Others
11. **Discounts & offers by Sunrise Education Consultant**
 - a) Excellent
 - b) Good
 - c) Average
 - d) Poor
12. **Are you satisfied our behavior?**
 - a) Agree b) Strongly agree c) Neutral
 - d) Disagree e) Strongly Disagree
13. **Feeling of safety and security of Sunrise Education Consultant**
 - a) Excellent b) Good c) Average d) Poor
14. **How important are the following factors when choosing a consultancy?**
 - a) Reputation
 - b) Affordable fees
 - c) Number of partner universities
 - d) Range of services offered
 - e) Experience in handling applications
15. **Which service provided by the consultancy do you find most helpful?**
 - a) University application assistance
 - b) Visa processing
 - c) Scholarship guidance
 - d) Post-arrival support
 - e) Career counseling

15. Where do you want go abroad to study

- a) Italy
- b) USA
- c) Canada
- d) UK
- e) Australia
- f) New Zealand

16. How well does the consultancy fulfill your expectations in the following areas?

- a) Meets Expectations
- b) Neutral
- c) Below Expectations
- d) Far Below Expectations