

## **DESIGN OF A MULTIDIMENSIONAL MEASUREMENT INSTRUMENT FOR STUDENT PERCEIVED VALUE CLASS SERVICE**

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### **ABSTRACT**

The purpose of the paper is to design a multidimensional instrument of perceived value of the service class in the service industry of higher education. For this purpose, first a literature review was conducted on measuring the perceived value of the service for the customer, finding the following results: the concept of perceived value is dynamic, abstract and multifaceted, presenting two conceptualizations (utilitarian and social-psychological) and three approaches to measurement (global measure of a single item, unidimensional overall with multiple items and multidimensional). Antecedent value constructs (quality service, monetary price, perceived risk, convenience, behavioral price, emotional response, and reputation) and its consequences (satisfaction and behavioral intentions) were also described. Following the methodology proposed by Martínez [46], an instrument for measuring the value for the specific service of university classes with content validity was designed, creating, modifying and adapting items from proposed by different researchers and expert judgment batteries. The battery intended contains 50 items divided into seven dimensions (functional value, social, emotional, epistemic, by money, reputation and image, and sacrifices). Finally, from comprehensive model proposed by Valdivieso [75], future researches are proposed using the instrument designed perceived value.

**Keywords:** Perceived Value of the Service Classes, Multidimensional Measure, Measuring Instrument, Evaluation of the Class Service, Comprehensive Model.