

Importance and Performance Analysis on Service Quality of Lifelong Education Institutions - focused on Adult Learners.

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- **Abstract:** In the rapidly changing modern society, it has become difficult to adapt to one's personal life and social interactions without continuous learning. Therefore, this study investigated the needs and satisfaction of adult learners based on the SERVQUAL model for the purpose of improving the educational service quality of lifelong educational institutions, which are organizations of organized educational activities for adults. As a result of the IPA analysis, first, problem-solving skills, excellent amenities, required curriculum, and convenience of operation were extracted as areas for areas that should be intensively improved for all adult learners. Second, in the case of disabled learners, convenient access was extracted as a variable to be intensively improved. Thirdly, for non-disabled adult learners, commitment to learners, safe personal information management, required curriculum, and convenience of operation were extracted. In this study, by analyzing service quality factors from the adult learner's perspective, lifelong education institutions' educational service quality management plan was presented.
- **Keywords:** Lifelong education institution, Adult learner, education service quality, Satisfaction, Demand, IPA