

Priorities of Education Quality Service with Higher Education for Sustainable Development (HESD) Dimensions.

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- **Abstract:** One indicator of good quality of community life is when people have a good level of education. University is one of the institutions that carry this mission. With the enactment of ASEAN economic community and also global market, the demand to become a world class university is getting bigger. It is therefore important to discover the current performance of university to find out how it can make improvements in order to improve its performance. As one of the major university in Indonesia, Universitas Airlangga has made much effort to achieve that goal. This research aims to raise the issue of efforts and strategies of Universitas Airlangga in improving its performance for the achievement of international standard quality. This study identifies awareness about sustainability and students' perceptions of the Higher Education for Sustainable Development (HESD) dimensional. Four hundred and eight respondents in this study are chosen by using purposive sampling method. The results of the study reveal that the Sustainable Environment Program is still considered weak in implementation while the dimension that is considered the best in its implementation is the Research and Development Program. Managerial implications and suggestions for future research then are delivered.
- **Keywords:** ASEAN economic community, (HESD) dimensional, Managerial implications.