



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

**A STUDY ON STUDENTS' SATISFACTION TOWARDS THE HOUSING FACILITIES
AT APARTMENT PELAJAR JALAN TUN ALI (APJTA)**

MOHD IRWAN BIN WAHAB

2010223034

AHMAD FARID BIN ZAINAL

2010806758

[JULY 2012]

Supervisor's Comments

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Moderator's Comments

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CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR

Name of Supervisor : Madam. Siti Melinda Bt Haris

Title of Research Report : A Study on Students' Satisfaction Towards The Housing
Facilities At Apartment Pelajar Jalan Tun Ali (APJTA)

Name of Students : Mohd Irwan bin Wahab
: Ahmad Farid bin Zainal

I have reviewed the final and complete research report and approve the submission of the
report evaluation.

.....

(SITI MELINDA BT HARIS)

Date:

LETTER OF TRANSMITTAL

Mohd Irwan Bin Wahab
Ahmad Farid Bin Zainal
Bachelor of Administrative Science (Hons)
Faculty of Administrative Science and Policy Studies
UiTM Melaka City Campus

Madam Siti Melinda Bt Haris
Research Project Supervisor
Faculty of Administrative Science and Policy Studies,
University Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
73500 Melaka

Dear Madam,

SUBMISSION OF APPLIED RESEARCH REPORT

In regards to the above subject matter, we hereby submit our research report entitled “**A Study on Students’ Satisfaction Towards the Housing Facilities at Apartment Pelajar Jalan Tun Ali**” as the **requirement for the completion of Applied Research (ADS666)** subject for your kind perusal and retention.

Thank You.

Your Sincerely,

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Mohd Irwan Bin Wahab
2010223034
Bachelor of Administrative Science (Hons)

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Ahmad Farid Bin Zainal
2010806758
Bachelor of Administrative Science (Hons)

ABSTRACT

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining and measuring it with no overall consensus emerging on either. Customer satisfaction and service quality are often treated together as functions of customer's perceptions and expectations and research has shown that high service quality contribute significantly to profitability. Service quality is required to be first measured in order to improve the quality in a service organization. Practitioners and academics are eager on measuring service quality accurately in order to have better understanding of its indispensable antecedent and consequences, and eventually ascertain methods for improving and measuring service quality in search for competitive advantage. This study will determine the level of satisfaction among the students towards the housing facilities at by Apartment Pelajar Jalan Tun Ali (APJTA) such as the room, cafeteria, laundry system, surau. The study was based on a survey carried out from the questionnaire that is administered involving 160 students. By using the descriptive analysis the level of satisfaction among the students towards the housing facilities are examined. The findings show that the levels of satisfaction among students are mixed. However, majority of students are satisfied with the housing facilities at APJTA. The findings of this study will help the management of APJTA or the to improve their service provided to the students in achieving the students' satisfaction due to the evaluation of satisfaction level for every variables (facilities).