STUDENTS’ SATISFACTION TOWARDS SERVICE QUALITY AT UiTM MELAKA CITY CAMPUS’S LIBRARY

NUR SHAZWANI BINTI MOHAMAD KAMAL
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SUPERVISOR:
MISS NORAZLIN BINTI ABD. AZIZ

CO-SUPERVISOR:
MR. AB MALEK BIN MD SHAH

JANUARY 2014
LETTER OF TRANSMITTAL

Nur Shazwani Binti Mohamad Kamal  
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Miss Norazlin Binti Abd. Aziz  
Advisor Lecturer of Applied Research  
Faculty of Administrative Science and Policy Studies  
UiTM Kampus Bandaraya Melaka

Dear Miss,

Submission of research report regarding subject matter, we hereby submit our research report entitled “Students Satisfaction Towards Service Quality At Library UiTM Melaka City Campus” as requirement for the completion of applied research project (ADS 555) subject for your kind perusal and retention.

Thank you,

Yours sincerely,

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Nur Shazwani Binti Mohamad Kamal  
2011575441  
Bachelor Of Administrative Science (Hons.)

______________________________
Syahida Azwa Binti Md Said  
2011522891  
Bachelor Of Administrative Science (Hons.)
CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of supervisor : Miss Norazlin Binti Abd. Aziz

Title Of Research Report : Students’ Satisfaction Towards Service Quality At UiTM Melaka City Campus’s Library

Name of Student 1 : Nur Shazwani Binti Mohamad Kamal

Name of student 2 : Syahida Azwa Binti Md Said

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

_______________________
DATE:
Supervisor’s comment

Moderator’s comment
ABSTRACT

This study examines the factors that influence students' satisfaction towards service quality at UiTM Melaka City Campus’s library. Reviews of the literature show that there are few factors that influence the students' satisfaction towards service quality. Studies done by other researchers were used as guidelines to determine what factors can be tested in this study, and the factors are regarding the SERVQUAL dimension (tangible, reliability, responsiveness, assurance, and empathy). A questionnaire survey was distributed to 357 respondents among students at UiTM Melaka City Campus who receive library services. A total of 357 valid responses were obtained. Data analysis shows that a significant relationship exists between five factors towards students' satisfaction towards service quality at UiTM Melaka City Campus’s library. Assurance emerged as the most influential factor that influences students' satisfaction towards service quality at UiTM Melaka City Campus’s library.