

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA

A STUDY OF STUDENTS' PERCEPTION ON THE
QUALITY OF SERVICES IN THE ACADEMIC AFFAIRS
DIVISION (AAD) OF UITM CAWANGAN SABAH

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TABLE OF CONTENTS

Clearance for submission of the research report by the supervisor	I
Declaration	II
Acknowledgement	III
Abstract	IV
List of tables	V
List of charts	VII
List of figure	IX
Chapter I: Introduction	
Chapter Objective	1
Introduction	2
Problem Statement	3
Research Objectives	4
Scope of Study	4
Significant of the Study	5
Key terms / concepts	5-7
Chapter II: Literature review and conceptual framework	
Chapter Objective	8
Literature Review	9-12
Conceptual Framework	12-15
Chapter III: Research Methodology	
Chapter Objective	16
Research Design	17

Unit of Analysis	17
Sample size	17
Sampling Technique	18
Measurement / Instrumentation	18
Data Collection	19
Data Analysis	20
Research Summary	21-22
Chapter IV: Findings	
Chapter Objective	23
Profile of the respondents	24-25
Findings by objectives	25-34
Chapter V: Discussion and Recommendation	
Chapter Objective	35
Main findings revisited	36-38
Recommendation	38-39
References / bibliography	40-42
Appendices	
Appendix A	43-48
Appendix B	49-62
Appendix C	63-68
Appendix D	69-70
Appendix E	71-74

THE ABSTRACT

The perceptions of students are of paramount significance and the Academic Affairs Division (AAD) of Universiti Teknologi MARA Cawangan Sabah should know the key aspects of services quality and their order of importance. The objective of this study is to examine the students' perception on services quality of AAD. To achieve and establish the objective, the information was gathered by distributing questionnaires to 120 respondents and this study was conducted using convenient sampling technique. At the end of the research, it was shown that the students' perceptions on the AAD of UiTM Cawangan Sabah are of average level. There are also indications that sometimes the services do not fulfill the students needs and requirements. A variety of perceptions have been identified from the respondents. As a conclusion, the services of AAD Cawangan Sabah need to be improved in order to make them attain quality standard.

Table 4.6: Students' perceptions on the AAD responsiveness: Willingness to

Table 4.7: Students' perceptions on the AAD assurance: Courtesy of Staffs

Table 4.8: Students' perceptions on the AAD assurance: Courtesy of Staffs

Table 4.9: Students' perceptions on the AAD empathy: Attitude of AAD staffs

Table 4.10: Group Statistics (Mean)

Table 4.11: Students' perceptions on AAD level of quality

Table 4.12: Students' perception on AAD based on their level of importance

Table A: The time that students spend to visit AAD

Table B: The reason students choose the time to visit AAD

Table C: Location of AAD as convenient to students

Table D: Students satisfaction on services provided by AAD based on their priority: Seats are provided

Table E: Students satisfaction on services provided by AAD based on their priority: The environment of AAD is good

1.0 Introduction

Service quality is an important fact for a company or organization. Every organization has to manage it very well. However, it is very difficult for a manager to know the best way to have service quality. It is because each customer is different and has his own perceptions and expectation towards quality services. According to Gronroos (1986), 'the expected service is a function of a customer's past experience, personal needs, word of mouth and communication of the firm'. Thus, the firm has to take an account to a lot of point about service quality.

The Academic Affairs Division (AAD) of Universiti Teknologi MARA Cawangan Sabah is one of the organizations that provide its services to students. The AAD has the responsibility to manage student educational information. AAD plays vital roles to ensure that students will obtain the accurate information about their study. It is because any inaccuracy of information will lead students to face difficulties. As a result, by conducting this research, we will know about the student's perceptions towards the service quality of AAD. These perceptions will determine whether AAD is delivering services of quality or not.