



SERVICE QUALITY AND STUDENTS' SATISFACTION TOWARD THE
ACADEMIC AFFAIRS DIVISION SERVICES:
UITM SARAWAK STUDENTS' PERSPECTIVES

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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. Students' satisfaction and service quality are often treated together as functions of students' perception and expectation 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 paper aims to investigate how students perceive the service quality offered by the administrative staff of the academic affairs department at UiTM Sarawak. The questionnaires were distributed among the students at UiTM Sarawak, Samarahan campus. The measurements used were based on the widely accepted SERVQUAL model which is the most common method for measuring service quality. A descriptive statistics analysis was used to assess the students' perception on the quality of services provided by the administrative staff of the UiTM Academic Affairs Division. This study also identifies the diploma and bachelor degree students' satisfaction towards the overall service quality provided. The results of the study indicated that all of the service quality dimensions are important. The tangibles dimension is the most satisfied dimensions from the respondent's point of view among the others and respondents are less satisfied with the reliability dimension especially the staff provided services at the promised time. Besides that, tangible was rated as the most important SERVQUAL dimension followed by assurance, responsiveness, empathy and reliability. Other than that, the diploma students were more satisfied to the overall service quality compare to the bachelor degree students.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Every educational institution needs to comprehend its inside quality and shortcoming, and external opportunities and dangers. As one of the head foundations of higher adapting in Malaysia, Universiti Teknologi MARA (UiTM) draws quality from the activities of its establishing fathers, investigating and mastering different outskirts of information as it works towards arriving at more noteworthy statures and commending more achievements at home and abroad. A definitive objective is to put UiTM on the world map.

UiTM is Malaysia's biggest foundation of higher adapting regarding size and population. It has encountered exceptional development since its commencement in 1956 and it is as of now developing. One of Uitm extensions is Universiti Teknologi MARA (UiTM) Sarawak and lasting grounds is placed in Kota Samarahan, a creating territory, referred to better as the 'information center point'. It is among the most punctual open higher learning foundations made in Sarawak. UiTM Sarawak started its verifiable part when it first grounds started working on 1 July 1973 at Batu Lintang and it confronted a few migrations, Semenggok (1987), Semariang (1991) lastly settled in Samarahan in 1997. UiTM Sarawak comprises of three campuses; Samarahan 1 campus (primary facilities), Mukah campus was begun its operation in 2002 and Samarahan 2 campus was formally worked in October 2013 (retrieved from <http://sarawak.uitm.edu.my>).

In UiTM Sarawak, students originate from diverse nations with distinctive social foundations. In this manner, their desire and impression of fulfillment may vary. Considering the entire world as a solitary business sector and each university as a contender, one can say there is a serious rival. Student satisfaction assumes a pivotal part in the achievement of a university. Former research on services holds that a definitive objective of a service supplier must be to surpass customer desires