

*THE CUSTOMER SATISFACTION TOWARD SUPPORTING SERVICES OF
TEACHING AND LEARNING ACTIVITIES PROVIDED BY USIM*



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2006142921

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

NOVEMBER 2009

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**Submitted in Partial Fulfillment of the
Requirement for the Bachelor of Business
Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



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BANDARAYA MELAKA

“DECLARATION OF ORIGINAL ARTWORK”

I Yusnida bt Mohd Pauzi, (I/C Number: 830210-03-5088)

Hereby, declare that,

- This artwork has not previously been accepted in substance for any degree, locally or oversea and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent artwork and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation and marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

NOVEMBER 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty Of business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

According is the project paper titled **“THE CUSTOMER SATISFACTION TOWARD SUPPORTING SERVICES OF TEACHING AND LEARNING ACTIVITIES PROVIDED BY USIM”** to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you

Yours Sincerely,

YUSNIDA BT MOHD PAUZI

2006142921

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This research was conducted for the purpose of “The Customer Satisfaction toward Supporting Services of Teaching and Learning Activities Provided by USIM”. The main objective of this research was to identify the importance of supporting services provided by Universiti Sains Islam Malaysia (USIM) to enhance the level of student satisfaction of that service besides teaching and learning activities.

The research is conducted using non-probability sampling method is convenience sampling. The questionnaire of this research was distributed to 150 respondents which 30 respondents each of the USIM's Hostel. The Hostels are Sutera Indah, Jati, Nilam Court, Camelia Court and Pandan Mewah. The supporting services that influence student's satisfaction such as attention, supporting and leading, learning environment and facilities, then to identify the USIM's strategy and effective actions should be taken to enhance their services. The conclusion of the research was the outcome from the data analysis and finding. Based on the finding, some recommendations have been suggested in order to help USIM's Management and will enhance the student satisfaction.