



**UNIVERSITI TEKNOLOGI MARA  
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**CRITICAL SUCCESS FACTORS OF SERVICE QUALITY IN  
HIGHER EDUCATION: A CASE STUDY OF TECHNOLOGY  
COLLEGE SARAWAK (TCS)**

**ABR 796  
APPLIED BUSINESS RESEARCH**

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## **LETTER OF TRANSMITTAL**

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### **APPLIED BUSINESS RESEARCH**

With great pleasure, we would like to submit our research entitled 'Critical Success Factor Of Service Quality In Higher Education: A Case Study Of Technology College Sarawak (TCS)'.

With this submission, we fulfill the requirement for the completion of Master of Business Administration (MBA) program.

We would like to take this opportunity to express our sincere gratitude and appreciation for your guidance and constructive comments rendered to us throughout the preparation on this paper.

Thank you

Yours truly,

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# **TABLE OF CONTENT**

**Chapter**

**Page**

## **ACKNOWLEDGEMENT**

## **ABSTRACT**

<b>I</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1 Introduction	
	1.2 Background of study	
	1.3 Problem Statement	
	1.4 Research Objectives	
	1.5 Research Questions	
	1.6 Significance Of Study	
	1.7 Scope and Limitation	
<b>II</b>	<b>REVIEW OF RELATED LITERATURE</b>	<b>15</b>
	2.1 Introduction	
	2.2 Concept of Service	
	2.3 Education Is A Service Sector	
	2.4 Concept Of Quality	
	2.5 What Is Service Quality	
	2.6 Concept Of Customer	
	2.7 Student As Customers	
	2.8 Measurement Of Service Quality	
	2.9 Critical Success Factors	
	2.9.1 Non Academic	
	2.9.2 Academic	
	2.9.3 Reliability	
	2.9.4 Empathy	
	2.10 Justification of HedPERF	
	2.10.1 Advantages and Strengths of HedPERF	
	2.10.2 Servqual	
	2.11 Customer Perception Are Key	
	2.12 When To Capture Perception	
	2.13 Objective Measures	
	2.14 GAP Model	
	2.15 What Is Customer Satisfaction?	
	2.16 Relationship Between Service Quality And Organization Performance	
	2.17 Positive Link Of Service Quality In Organization	
	2.17.1 Profitability	
	2.17.2 Loyalty	
	2.17.3 Customer Satisfaction	
	2.17.4 Employees Productivity	
	2.18 Conceptual Framework	

## **ABSTRACT**

The purpose of this research is mainly intended to identify critical success factors of service quality in Higher Education Industry particularly in Technology College Sarawak. Firstly, this research specifically aims to determine critical success factors of service quality and the relative importance, secondly, to assess the overall level of service quality and its relationship with customer's satisfaction and thirdly, to propose comprehensive action plan in improving service delivery. Currently, Technology College Sarawak has made concerted effort to enhance their service quality and organizational performance to meet the needs and wants of their customers. In order to smoothen of the criterion, Technology College Sarawak should emphasize more on their four factors which refer to non-academic, academic, reliability and empathy which that may contribute to their service quality. These studies were using a survey methodology where the questionnaire was based on long established HEdPERF (Firdaus, 2004) template. The analysis is done by using SPSS in order to get the factor analysis, the reliability, and the validity. This research show that non – academic factors is the first critical success factors in delivering service quality followed by empathy, academic and reliability factors. This research also has been able to propose thirteen action plans for Technology College Sarawak towards improving the service quality.

## **CHAPTER I - INTRODUCTION**

### **1.1 INTRODUCTION**

This chapter starts with the background of the study, a brief problem statement, research objectives, research questions, significance of study, and the scope and limitation of study.

### **1.2 BACKGROUND OF STUDY**

Education is a service industry. It transforms resources into products or services (Marcel Herbst, 2007). It needs to adopt the techniques of measuring the quality of its services and the satisfaction of its customers. Education sectors are competing with each other on the basis of services offered. Education is an essential component of skills training which will not only produce a pool of well educated, skilled and highly motivated workforce but also produce citizens with high moral and ethical values (Effaziela M. Tahar, 2008). Higher educational institutions are recognizing that higher education is a service industry, and placing greater emphasizing on the expectations and needs of their participating customers, that is, the students (Oscar W. D. J. *et al.*, 2005).