

**SERVICE QUALITY IN HIGHER EDUCATIONAL  
INSTITUTION: AN EMPIRICAL STUDY ON ACADEMIC  
OFFICES OF UiTM MALAYSIA**



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**MARCH 2004**

**In The Name of Allah The Most Beneficent, The Most Merciful**

## **ACKNOWLEDGEMENT**

First and foremost, we are indeed grateful to Allah for giving us inner strength to face this challenge in the quest for knowledge.

We would also like to acknowledge the funding of our research project by the Institute of Research, Development and Commercialisation, the patience and support of the Heads and staff of the Academic office of Penang, Kedah and Perlis, the careful reading and editing of the research report by Suleiman Abdullah and Zuriah Azmi, the valuable assistance of Russhaina Muhamad, Norhafeza Husin, Hashima Osman and Haslindawati Hassan in typing this report, as well as the useful views and suggestions of our colleague. Last but not least, our heartiest appreciation to those who were directly or indirectly involved toward the completion of this research.

Your contributions have made all the difference.

## **Service Quality In Higher Educational Institution : An Empirical Study On Academic Offices Of UiTM Malaysia**

### **ABSTRACT**

The Academic Office is responsible for providing services in all matters pertaining to academic affairs for the staff, students as well as the public. Being the heart of the tertiary institution, the service quality rendered by this department has a significant effect on its customers. Thus, this study examines the services it offers by measuring the customers' feedback. This is done by comparing the customers' expectations of the service they receive with their perceptions of the actual performance of the department providing the services (Sasser, et.al., 1987; Parasuraman et.al., 1991). The criteria used to assess the service quality covers the organization's tangibility, reliability, responsiveness, assurance and empathy (Parasuraman et. al., 1988; 1985)

The scope of this study includes all employees of an academic office, the full-time students enrolled and the lecturers in the institution. The period of the study was from October 2000 until October 2001. The research is based on the Service Quality Model (Parasuraman, Zeithmal and Berry's Service Quality Model). Information was gathered through a service quality questionnaire (SERVQUAL Quality Questionnaire of Parasuraman, et.al., 1994) which was pilot-tested with a random sample of the respondents. The findings hopefully, will sufficiently guide the administrators in academic offices in planning and outlining approaches and strategies for handling their customers. Besides, it will enable them (the administrators) to take corrective measures or develop new approaches in ensuring the level of service.

### **ABSTRAK**

Pejabat Hal Ehwal Akademik (HEA) mempunyai tanggungjawab untuk memberi perkhidmatan dalam pelbagai hal berkaitan dengan kakitangan, pelajar dan orang awam.

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