



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

STUDENTS' SATISFACTION OF THE COUNTER SERVICE IN THE
OFFICE OF ACADEMIC AFFAIRS OF UiTM KEDAH

ESNITA A/P USHA
2014927739

NUR ANIRAH BINTI ANUAR
2014537569

SUPERVISED BY
DR. AZLYN BINTI AHMAD ZAWAWI

JANUARY 2017

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor : Dr. Azlyn binti Ahmad Zawawi

Title of Report : Students' Satisfaction of the Counter Service in
Office of Academic Affairs of UiTM Kedah.

Name of Student : Esnita a/p Usha

Name of Student : Nur Anirah binti Anuar

I hereby reviewed the final and complete this report and approved the submission of
this report for evaluation.




(Dr. Azlyn binti Ahmad Zawawi)


DECLARATION

We hereby declare that the work contained in this research proposal is our own original and our own except those duly identified and recognized. If we are later found to have plagiarized or act of academic dishonesty, action can be taken us under the UiTM Academic Regulations and rules.

Signed



Name: Esnita a/p Usha



Name: Nur Anirah Binti Anuar

TABLE OF CONTENTS

	Page	
Clearance for Submission of the Research	i	
Declaration	ii	
Acknowledgement	iii	
Contents	iv	
List of Tables	vii	
List of Figures	viii	
Abstract	x	
CHAPTER 1: INTRODUCTION		
1.1	Introduction	1
1.2	Problem Statement	1-3
1.3	Research Objectives	
	1.3.1 To examine the level of students' satisfaction of the counter service in the Office of Academic Affairs of UiTM Kedah	3
	1.3.2 To examine the relationship between the facilities and students' satisfaction.	3
	1.3.3 To examine the relationship between responsiveness and students' satisfaction.	3
	1.3.4 To examine the relationship between the assurance and students' satisfaction.	3
	1.3.5 To examine the relationship between the empathy and students' satisfaction.	3
	1.3.6 To identify the most significant variable that contributes to the students' satisfaction of the counter service in the Office of Academic Affairs of UiTM Kedah.	4
1.4	Research Questions	
	1.4.1 What is the level of students' satisfaction of the counter service in the Office of Academic Affairs of UiTM Kedah	4
	1.4.2 What is the relationship between the facilities and students' satisfaction?	4
	1.4.3 What is the relationship between the responsiveness and students' satisfaction?	4
	1.4.4 What is the relationship between the assurance and students' satisfaction?	4
	1.4.5 What is the relationship between the empathy and students' satisfaction?	4
	1.4.6 What are the most significant variables that contribute to the students' satisfaction of the counter service in the Office of Academic Affairs of UiTM Kedah?	4
1.5	Scope of Study	
	1.5.1 Level	4
	1.5.2 Territory	5
	1.5.3 Time	5
1.6	Significance of Study	5
1.7	Definition of Key Terms	
	1.7.1 Students' satisfaction	6
	1.7.2 Counter Service	6
	1.7.3 Facilities	6

ABSTRACT

Service quality practiced by organizations has brought benefits towards the services offered to the customers. In order have an effective and efficient service delivery, service quality can be used as a guideline for the organization. The service quality includes the facilities, responsiveness, assurance and empathy. This study examined the relationship between facilities, responsiveness, assurance and empathy with the students' satisfaction towards the counter service in Office of Academic Affairs of UiTM Kedah. A sample of 242 final year degree students was selected for this study. Stratified random sampling techniques were used. Independent variables and dependent variable hypotheses were proposed for this study to examine the relationship. The result indicates that facilities, responsiveness, assurance and empathy have positive and statistical significant influence towards the students' satisfaction of the counter service in Office of Academic Affairs of UiTM Kedah.