A STUDY ON STUDENTS' SATISFACTION OVER ACADEMIC SERVICES PROVIDED BY KUANTAN COMMUNITY COLLEGE

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JULY 2013

ABSTRACT

Students of any private or public higher learning institutions can be regarded as customers to these organizations. Thus, it is very important to take care of their satisfaction in ensuring the best service and a quality education are delivered to them. Student satisfaction can improve the image of that education institution as well as attracting more students to enroll at that education institution. Community College is one of the Public Higher Learning Institution which responsible in providing good education to youth in helping them developing a better life in the future. This study will be carried out at Kuantan Community College in Pahang which only offering certificate courses for their students. Other than that, this study will focus on students' satisfaction over academic services quality provided by the Kuantan Community College. The students' satisfaction will be measured based on SERVQUAL five dimensions developed by Parasuraman *et al.* The five dimensions are tangible, reliability, responsiveness, assurance, and empathy. The sampling technique used in getting the sample size was proportionate stratified random sampling. Based on the result students in Kuantan Community College satisfied with academic services provided by the college.

ACKNOWLEDGEMENT

In the name of Allah, the Most Beneficent and the Most Merciful

All praises to be Allah, the Creator and Guardian of the universe. Praise and peace be upon our Prophet Muhammad S.A.W., the Messenger of Allah, his family and his companions from whom we gain the enlightenment.

Our sincere appreciation is extended to those whose help, encouragement and understanding this research proposal could not have been possible in order to fulfilling the requirement of the Research Methods course. First and foremost, we would like to express our sincere gratitude, heartfelt and deepest appreciation to our supervisor Mr. Azmi bin Salim for his dedication, encouragement, enthusiasm and guidance accorded to us throughout the semester.

A special thank you and appreciation goes to our Research Methods lecturer, Tuan Haji Abdul Razak bin Said for his generous guidance and advice in accomplishing this research proposal. We are blessed to have our parents who have been the source of inspiration. I thank them all.

Lastly, our appreciation goes to each of our members for the full commitment in sharing ideas and also in completing this research.

Nurul Nazati binti Nazahar

June 26, 2013
Faculty of Business Management
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