



STUDENT'S SATISFACTION TOWARDS SERVICE QUALITY AT KUIS STUDENT

ACCOMMODATION DIVISION:

A CASE STUDY OF KUIS STUDENT ACCOMMODATION DIVISION

DEPARTMENT.

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ABSTRACT

This study aims to evaluate students satisfaction towards service quality that provided by KUIS Accommodation Division at International Islamic University College Selangor (KUIS).The quality of services and the facilities of the hostel are very crucial as a determinant of student satisfaction. The key factors of the Hostel manager to take into consideration to know service quality dimension that influence student satisfaction. The purpose of this study is to determine the factors that influence the student satisfaction in the hostel within KUIS students by using the SERVQUAL dimension namely Assurance, Empathy, Reliability, Tangibles and Responsiveness. Questionnaires will be distributed to students at all categories of education, and then the five dimensions of service quality are measured using Pearson Correlation to analyze the significant of service quality towards student satisfaction. Other methods are frequency, mean score, and percentage. Student perception to SERVQUAL dimension can be known when students express the variables that satisfy them. This study is supported by evidence where the service dimension tested is important toward customer and student satisfaction that leads to students' loyalty. The findings from this study can help the hostel manager to focus on service quality in hostel to fulfill students need and desire.

Keywords

Service Quality, Hostel, Student Satisfaction, SERVQUAL

CHAPTER ONE

1.1 Introduction (Background of Study)

International Islamic University College Selangor (KUIS), is a private university college fully owned by Selangor Islamic Religious Council (MAIS). KUIS moved to Bandar Seri Putra, Bangi as its permanent campus in 2000. On 25 May 2002, DYMM Sultan Sharifudin Idris Shah Ibni Almarhum Sultan Salahudin Abdul Aziz Shah AlHaj, Sultan of Selangor was officiated KUIS.

KUIS provides accommodation for Malaysia and foreign students. KUIS has 10 new blocks and 9 old blocks of hostel for their students. In order to arrange the accommodation for students, KUIS provides a department which is KUIS Student Accommodation Division. They will handle all cases and problems faced by students in term of room, key, facility, and so on. KUIS provided hostel at strategic place which was near with an academic Blok, mosque, parking and students facility center. KUIS provided a hostel to all students for every semester. Students should stay at hostel and KUIS accommodation division did not allow students to stay outside the campus. If students wanted to stay outside the campus, they should apply an application and get an accepted from KUIS accommodation division. KUIS provides hostel facilities such as furniture like with the aim of making the students feel satisfied. The students are KUIS's main customer. In this study, student satisfactions are examine the using SERVQUAL Model. The features are reliability, responsiveness, assurance, empathy, and tangibles. Students will put their most satisfaction on the responsiveness, reliability, empathy, tangibles or assurance of service quality that provided to KUIS Students Accommodation Division itself.