

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING STUDENTS'  
SATISFACTION:  
A CASE STUDY AT PRIVATE HIGHER EDUCATION  
INSTITUTION  
IN KEMAMAN TERENGGANU**

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## ABSTRACT

The study attempted to find out and to measure the factors that influence students' satisfaction at a private higher education institution. Based on literature review, four factors namely: campus facility, lecturer quality, support staff and program or course offered were chosen. From these factors, the researcher will measure the level of students' satisfaction compare to the variables that a private higher education institution was provided. In term of research design, methodology and approach, the researcher will used close-ended questionnaire whereby a total of 300 set of questionnaires were distributed with stratified sampling among the students at a private higher education institution in Kemaman, Terengganu. The researcher also used Likert Scale question whereby the respondent should answer 27 services question and 11 satisfaction question. The study was used correlation research design which it will examining the relationship between two variables: dependent variable (level of students' satisfaction) and independent variable (campus facility, lecturer quality, support staff and program or course offered). The researcher using SPSS software to analyse the results to determine which aspect of the factors were most important to the students' satisfaction and the degree to which they satisfied the students. The finding from this research gave valuable insight about a level of satisfaction toward the services provided by a private higher education institution. The results show that student's satisfactions have a significant relationship with the factors that the researchers mention it. The result also will suggested to a private higher education institution in term of improvement of their marketing strategies and maintain their excellent service delivery to the students as their customers.

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