

THE CUSTOMERS SATISFACTION TOWARDS SERVICE QUALITY  
PROVIDED BY ACADEMIC AFFAIRS UNIVERSITI TEKNOLOGI MARA  
(UiTM) PAHANG.

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## 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 qualities 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. UiTM Pahang is one of the education institution which responsible in providing good education to youth in helping them developing a better life in the future. This study was carried out in Academic Affairs UiTM Pahang. Other than that, this study was focused on students' satisfaction over services quality provided by the Academic Affairs UiTM Pahang. The students' satisfaction has been 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 is stratified random sampling.

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

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