



**FACTOR THAT INFLUENCE STUDENTS' SATISFACTION WITH
MALAYSIAN SKILLS TRAINING INSTITUTES: A CASE STUDY
OF AKADEMI BINAAN MALAYSIA (JOHOR) SDN. BHD.**

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ABSTRACT

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. It is important because it provides marketers and business owners with a metric that they can use to manage and improve their business. In addition, customer satisfaction can influence consumer attention towards the company and spread the good name of the company with the good quality of services. The study will carry out on student satisfaction in skills training institution in Malaysia. Objective of this study is to identify factors that influence students' satisfaction with Malaysian Skills Training Institutes at Akademi Binaan Malaysia (Johor) Sdn. Bhd. The data of this study have been collected through a survey on questionnaire that has been distribute to 100 students in *Youth Training Program* at Akademi Binaan Malaysia (Johor) Sdn. Bhd. The result for this study has been analysed using Statistical Package for the Social Sciences (SPSS). The finding showed the factors that influence students' satisfaction with Malaysian Skills Training Institutes at Akademi Binaan Malaysia (Johor) Sdn. Bhd. are institution environment, physical facilities, training equipment, instructor and management of institute.

Keywords: student satisfaction, institution environment, physical facilities, training equipment, instructor and management of institute.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

In modern competitive environments services are gaining increasingly more importance in the competitive formula of both firms and countries. Educational systems are becoming services for people in which global and local levels combine, thus a standardised offer is modified by local specificities. Universities and training institution centre become relational services, in which demand and supply (provider and receiver) cooperate to improve and design satisfying outputs. They face intense international and national competition, and consequently choose in the same way as firms (Jarvis, 2000). In today's competitive academic environment where students have many options available to them, factors that enable educational institutions to attract and retain students should be seriously studied. Higher education institutions, which want to gain competitive edge in the future, may need to begin searching for effective and creative ways to attract, retain and foster stronger relationships with students. As a private organization, it has to depend on the interaction and mechanism of the market. As a result, competition to woo as many students as possible or so-called "potential customer" may become more and more intense. To make the matter harder, as a private institution, it does not have the "privilege" to receive any subsidies or financial assistances from the government (Teo, 2001).

Currently, the education and training institutions face competition caused by the globalisation and limited funds allocated by the government (Abdullah, 2006). Normally, the discussion related to issue on quality in the education where emphasis on quality related to the stakeholders. One of the main stakeholders of the