

MEASURE STUDENTS SATISFACTION ON QUALITY  
SERVICES AT STUDENT ACADEMIC DIVISION (HEA),  
UITM PAHANG

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# TABLE OF CONTENT

	Pages
<b>ACKNOWLEDGEMENT.....</b>	<b>ii</b>
<b>ABSTRACT.....</b>	<b>vi</b>
<b>LIST OF FIGURES.....</b>	<b>iv</b>
<b>LIST OF TABLES.....</b>	<b>v</b>
<b>CHAPTER 1</b>	
<b>INTRODUCTION</b>	
Background of the study.....	1-2
Problem Statement.....	3
Research Objectives.....	3
Research Questions.....	4
Significance of the study.....	5
Scope / limitation of study.....	6
Terms Definitions.....	7
<b>CHAPTER 2</b>	
<b>LITERATURE REVIEW</b>	
Definitions.....	8-17
Conceptual Framework.....	17-18
<b>CHAPTER 3</b>	
<b>RESEARCH METHODOLOGY</b>	
Research Design.....	19
Sampling Frame.....	20
Population.....	20
Sample Size.....	20
Sampling Technique.....	21
Unit of Analysis.....	21
Measurement of Variables.....	22
Survey Instrument.....	23
Validity Instrument.....	23
Plan for Data Analysis.....	24-25
<b>CHAPTER 4</b>	
<b>FINDINGS OF STUDY</b>	
Survey Return Rate.....	26-27
Section A: Demography Background.....	27-29
Section B: Determinants.....	30-43

**CHAPTER 5**

**CONCLUSION AND RECOMMENDATIONS.....44-53**  
    Conclusion for Summary  
    findings.....54-55  
    Recommendation/implication.....56-57  
**REFERENCES.....58-60**  
**APPENDICES.....61-73**

## **ABSTRACT**

The primary purpose of this study is to measure level of students' satisfaction on quality services at Student Academic Division (HEA), UiTM Pahang. A research framework is developed based on the SERVQUAL dimensions by Parasuraman et. al.,

The method in this research, the researchers decided to use descriptive method. It is used by the researchers to measure the level of satisfaction on Student Academic Division (HEA) service quality at UiTM Pahang. The sampling frame applied in this study would be drawn from the total number for office system management students' (BM232) which it was obtained from the Faculty of Business Management at UiTM Pahang.

The cluster sampling is used because the unit of individual is selected rather than individual themselves. The research instrument used in this study is questionnaire and it will be distributed personally by hand to respondents.