

THE CUSTOMERS' SATISFACTION OVER SERVICES  
QUALITY PROVIDED BY STUDENT AFFAIRS OF UITM  
JENGKA PAHANG

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## ABSTRACT

Students of any public or private 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 and a quality education are delivered to them well. Student satisfaction can improve the image of that education institution as well as attracting more students to enroll at that education institution. Universiti Teknologi MARA (UiTM) is one of the education institution which responsible in providing good education to youth of Malaysia in helping them developing a better life in future ahead. This study was carried out at UiTM Jengka in Pahang which is offering pre-diploma, diploma and degree courses for their students. Besides that, this study was focused on students' satisfaction over services quality provided by Student Affairs of UiTM Jengka. Students Affairs consist of nine units which are Administration, Career & Counseling Unit, Co-Curricular Unit, College of Management Unit, Culture Unit, Health Unit, Religious Unit, Sports Unit and Unit of Student Leadership Training & Development. The students' satisfaction has been measured based on SERVQUAL five dimensions developed by Parasuraman *et al.* consisting of tangible, reliability, responsiveness, assurance, and empathy. The sampling technique used in getting the sample size is stratified random sampling.

## ACKNOWLEDGEMENT

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

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## LIST OF TABLE

<b>Table 3.1</b>	: Plan of Data Analysis	33
<b>Table 4.1</b>	: Gender of Respondents	34
<b>Table 4.2</b>	: Program enrolled by respondents	37
<b>Table 4.3</b>	: Age of respondents	38
<b>Table 4.4</b>	: Student Affairs Division has modern looking equipment	39
<b>Table 4.5</b>	: Student Affairs division physical facilities are visually appealing	40
<b>Table 4.6</b>	: Student Affairs division reception desk employees are neat appearing	41
<b>Table 4.7</b>	: Materials associated with the service are visually appealing at Student Affairs division	41
<b>Table 4.8</b>	: When Student Affairs staff promises to do something by a certain time, it does so	42
<b>Table 4.9</b>	: When you have a problem, Student Affairs employees shows a sincere interest in solving it	43
<b>Table 4.10</b>	: Student Affairs division performs the service right the first time	43
<b>Table 4.11</b>	: Student Affairs division provides its service at the time it promises to do so	44
<b>Table 4.12</b>	: Student Affairs division insists on error free records	44
<b>Table 4.13</b>	: Employees in Student Affairs division tell you exactly when services will be performed	45
<b>Table 4.14</b>	: Employees in Student Affairs division give you prompt service	46
<b>Table 4.15</b>	: Employees in Student Affairs division are always willing to help you	46
<b>Table 4.16</b>	: Employees in Student Affairs division are never too busy to respond to your request	47

<b>Table 4.17</b>	: The behavior of employees in Student Affairs division instills confidence in you	48
<b>Table 4.18</b>	: You feel safe in your business with Student Affairs division	48
<b>Table 4.19</b>	: Employees in Student Affairs division area consistently courteous with you	49
<b>Table 4.20</b>	: Employees in Student Affairs division have the knowledge to answer your questions	49
<b>Table 4.21</b>	: Student Affairs division gives you individual attention	50
<b>Table 4.22</b>	: Student Affairs division has operating hours convenient to all its customers	51
<b>Table 4.23</b>	: Student Affairs division has employees who give you personal attention	51
<b>Table 4.24</b>	: Student Affairs division has your best interest at heart	52
<b>Table 4.25</b>	: The employees of Student Affairs division understand your specific needs	53
<b>Table 4.26</b>	: Descriptive	53
<b>Table 4.27</b>	: M_Estimators	54
<b>Table 4.28</b>	: Reliability Statistic	55
<b>Table 4.29</b>	: Group Statistic	55
<b>Table 4.30</b>	: Independent Samples Test	56
<b>Table 4.31</b>	: ANOVA	57
<b>Table 4.32</b>	: Variables Entered / Removed	58
<b>Table 4.33</b>	: Model Summary	58
<b>Table 4.34</b>	: ANOVA	59
<b>Table 4.35</b>	: Excluded Variables	59
<b>Table 4.36</b>	: Mean for Each of Variables	61
<b>Table 4.37</b>	: Mean for Each of Variables (Highest Mean of Variables)	66
<b>Table 4.38</b>	: Mean for Each of Variables (Lowest Mean of Variables)	67
<b>Table 4.39</b>	: Gender of respondents	68