



**FACTORS INFLUENCING STUDENTS' SATISFACTION:
CASE STUDY AMONG THE CMBA STUDENTS IN UNIMAS,
KOTA SAMARAHAN.**

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ABSTRACT

FACTORS INFLUENCING STUDENTS' SATISFACTION: CASE STUDY AMONG THE CMBA STUDENTS IN UNIMAS, KOTA SAMARAHAN.

Currently, universities have been aggressively find strategies to enhance the quality of teaching and learning as a way to satisfy their customer and compete to be the best among others. This study tries to identify factors that influence students' satisfaction towards the MBA program since it is one of the most popular master programs in Malaysia. Two factors will be investigated which are image of the university and value of the course. Studies also measure overall students' satisfaction towards services offered by the university. A survey was carried out for the study and it involved all the MBA students in the Faculty of Economic and Business, UNIMAS. A total of 37 questionnaires were collected and data was analyzed using SPSS version 16.0. Findings show that majority of the students are in the first year of their study and most of them obtain their first degree in Malaysian university. This research finding has indicated that almost half of the students are satisfied with the service offered by university including the teaching and learning experiences. Two independent variables which are image of the university and value of the course have been tested and it shows that both variables are significant and

CHAPTER 1

INTRODUCTION

1.0 Introduction

Achieving satisfaction is always being a top agenda by the organization that strives for competitiveness and maintaining the best quality. In the context of service provider, giving a quality service is a must which is followed by satisfying the customer and building the sense of loyalty among the customer. Study done by Parasuraman, Berry and Zeithaml (1992) shows that there has been the growth of the tenet that high quality service produce measurable benefits in terms of profit, cost savings and market share. In line of this movement, universities also have turned to the strategy of addressing the quality of service delivery and related factors as a way of obtaining a competitive advantage in this increasingly challenging environment (Poole et al, 2000). Therefore, this study will try to seek factors that influence students' satisfaction towards the program and universities so that necessary action can be taken to enhance competitiveness.

1.1 Background of the Study

Since its establishment in 2003, the Centre for Graduate Studies (CGS) has held the distinction of being contemporary and forward looking in its approach to provide the best possible education and training for its