

**UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI**



**STUDENTS' SATISFACTION WITH THE QUALITY OF SERVICES
PROVIDED AT RESIDENTIAL COLLEGES OF UTM SARAWAK**

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Abstract

This research examines the Students' Satisfaction with the Quality of Services Provided at Residential Colleges of UiTM Sarawak. The purpose of this study is to analyze the level of the students' satisfaction with the quality of the services provided and its factors which influence the level of satisfaction as well. This study employs the use of statistical methods using the means and the T-Test distinguishes the student's perception and the factors toward the quality services provided at the residential colleges. T-test is using to distinguish the level of satisfaction between male and female. The finding shows the moderate level of satisfaction with both the male and female respondents but certainly requires future improvement in order to satisfy or exceed customer's satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Quality is defined, not by internal perceptions, but by the standards and expectations of the customer. Quality is conformance to customer requirements. To achieve the highest possible customer satisfaction, every employee, supervisor, and manager must develop a passionate commitment to meeting customer requirements, which is the key to quality and profitability (Miller, 1995). New products and services are also most likely to result from a focus on customer needs. Everyone, from the CEO to the newest hired employee, must become customer focused. Customer focus equals competitive advantage.

The purpose of a business is to create a customer. Customers are the means of support of all organizations. Customer is the business (Drucker, 1981). Ampikaipakan and Daim (1995) concurred with Drucker by saying that the customer is the main reason why someone remains in business.

Business must offer good service to customers who are determined to both prevent and reject bad service. If business fails to do this and customers have other ways of satisfying their needs; the customers will migrate and business will