



STUDENTS' SATISFACTION ON SERVICE QUALITY AT UNIVERSITY TEKNOLOGI  
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## ABSTRACT

Service quality is one of the most important criteria to measure consumers' satisfaction. They are not only concerned with how a service is being delivered but also with the quality of output they received. Positive perception on quality of services being delivered occurs when it exceeded customers' expectation. A review of the literature revealed that the general descriptions of service quality attributes are tangible, assurance and empathy. For the purpose of indicating student's satisfaction on the service quality at Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka, questionnaires have been distributed to students at UiTM to explore their satisfaction. Results from the survey were examined to see whether there is any relationship between the three service quality attributes and students' satisfaction.