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EVALUATION OF TANGIBILITY ELEMENTS IN STUDENT'S
SATISFACTION DURING PROGRAM PEMANTAPAN DESTINI
SISWA (PDS) AT HOMESTAY KG. PASIR RAJA

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ABSTRACT

The purposes of this research are to identify elements in tangibility dimension and which element in the tangibility dimension give highest impact towards students' satisfaction at Homestay Kg. Pasir Raja. The descriptive research design will be used to complete this study as this study is a quantitative study. The research instrument that will be used in this study is a survey questionnaire for a total of 85 expected respondents which are all new degree students from semester 1 that involved in the orientation programme called *Program Pemantapan Destini Siswa (PDS)* from UiTM Dungun, Terengganu. All respondents will be selected via stratified sampling to answer the survey questionnaire which will be distributed by face-to-face in order to collect a relevant data collection. Through this study, with the hope it can contribute findings that can increase the knowledge regarding satisfaction towards homestay service that can improve the homestay operation or business in Dungun area.

Keywords

Homestay, Service Quality, Customer Satisfaction, Tangibility Elements and Student as a Customer

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