

**UNIVERSITI TEKNOLOGI MARA**

**THE MODERATING EFFECT OF  
NATIONALITY IN INFLUENCING  
SERVICE QUALITY THROUGH  
SERVQUAL DIMENSIONS: A STUDY  
AMONG CLIENTS (STUDENTS) AT  
ACADEMIC AFFAIRS  
DEPARTMENT, LINTON  
UNIVERSITY COLLEGE**

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## **ABSTRACT**

The aims of this study are to discuss the moderating effect of nationality in influencing service quality through servqual dimensions: a study among clients (students) at academic affairs department, Linton University College. This study applies the SERVQUAL model which has been developed by Parasuraman in 1985. Service quality have been categorized into five dimensions which are tangibility (physical equipment, staff appearance), reliability (accuracy, timely manner), responsiveness (prompt service action, willingness to assist), assurance (staff courtesy, convey trust and confidence), and empathy (individualized caring, personal attention).

A total of 263 students who participated in this study and the questionnaire were used as an instrument to collect the data. A result of the study shows that the nationality influences the level of student's satisfaction towards service quality provided by Linton University College. The implication of this study may provide benefits in term of methodology, policy and practice to the Linton University College in strengthening the quality of its services so that the system can meet the level of student satisfaction.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

This chapter encompasses the level of student's satisfaction towards quality of services provided by private higher learning institution. This includes research background, problem statement, research question, research objection, scope of study, significance of proposed study, and definition of terms that relate to the study.

### 1.2 Research Background

In economic, there are two types of product which are goods and services. The tangible items were classified as goods and intangible items were classified as services. By looking at the current of economic trend, the movement of economy from goods to services growing fastest. According to the latest report from Malaysia Economic Planning Unit (2016), service sector is the largest contributor towards the growth of domestic product. In this research, the qualities of services are measured more in depth and narrowly focus in higher education sector.

Nelson Mandela is one of the South African activist and a former president during year 1918 until 2013. He quoted that education is the powerful weapon that we can use to change the world. In other words, it is the fundamental building blocks of society and it is prosperity and sustainability. By the year 2020, Malaysia government aims to attract more international students to further their studies in Malaysia with approximately 200,000 students. It is a basic goal which was initiated in Malaysia Visions 2020. Currently, Malaysia is on the right track achieving the number of target. According to the Malaysia External Trade Development Corporation (MATRADE) the international education sector in Malaysia has grown tremendously during the last decade and becoming a centre of excellence in the region. Based on the statistics provided by the Ministry of Higher Education (MOHE), Malaysia has 135,502 international students from over 160 countries were studying in public and private higher learning institutions. Out of 135,502 students, there were 74,996 students studied in private higher learning institutions. It has been found that Malaysia is one of the countries who have greater number of international students. The increasing numbers of international students enrolled in higher education institutions are expected to generate income to our country. It was announced by Tan Sri Muhyidin during his