

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

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EXTENDED ABSTRACT

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EXAMINING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENT SATISFACTION IN MALAYSIAN UNIVERSITY SPORTS FACILITIES THROUGH SERVQUAL ASSESSMENTS OF SERVICE QUALITY

Siti Khairunisa Othman, & Mohamad Firdaus Ahmad*

Faculty of Sports Science and Recreation, Universiti Teknologi MARA, Negeri Sembilan Branch, Seremban Campus, Negeri Sembilan, MALAYSIA

*Corresponding author: firdaus466@uitm.edu.my

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I. INTRODUCTION

This study investigates the relationship between service quality and students' satisfaction at UiTM Seremban Campus sport facilities. Despite growing demand for improved service performance in Malaysia, universities face challenges in maintaining sports facilities due to funding limitations, affecting operational quality [1,2]. By identifying service quality levels, satisfaction levels, and their relationship, this research addresses the gap in enhancing students' experiences and optimizing facility management [1].

II. METHODS

A quantitative research design was employed, utilizing a survey questionnaire distributed via Google Forms. The sample consisted of 361 students from UiTM Seremban Campus, selected using Krejcie and Morgan's (1970) sampling method. This approach enabled the collection of numerical data to analyze service quality and student satisfaction levels and examine their relationship.

III. RESULTS AND DISCUSSION

A. Service Quality (SERVQUAL)

The mean and standard deviation analyses revealed empathy and reliability as the highest-rated dimensions (4.31 ± 0.49 ; 4.31 ± 0.48), followed by tangible (4.30 ± 0.43) and responsiveness (4.30 ± 0.54). Assurance scored the lowest (4.26 ± 0.47), but all dimensions were rated high or very high, consistent with [2].

B. Students' Satisfaction

Students' satisfaction levels were very high, with a mean score of 4.33 ± 0.32 , aligning with prior studies indicating high satisfaction in well-managed facilities. This emphasizes the importance of sustained improvements in facility services.

C. Relationship between Service Quality and Students' Satisfaction

Pearson correlation analysis demonstrated a significant, moderate positive relationship between service quality and students' satisfaction ($r = 0.627$, $p = 0.05$). This underscores

the pivotal role of service quality in enhancing satisfaction, addressing the gap in optimizing sports facility management.

TABLE I
DESCRIPTIVE OF RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENTS' SATISFACTION

Service Quality	Students' Satisfaction	
	Pearson Chi-Square	0.627
	Sig (2-tailed)	<0.05
	N	361

IV. CONCLUSIONS

This study highlights the very high levels of service quality and student satisfaction at UiTM Seremban Campus sports facilities. A significant, moderate positive relationship was found between service quality and satisfaction, emphasizing the importance of improving service quality to enhance user satisfaction and address facility management gaps.

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