UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

THE PERCEPTION OF STUDENTS TOWARDS
RECEIVING THE SERVICE QUALITY PROVIDED BY
UITM MELAKA CITY CAMPUS

MOHD ZAKWAN BIN YUSOFF
2005752060

MOHD FAISAL BIN AHMAD
2005752053

APRIL 2008

Declaration

We hereby declare that the work contained in this research project is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

Name: Mohd Faisal Bin Ahmad
         2005752053

Name: Mohd Zakwan Bin Yusoff
         2005752060

ABSTRACT

Universiti Teknologi Mara is the biggest higher education institution in Malaysia. With the capacity of more than one hundred thousands students at main and franchises campus, this university wants to achieve its target to have two hundred thousands students in 2010. More than that, UiTM also has a vision to become a world class university in the future. Align with this vision, UiTM give the full efforts to entertain their customers in terms of service quality and facilities. UiTM Melaka City Campus is one of city campus in Malaysia. It started operation in December 2006 with 500 bachelor students and now has more than 2000 students. The courses that offered in UiTM Melaka City Campus are Bachelor in Administrative Science, Bachelor in Accountancy, Bachelor in International Business, Bachelor in Marketing, Bachelor in Finance, Bachelor in Human Resource, Bachelor in Insurance and lastly TESL. The purpose of the establishment of UiTM City Campus is to reach the mission of UiTM in achieve target of 200,000 students in 2010. The objective of this research is basically done to identify the factors that influence service quality, level of satisfaction towards facilities provided by UiTM Melaka City Campus and the relationship between different level of students and its connection with the service quality provided by UiTM Melaka City Campus. This study is very important to UiTM Melaka City Campus as it will help them to know whether services given to their customer (students) meet customer expectations and satisfaction or not. Better service quality leads to a high student's satisfaction and loyalty.

Acknowledgement

Alhamdullilah, thanks to The Almighty Allah S.W.T for His guidance upon completing our task. Without His guidance, we are not able to complete this research project on time.

First and foremost, we would like to thank our beloved lecturer Miss Khairiyah Binti Hj. Md Shahid for her willingness to spend her precious time guiding and teaching us on how to finish our research project. We truly appreciate your kindness in helping us when we really needed it. We appreciated all the cooperation and motivation that you have given to us.

Not forgetting, to our parents and siblings who have given us their support all through the completion of this project. Your true love and support that had never relinquished since our childhood until now are truly appreciated by us. Because of your support and motivation, we are enthusiastic to do all the tasks assigned to us.

Last but not least, this assignment is completed for our beloved lecturer Miss Khairiyah Binti Hj. Md Shahid, our parents and classmates. We hope that we have done our best for this assignment and that we have gained more experience and knowledge. Thank you.

TABLE OF CONTENTS