



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Communication and Media Studies

UiTM Alor Gajah

Research Topic: The relationship of student's satisfaction and academic performance:

A case study for Public Relations student UiTM, Alor Gajah Melaka

Subject: Academic Writing (COM660)

Prepared By:

Name: MOHD KHAIRORNIZAM BIN MOHD YUNUS

Student ID: 2015635344

Class: MMC2425A

Prepared For:

DR RAUF RIDZUAN

**UNIVERSITI TEKNOLOGI MARA**

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**A case study for Public Relations student UiTM, Alor Gajah Melaka**

**MOHD KHAIRORNIZAM BIN MOHD YUNUS  
2015635344**

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## **Abstract**

A study of degree PR student's satisfaction about UiTM Alor Gajah, Melaka facilities here was commissioned by a comprehensive university to provide a professional evaluation of student. Such a study had not been completed in the past and was needed to align student services with the mission, long-range goals, and strategic planning of the university. The researcher conducted a survey and distributed 94 respondent in UiTM Melaka which consist of PR degree students. The study demonstrated that relationship among UiTM staff as significant factor that effect on the student's academic performance. Result of the research were analyzed and discussed regarding the relationship between satisfaction and academic performance. In this study, the researcher using assimilation theory to describe satisfaction for PR degree students' and the finding from this research showed that satisfaction among UiTM staff being is most significant factor among the three factors.

**Keywords:** UiTM Alor Gajah, Melaka, Satisfaction, PR Degree, Academic Performance