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ABSTRACT

Identifying the level of Universiti Sains Malaysia (USM) student's satisfaction towards USM performance in terms of service quality (SERVQUAL) is the main focus in this study. There are three main objectives in this research which are to identify whether USM students demographic have an effect on students satisfaction, to investigate whether USM students satisfied with tangibility, assurance, responsiveness and empathy USM and to find the best predictive model for USM students satisfaction towards USM performance in terms of SERVQUAL dimensions. A survey was conducted on students who are currently studying in Universiti Sains Malaysia. Data was collected by using self administered questionnaire. The data that had been collected was analyzed using descriptive analysis, chi-square test and binary logistic regression. 100 students had been answered the questionnaire to represent the sample. The result had been analyzed by using Statistical Package for Social Science (SPSS) version 19. The Logistic Regression had been used to analyze data. The objectives of the study are achieved but there are two variables does not give impact on student's satisfaction which are variable empathy and demographic. This study had been successful conducted and the researcher had come out with the conclusion and the recommendations.

Keywords: service quality (SERVQUAL), customer satisfaction, logistic regression,
performance

CHAPTER 2

OVERVIEW OF RESEARCH

2.1 BACKGROUND OF STUDY

Identifying the level of Universiti Sains Malaysia (USM) student's satisfaction towards USM performance in terms of service quality (SERVQUAL) is the main focus in this study. From this study the researcher could identified whether the Universiti Sains Malaysia students were satisfied or not with service quality provided by university. There were five variables in service quality that the researcher used to measuring the level of satisfaction towards performance which are tangibility, assurance, reliability, responsiveness and empathy. Service quality was the important aspect in university in order to make the students satisfied with performance of the university.

Quality in education can be said to be determined by the extent to which students' needs and expectations can be satisfied. Various concepts and models have been developed to measure student and stakeholder satisfaction. The present research builds upon the SERVQUAL instrument.

The goal of service quality is customer satisfaction (Kessler, 1995).Service quality focuses on satisfying customers' needs in the moments of truth during service encounters where the customers form perceptions of the service delivered or received. The importance of customer satisfaction has led to the development of the Malaysian Customer Satisfaction Index (MCSIe) in short, which is the only uniform,

cross-industry and cross-sector measure of service quality in relation to the Malaysian economy (Abdullah, Al-Nasser, & Husain, 2000). It has been used to understand, analyze and evaluate the status of service quality and customer satisfaction.

SERVQUAL measures the difference between what is expected from a service encounter and the perception of the actual service encounter (Parasuraman, Zeithaml, & Berry, 1988). According to (Kanji, Tambi, & Wallace) the formula of SERVQUAL can be written as follow:

$$\text{Service Quality (Q)} = \text{Perception} - \text{Expectation (E)}.$$

The SERVQUAL instrument is actually a survey form containing 33 items, each item measuring both the perception and the expectation of a particular service attribute. SERVQUAL is widely used as an off-the-shelf instrument in many service settings. In education, it has been significantly adapted to form LibQUAL, which is used to measure academic library service quality (Cook & Thompson, 2000).

PERCENTAGE OF THE VARIABLE

CITIZEN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALAYSIA	86	86.0	86.0	86.0
	NOT MALAYSIA	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

RACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALAY	36	36.0	36.0	36.0
	CHINESE	44	44.0	45.0	81.0
	INDIAN	6	6.0	6.0	87.0
	OTHERS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW 20	15	15.0	15.0	15.0
	21 - 30	75	75.0	75.0	90.0
	31 - 40	9	9.0	9.0	99.0
	41 - 50	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	87	87.0	87.0	87.0
	MARRIED	13	13.0	13.0	100.0
	Total	100	100.0	100.0	