



**STUDENT EXPERIENCE AND SATISFACTION: CASE
STUDY ON SERVICE QUALITY OF HEP COUNTER
SERVICE IN UITM CAMPUS 2 SAMARAHAN**

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1. INTRODUCTION

1.1 Introduction on Student Affairs Department

Student Affairs Department

The Student Affairs Department (HEP) is one of the important departments in the organizational structure of UiTM Sarawak. It offers various services to students. Its include Approval of student activities, Disciplinary Action, Welfare, Student Service Scheme, Guarantee letter and Scholarship / PTPTN.

Objectives

- To help UiTM students in matters of welfare, comfort and security and to coordinate financial assistance and scholarships given to them.
- To create special funds, such as the Student Welfare Fund, Student Emergency Fund and Student Curriculum Fund.
- To provide accommodation and food to the students who live in colleges.
- To coordinate student activities and movement within the University and with other educational institutions and external associations to ensure that students fulfill both spiritual and worldly needs and those they are exposed to the reality of the working environment.

Functions

- Coordinating students' relationship with the management of UiTM Sarawak, other Institutions of Higher Learning and other organizations, inside or outside the State.
- Coordinating activities such as religious, cultural, sports, social and other activities organized by students.
- Providing meals for residential students.

In the Division of Student Affairs, there are Units which carrying out some task and their role as follows: -

Sub Units

- Sport
- Career & Counseling
- Kesatria
- Student Welfare
- Penyelidikan Jaringan dan Industri (PJI)

1.2 Background Of Study

This study aims to examine student experience and satisfaction towards service quality of HEP counter service in UiTM Campus 2 Samarahan. Counter service is the main functions to communicate and face with the student wants from the service provided by HEP Campus 2.

Therefore, counter service of HEP have to strive to deliver to their student not only the product or service, but also 'quality' and 'satisfaction' to align with their objectives as a whole. Just like HEP's Customer Charter " we are committed and promised to try to provide quality service and ensure customer receive the good service ,efficient and effective".

Delivering excellent service become a winning strategy, plus quality service can retain customer confidence and its important become competitve advantage (Leonard L. Berry, A. Parasuraman, and Valarie A zeithaml, 1994). This study , however, focuses only in HEP campus 2 Kota Samarahan.

Therefore, Hal Ehwal Pelajar(HEP) played its role to deliver a good quality service to ensure every complaining from the students can be reduce and solve with properly. Quality of