

**THE DEVELOPMENT OF THE QUALITY OF UNIVERSITY LIFE
INDEX FOR UTM STUDENTS**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR,
MALAYSIA**

BY:

**DR KULDIP SINGH
BALJINDER SINGH A/L MAGHAR SINGH
ELIZABETH CAROLINE AUGUSTINE**

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Assistant Vice Chancellor,
Institute of Research Management (RMI)
Universiti Teknologi MARA
40450 Shah Alam

Dear Professor Doctor ,

**SUBMISSION OF FINAL REPORT ON “THE DEVELOPMENT OF THE
QUALITY OF UNIVERSITY LIFE INDEX FOR UITM STUDENTS**

With reference to the above, I am pleased to submit three (3) copies of the final report entitled “The Development of the Quality of University Life Index for UiTM Students” by a group of researchers in UiTM Sarawak.

Thank you

Yours sincerely,



DR. KULDIP SINGH

Leader

Research Project

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ABSTRACT

Universities are now required to be responsive to students' expectations. To be a university of choice, university administrators need to understand student experiences in their university and how to improve them so that a positive image will be portrayed to prospective students. Therefore measuring student's university experience is vital. The main objective of this paper is to examine student's perceptions about their university experience. A survey research design was used in this study to investigate student's university experience. The instrument developed and used for this study was adapted from the Monash Experience Questionnaire (MEQ) and Melbourne Experience Survey. Adaptations were made to make it suitable for UiTM culture. Factor analysis resulted in 66 items being chosen and they were grouped into 8 dimensions, comprising (1) Skills Development, (2) Program Quality, (3) Student Support, (4) Teaching Quality, (5) Learning Environment and Resources, (6) Learning Community, (7) Academic Guidance and (8) Campus Experience. Stratified random sampling technique was employed to select the sample for the study based on the sampling frame obtained from each of UiTM's campus. A total of 3,200 questionnaires were distributed to 14 campuses and 1167 usable questionnaires were returned, giving a response rate of 36 percent. Data collected were analyzed using both descriptive and inferential analysis including factor analysis. The study found that majority of the students had a positive university experience in UiTM. The dimension which has the highest mean score was campus experience and the lowest mean score was learning environment and resources. The dimensions are rank based on their mean score value. The researchers had employed the Cronbach Alpha technique to obtain the reliability index of the instrument used. The reliability index was computed for the various mentioned dimensions. results. The reliability index for each dimension is more than 0.80. The overall reliability index of the instrument is 0.94 and is thus deemed reliable. This study have also developed the quality of university life index for UiTM. Limitations of the study and future research are also discussed in this study. The study suggested some recommendations to improve the quality of university life for students.

CHAPTER 1

INTRODUCTION

1.1. Introduction

Prospective students of Higher Learning Institutions are known to make their choices based on the reputation of the institutions. This is especially true in the present scenario with the proliferation of new media and social networking that enables views and opinions to flow far and wide effortlessly. Word-of-mouth has always been a main factor. Reputation of a university hinges on the experience of its undergraduates. Hence universities nowadays have to be responsive to students' expectations in order to be the desired choice among prospective students. To become a university of choice, university administrators need to understand students' experience in their university and seek ways to improve it so as to portray a positive image to prospective students. An instrument was developed to measure and convert this experience into indices so that students' university experience could be compared over the years.

1.2. Problem Statement

Every year thousands of students graduate from Universiti Teknologi MARA (UiTM) after having spend three years pursuing various courses. How was their university life experiences and what can be done to improve their university experience so that when they leave the university they will be grateful and they will continue to contribute to the development of the university. A positive university experience will no doubt produce graduates who are loyal to the university's mission and will become members of its alumni. It is the hope of the university management that all the students have a positive experience both academically and socially. Students who have positive experience will definitely recommend other students to come and study at UiTM and this will enhance the reputation of UiTM as a good place to study. Therefore there is a need to measure the student's university experience and develop an index so that it can be used to make comparisons.