

UNIVERSITI TEKNOLOGI MARA

**IMPACT OF SERVICE QUALITY AND STUDENT
SATISFACTION AMONG DEGREE STUDENTS IN
UiTM SEREMBAN 3**

**MUHAMMAD NOOR SYAFIQ BIN SAIMIN
2013504435**

Research project submitted in partial fulfillment of the
requirements for the degree of Bachelor of
Sports Management (Hons)

Faculty Sports Science and Recreation

January 2016

DECLARATION OF ORIGINAL WORK
BACHELOR OF SPORT MANAGEMENT (HONS.)
FACULTY OF SPORT SCIENCES AND RECREATION
UNIVERSITY TEKNOLOGI MARA
KAMPUS SEREMBAN, NEGERI SEMBILAN

I, **MUHAMMAD NOOR SYAFIQ BIN SAIMIN** , hereby declares that:

This work has not previously been accepted in substances for any degree, locally or overseas is not being concurrently submitted for this degree and any other degree.

This research paper is the result of my independent work and investigation, except where otherwise stated. I absolve Universiti Teknologi Mara and its Faculty of Sport Sciences and Recreation from any blame as a result in my work.

All verbatim extracts have been distinguishes by quotation works and of my information have been specially acknowledged.

Name of Student : Muhammad Noor Syafiq bin Saimin
UiTM ID Number : 2013504435
Programme : Bachelor in Sport Management (Hons.)
Faculty : Faculty of Sport Sciences and Recreation
Signature : _____
Date : 8th January 2016

ABSTRACT

This study addressed three main purposes, which are; (1) to investigate the significant difference between service quality dimensions based on gender; (2) to determine the significant difference factors contributing students' satisfaction based on gender; and (3) to analyze the relationship between service quality and students' satisfaction toward degree student in UiTM Seremban 3. The 36 items of questionnaire in service quality and 6 items in student satisfaction was administered among (N = 180) degree student. The primary finding of this study supported that service quality will influence student satisfaction. The result of Independent sample t-test indicated that there were no significant between service quality dimensions based on gender. Then, the researcher has used Independent sample t-test to determine the overall student satisfaction based on gender. The finding show that there were no significant between student satisfaction influencing by gender ($t(1,179) = -.806, p = .422$). Additionally, the result of Pearson Correlation analysis as to determine the relationship between service quality and student satisfaction indicate were $r = .483$ (positive strong correlation) and p-value < 0.05 (significant). The researcher concluded there were has relationship between these variables.

TABLE OF CONTENT

| | Page |
|--|-------------|
| AUTHOR DECLARATION | i |
| LETTER OF TRANSMITTAL | ii |
| ABSTRACT | iii |
| ACKNOWLEDGEMENT | iv |
| TABLES OF CONTENT | v |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| LIST OF ABBREVIATIONS | xi |
| | |
| CHAPTER ONE : INTRODUCTION | |
| | |
| 1.1 Background of study | 1 |
| 1.1.1 Background of the Higher Education in Malaysia | 1 |
| 1.1.2 Students Satisfaction and Service Quality | 3 |
| 1.2 Problem statement | 4 |
| 1.3 Significant of study | 5 |
| 1.4 Purpose of study | 6 |
| 1.5 Research question | 7 |
| 1.6 Study limitation | 8 |
| 1.6.1 Methodology | 8 |
| 1.6.2 Sampling problem | 8 |
| 1.7 Definition of terms | 9 |

CHAPTER TWO : LITERATURE RIVIEW

| | | |
|-----|---------------------------------|----|
| 2.1 | Introduction | 10 |
| 2.2 | Student satisfaction definition | 10 |
| 2.3 | Service quality definition | 12 |
| 2.4 | Service quality theory | 13 |
| 2.5 | Previous research | 15 |
| 2.6 | Conclusion | 18 |

CHAPTER THREE : RESEARCH METHODOLOGY

| | | |
|-----|----------------------------|----|
| 3.1 | Introduction | 19 |
| 3.2 | Research design | 20 |
| 3.3 | Sampling | 20 |
| 3.4 | Instrumentation | 21 |
| 3.5 | Pilot study | 22 |
| 3.6 | Score | 23 |
| 3.7 | Reliability and validity | 24 |
| 3.8 | Data collection procedures | 25 |
| 3.9 | Data analysis | 26 |