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**FACTORS INFLUENCING STUDENTS' SATISFACTION
AT MAHSA UNIVERSITY**

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ABSTRACT

MAHSA University establish in earnest in the year 2005 in Pusat Bandar Damansara, Damansara Heights, Kuala Lumpur with the belief that higher education in the field of healthcare is a vital component in the development of the nation. With due persistence and generous support from students, staff and the public, MAHSA is proud to announce its latest achievement of receiving University status. In Malaysia, MAHSA University have three campuses which located at Selangor, Kuala Lumpur and Sabah. MAHSA offers programs in various levels, from foundation and diploma to degree and postgraduate programs in stage as well as Healthcare Programs. Given that, the aim of this study is to examine the factors that influencing students' satisfaction at MAHSA University. The factors involved in this study are quality of university facilities, university location and university image. The data of the study are collected by using questionnaires are 362 of questionnaires will be distribute to the respondent.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background of Study

This research is about "Factors that influencing students' satisfaction at MAHSA University". MAHSA University known as a private university, Malaysian Allied Health Science Academy (MAHSA) University. In Malaysia, there is a lot of private university that give opportunities to the students to further their study. For east coast students including three states like Kelantan, Terengganu and Pahang who interested to continue study at MAHSA University, they can register through MAHSA University Recruitment Centre (MURC) Kota Bharu because it represent that three states. MURC is located at Jalan Kebun Sultan, Kota Bharu Kelantan. MAHSA Recruitment Centre Kota Bharu is one of the branch MAHSA University that has operated for many years but currently they have to change to new management team since December 2017. In Malaysia, there are lot of public and private university that make students have many choices to further their studies including SPM's leaver and postgraduate from Diploma and Degree. But most of them either further or leave their study because of few factors such as quality of university facilities, university location and university image. Hence, the factors make them choose to satisfy or not as a student towards MAHSA University to further their study at higher level.