



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

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BACHELOR BUSINESS ADMINISTRATION (HONS)

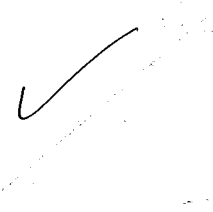
MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

JOHOR

DECEMBER 2018



DECLARATION OF ORIGINAL WORK



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**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Wan Siti Husna bt W Rasir (960909-33-5004)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF TRANSMITTAL

26th December 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report titled "Factors Influencing Students' Satisfaction at MAHSA University" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

Wan Siti Husna bt W. Rasir
(2015290974)
Bachelor of Business Administration (Hons) Marketing

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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. The intention of this study is to analyze what are factors of university influence students' satisfaction. Other than that, this research is to find out independent variables influence dependent variable. The students' satisfaction is strongly featured on the university's factors. Due to the rapid change of the environment, students are more interested with the student life as it can improve their life path and easy reach their target result. All students have one goal which like to success in exam. The findings of this research can help researcher to improvise the factors of satisfaction and can make decision to decide on which elements that university should focused on so that they can achieve the objectives. Given that, the aim of this study was to examine the factors that influencing students' satisfaction at MAHSA University. The factors involved in this study were quality of university facilities, university location and university image. The data of the study were collected by using questionnaires which 362 of questionnaires distributed to the respondent. By using Krejcie and Morgan (1970) greatly simplified the size of respondents.