



**ASSESSMENT OF SERVICE QUALITY PROVIDED BY
EASTERN COLLEGE IN KOTA KINABALU**

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TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
LIST OF ABREAVATIONS	vi
LIST OF DEFINITION	vii
ABSTARCT	viii

1.0 CHAPTER 1- INTRODUCTION

1.1 background of study	1
1.2 background of the organization	2-4
1.3 scope of study	5
1.4 problem statement	5-8
1.5 research objectives	9
1.6 research questions	9
1.7 Hypothesis development	10
1.8 theoretical framework	11-13
1.9 significance of study	14
1.10 limitation of study	15

2.0 CHAPTER 2- LITERATURE REVIEW

2.1 Introduction	17-18
2.2 recognition for higher education at private college in Malaysia	18
2.3 quality in educations	19-20
2.4 service quality indicates to quality perception potential customer, Parents and students.	20-21
2.5 perception of quality on physical resources	21-22
2.6 perception on quality lecturer	22-23
2.7 quality of academic program	23-24

2.8 quality of management	24
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3.0 CHAPTER 3 - RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction	25
3.2 research design	25
3.3 data collection method	25
3.4 sampling design	26
3.5 data entry and data processing	27
3.6 data analysis	27

4.0 CHAPTER 4 - RESEARCH ANALYSIS AND FINDING

4.1 Introduction on finding	28
4.2 Research finding variables	29-59
4.3 Method Analysis	60
4.3.1 Cross tabulation analysis	60-73
4.3.2 Correlation analysis	60-73

5.0 CHAPTER 5- CONCLUSION AND RECOMANDATION

5.0 Conclusion	74-77
5.1 Recommendation on future researcher	78-79
5.2 Recommendation on organization	80-81

ABSTRACT

The objective of the study is to identify the assessment of service quality on the needs of physical resources and environment that relate to the dimension of service quality which is reliability, responsiveness, and empathy, besides that, the quality on the physical resources and environment, 4 P's elements and the good services offered by the PHEI contributes to the efficient performance of the institution thus determine the customer decision and satisfaction which will contributes to good reputation of the college and attract more customer to pursue their study at the college.

Key words: service quality, physical resources and environment.