



**A STUDY ON CONSUMER SATISFACTION TOWARDS SERVICE
QUALITY PROVIDED BY OPEN UNIVERSITY MALAYSIA (OUM)**

**NAZIRA S. ASHRAFF
2009338039**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU, SABAH**

HAKMILIK

Perpustakaan

Universiti Teknologi MARA (UiTM) Sabah

Bag Berkunci 71

88997 Kota Kinabalu, Sabah

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ABSTRACT

The purpose of this research is to study the customer (students) satisfaction level towards the Mode of Learning, Tutor, Facilities, Administrator and Program Issues. These determinants are the key factor in measuring the satisfaction level of OUM's learners.

Methods of acquiring information were by giving out 120 questionnaires to 120 respondents from 3 age groups. The answers in the questionnaires were being extracted and analysed by using the SPSS software to generate results needed for the research.

The results obtained from the analysis showed that the general consensus is, the learners (consumers) are satisfied by the services given by OUM. But from the results also, we can see that those from the older generation seems to have problem with the ODL concept of learning via the internet. This indicates that some improvement is needed so that the institutions can provide a more satisfied learners/client.

In conclusion, this research has provided valuable information for the researcher and OUM as a whole. This information is crucial for future development and prospect of the institution. It enables them to have a glimpse on how their customers/learners perceived their services. By knowing how they perceived to their services, the administrators of OUM can improve themselves and fully cater the needs and wants of their clients for many years to come.