STUDENT'S SATISFACTION TOWARDS SERVICES PROVIDED BY SWINBURNE UNIVERSITY

NURUL FITRIANNA BINTI ROSLAN
2013248512

SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT FOR THE DEGREE BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

DECEMBER 2015

ABSTRACT

The purpose of this research is to study about student satisfaction towards services provided by Swinburne University. To measure the service quality provided by Swinburne University, SERVQUAL dimensions by Parasuraman, Zeithaml and Berry (1990) was adopted. This research will determine the relationship between service quality dimensions and student satisfaction. Besides that, the relationship between student satisfaction and university reputation (image) will also be analysed. The respondents of this research are students from Swinburne University. This research will be using frequency statistics, descriptive analysis, reliability analysis, multiple regression analysis and Pearson's correlation analysis in answering the objectives of the research. The data was analyzed by using SPSS.

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter 1 provides an overview of the whole study. The main purpose of this research is to study about student satisfaction towards services provide by Swinburne University. This chapter outlines the background of study, problem statement, research questions and objectives, significance of study, scope of study, definition of terms, and limitations of the study.

1.2 Background of Study

In Malaysia, delivery of higher education used to be exclusive to the public sector. Nevertheless, legislative changes made in 1996 led to the coexistence of public and private higher education institutions (Wan, 2007). In today's aggressive education environment where students have numerous alternatives accessible to them, factors that enable educational institutions to attract and retain students should be seriously examined (Hishamuddin, Azleen, Ilias, Rahida, & Mohd., 2008). To gain competitive advantage in the future, higher education institutions may need to start looking for effective and creative methods to attract, retain and foster stronger relationships with students.

According to Lee (2004), in the 1970s, private education institutions existed mainly as "second chance" schools for students who unsuccessful to apply for admission into the public universities. Due to that, parents are hesitating in sending their children to private universities where they do not want others to have negative perceptions toward their child.

CHAPTER 2

LITERATURE REVIEW

2.1   The Concept of Service Quality

According to Lagrosen, Roxana and Markus (2004), it is not easy to define the term quality. The evolution in the concept of quality can be seen from "excellence" to "value", to "conformance to specification", and to "fulfil customers' expectations" (Reeves & Bendnar, 1994). It is important to acknowledge the three well-documented characteristics of services such as intangibility, heterogeneity, and inseparability in order to gain full understanding of service quality (Parasuraman, Zeithaml & Berry, 1985).

Bateson (1977) stated that most services are intangible because services are more on performances rather than the products itself. Due to that, manufacture a product according to the specifications on uniform quality can hardly be done. In other words, most services cannot be measured or tested in advance of sale to assure quality (Parasuraman et al, 1985). Because of this, the firm may find it is difficult to understand how consumers react on their services and evaluate service quality (Zeithamls, 1981).

Services are considered as heterogeneous especially those with high labour content (Parasuraman et al., 1985). Their performance often varies from producer to producer, from customer to customer, and from day to day. Consistency of quality is all depend on the behavior of the service personnel which is hard to be assured (Booms & Bitner, 1981) because what the customers receive may be varies from what the firm intends to provide (Parasuraman et al., 1985). Carmen and Lengeard (1980) suggested that production and consumption of services are inseparable. As a result, quality in services is not engineered at the manufacturing plant, and then delivered intact to the consumer (Upah, 1980). For