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ABSTRACT

The issues of service quality in IPTS are not new in higher education industry. This study attempts to measure the influence of realibility, responsiveness, assurance, empathy and tangibles towards students satisfaction. The sample of 217 individuals studying in Cosmopoint College Kuala Terengganu was selected. Questionnaires comprising seven parts were sent directly to targeted segment. In the first part, the first few questions are related demographic information including personal information, second part until six part consists of thirty five questions which used to measure service quality and last part is related to students satisfaction. The study describes that the five factors (realibility, responsiveness, assurance, empathy and tangibles) significantly influence the students satisfaction which are realibility ($\beta=.115$, $p<0.05$), responsiveness ($\beta=.212$, $p<0.05$), assurance ($\beta=-.183$, $p<0.05$), empathy ($\beta=.418$, $p<0.05$), and tangibles ($\beta=.568$, $p<0.05$) on student's satisfaction. The most significant Independent variables (realibility, responsiveness, assurance, empathy and tangibles) to dependent variable (students satisfaction) from beta value is tangibles ($\beta=.568$, $p<0.05$). Results show (.514, .623, .645, .749 and .788) for three factors which below .7 that provides moderate positive and remaining two factors which below .8 that provides good positive towards students satisfaction among students at Cosmopoint College Kuala Terengganu branch.

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