



**MARA UNIVERSITY TECHNOLOGY SARAWAK CAMPUS
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**

DIPLOMA IN PUBLIC ADMINISTRATION

RESEARCH TOPIC:

**STUDENT SATISFACTION TOWARD SPORT FACILITIES IN
UiTM CAMPUS SAMARAHAN**

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CHAPTER ONE

1.0 INTRODUCTION

Customer satisfaction has dominated much of the recent service literature (Zemke,1989; Heskett, 1990, Berry; 1990). This literature suggests that to deliver high level of customer satisfaction, organizations must identify, measure, and manage the internal element within an organization hypothesized to affect customer satisfaction. We call these the eight component of internal service quality. By measuring these components, manager may able to determine which actions are required to improve customer satisfaction. This knowledge may then enable managers to take a proactive, rather than reactive and approach to customer satisfaction.

A campus living environment has significant impact on a student's progress during his or her study time. Therefore, a university should always consider the importance of providing quality students sport facilities with consideration on the aspect of design, social and public amenities available to the students.

This is to ensure that student will live in suitable and comfortable surrounding thus will enhance their satisfaction toward the university sport facilities service

Sport facilities is the facilities that used for the purpose of outdoor activities and games such as badminton, football, netball, tennis, handball, basketball, and so on. Sport facilities also included the gym, sport centre and wellness.

The sport facility in UiTM Sarawak is located at the Sport Science Unit which is nearby the main entrance of UiTM Sarawak. Another sport facility is at the Kolej Kediaman Seri Gading which can be used by the female students. Then . there are also sport facilities such as badminton court, football field in Kolej Seri Mulu and Kolej Kediaman Seri Serapi.

This research paper is one of the requirements that should be completed for Diploma Public Administration student. Therefore, the topic that has been selected by our group is "Satisfaction of Student Towards Sport Facilities in Universiti Teknologi Mara Sarawak".

1.1 PROBLEM STATEMENT

The research will be made in Universiti Teknologi Mara Sarawak, the research will be the student satisfaction toward sport facilities in the University. University Teknologi Mara Sarawak is the branch campus that has sport facilities.

The research is done to know the level of customer satisfaction of using the sport facilities. Thus we do this research to identify the whether student able to satisfied with sport facilities or not. Moreover, the sport facilities are very important to the student. Sport facilities are the amnesties that given to the student for their recreational purpose.

While sport can be defined by a sport is an organized, competitive, entertaining, and skills activity requiring commitment, strategy, and play. Sport has its custom and rule. Nobody has done this research recently. This is the reason why we choose this research. The finding of the research will be state in the result page.

LACK OF BUDGET.

The cost use rebuilt the sport centre is very high. The management have to implement the draft to gain the resource of financial from the treasury department. If the cost is not relevant, the management are unable to spend the financial to build the sport centre and to provide the new sport facilities for the student purpose.

LIMITED PLACES

Another reason is position of the sport facilities. To build the new sport centre there must have the acre. The area of the university is limited. To build the new sport centre the management have to decide whether to use the area to build another education facility or to build the sport centre. Here is an opportunity cost to build the sports facilities in this proposal.

UNABLE TO GET SUPPORT FROM MANAGEMENT STAFF

Support from management staff is very important in order to upgrade the sport facilities. Upgrading the sport facilities will able to increase the level of students satisfaction. If the management staff are unable to support or accept the proposal of upgrading the sport facilities it will cause problems for students and staff.

1.2 OBJECTIVES OF THE STUDY

- a) To measure the level of student satisfaction toward sport facilities in UiTM Sarawak.
- b) To give suggestion on how to improve the sport facilities.
 - ❖ Build the new sport centre
 - ❖ Collecting fund to increase and improve the quality of sport facilities.
- c) To identify the quality of sport facilities.
- d) To encourage the students often come to the sport centre.

1.3 SCOPE OF THE STUDY

The study is focusing on student at University Technology Mara Sarawak, which focusing on the student satisfactions towards sport facilities in UiTM Campus Samarahan.

Meaning that our respondents are the student. Our main target is diploma student in Faculty of Sport Science and Recreation and also student in Faculty of Administrative Science and Policy Studies.

The research will be conduct for two semester, which is we will provide 150 questionnaires and will be distributed randomly to students in the UiTM Campus Samarahan.

1.4 SIGNIFICANCE OF THE STUDY

a) Significant support needs

Students with significant supports needs are highly diverse learners with extensive needs in the areas of cognition or learning, communication, movement and social or emotional abilities. The individual may also have concurrent health, sensory, physical and or behavioural disabilities.

a) The management level

In our study, the management level is very important to ensure the sport science management smoothly and effectively without any problems and conflict that occur in their management. Management is essential also to ensure that all work and service are always moving in good condition.

b) Knowledge in this study

The importance knowledge in this study is important for researchers because it is the reference to them in future. This will facilitate their work without any serious problem going to happen to their learning.

CHAPTER TWO

2.0 LITERATURE REVIEW

According to Scott **Forresster, Christoper Arterberry, and Bob Barcelona, 1999**, satisfaction is defined as being a consequence of the expectations and experiences of the subject and course. Sport facilities, in this model, is seen as only one of a number of antecedent's of satisfaction. In fact, it is seen as contributing only when students perceive that sports facilities has dropped below a critical level or when sports facilities surpasses student expectations.

While, **Ramos , Martinez- Tur, Tordera and Caballer , 1995** mentioned that sport is an organized, competitive, entertaining and skills activity requiring commitment, strategy, and fair play. Over the last decade, researchers have begun to show an interest in the area of sport management, as a results of the constant increase in the practice of sport and the importance of leisure activities.

As explained below, refer to Kordupleski et al, this paper assumes the theory that the degree of customer satisfaction is the bottom line of the valuation of different element that form the service offer. This assessment has a pronounced subjective component and is the result of the quality level identified by each customer.

That is to say, customer's satisfaction does not depend so much on the quality level that a believers it is offering as on the way each subject perceives that quality and the degree to which it satisfies his or her needs. Sport often captive younger audience and the world of sport is specifically designed to allow younger students to relate fundamental terms and concept tough in the sport to their daily life and in turn, participation and capabilities in sport are enhanced by a greater understanding of issues related to exercise in sport are enhanced by greater understanding of issues related to exercise physiology biomechanics, drug used etc, sport offer both competition and a path to fitness.

Customer level of approval when comparing a product's perceived performance with his or her expectations. Also could refer to discharge, extinguishment, or retirement of an obligation to the acceptance of the obligor, or fulfilment of a claim. While

satisfaction is sometimes equated with performance, it implies compensation or substitution whereas performance denotes doing what was actually promised.

Accordingly to **K.Lee.Lerner and Brenda Wilmoth Lerner, in World of Sports science, 2006**, sport has grown beyond the exclusive application of science toward improving competitive performance to application that improve the quality of life and health. Sport and the advanced in sport have however increasing impact on broad segment of society.

Sports are games of physical activity performed for various purposes for competition, fun, development, skills and excellent. The difference is the purpose of distinguishing the nature of the sport. For example, in competitive swimming in front of thousand of spectators will be calculated as a solitary sport, but a dip in the pool or arena views as recreational activities. Sport is one of leisure activities. Most of the leisure activities, newspaper, and television is given to the sport. Others can also be a source of income.

Pragmatic approach in defining the sport is to look for general use that term. Games are activities that include:

- Skills training in recreational use
- Specific regulations in the pursuit of excellence

Excellence is the ability to solve the benchmark (Benchmarks) previous record time, world records, and so forth. Using physical sports properties such as strength, stamina, speed, and a few other skills.

Refer to **A.K Sharman, Sport management, 57, 2008**. The importance of facilities and equipment is providing adequate gymnasium facilities and equipment represent a biomechanics problem for the director of health and physical education. Besides that, the environments also important.

DR Hans- Joachin Scheme, 2001, The term “ sport field and facilities” encompasses large and small playing field, facilities for track and field athletics, all types of facilities for recreations game and sport, as well as supplementary building and side area.

According to **Murad Ali, Exposure and Website Customers,2008**. A good employee is something every organization wants but has a hard time finding. These good employees are

the ones that can be promoted, don't create problems at work, and seem to know how to do their job. The manager only needs to give them direction on occasion and the workers seem to consistently show up to work on time. They are so easy to handle that much of the company resources don't need to be wasted catering to their problems.

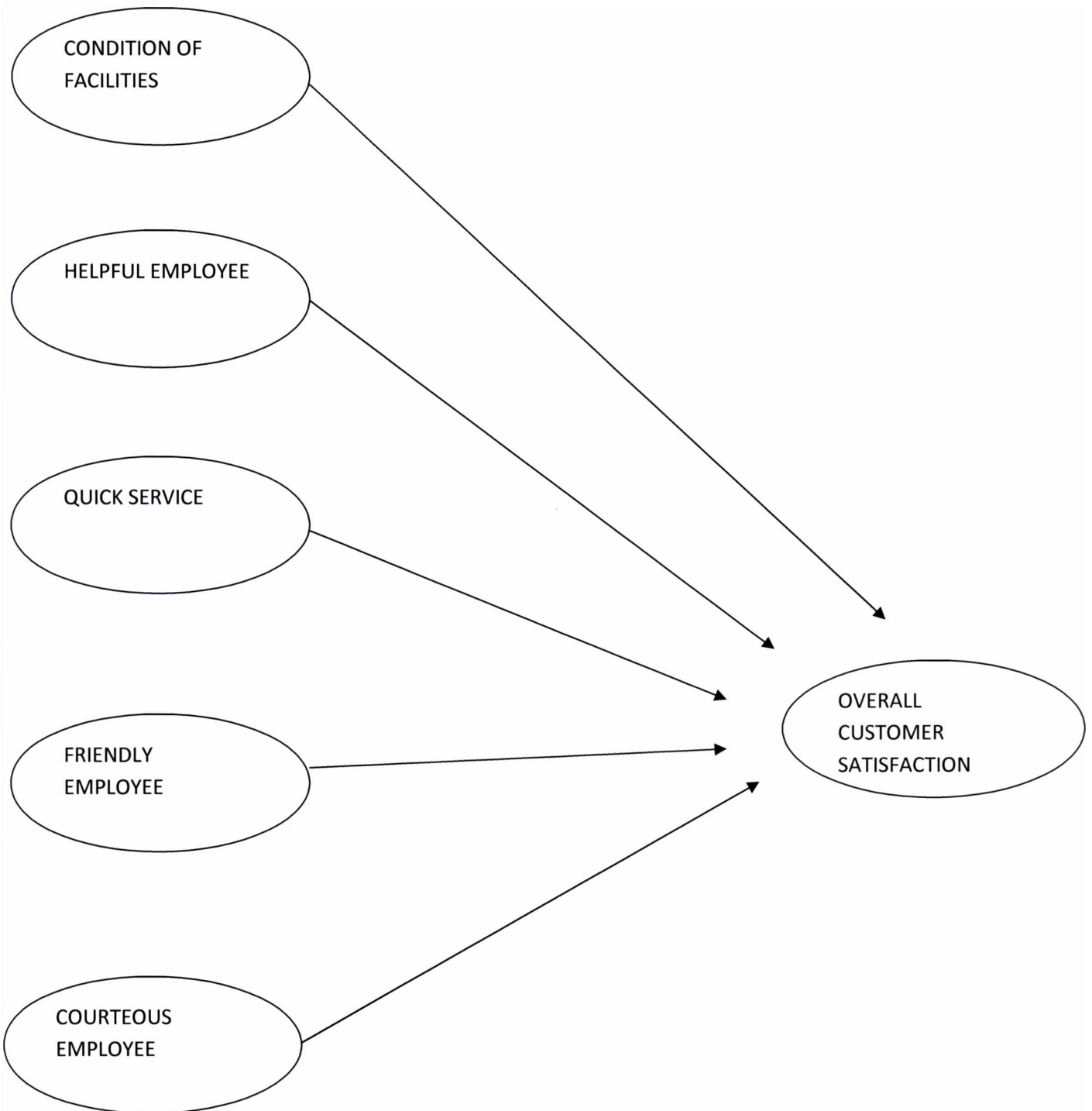
There are three components to a good worker and these include personality, skills and ethic. By having a definition employers will better know what to look for and employees will understand what is needed from them. Firstly personality, one of the biggest ways employees make mistakes is through their personality. You might have someone who has all the other two components but doesn't seem to get along with anyone. They may be anti-social, rude, and brass in their approach, which doesn't help them to get along with others. Without friends it is very hard to succeed in an organization.

Where people usually make mistakes is when they are feeling pressure from home and pressure from work. The stress and tiredness build up in them and they end up taking these problems out on other people. This creates resentment in the workforce. The good worker will know how to handle his or her problems without projecting them.

Gronroos 2005, 13. states definition of service states that "Customers are spending money and time to make it possible to make use of goods for the service they get from a bundle of goods and necessary supporting resources required to use these products."

At the university, students are the main customers for university sport services, and they pay fees (for some services) and invest time to get sport services. Second, using products is a whole process. Service is one kind of a product, and the production and consuming of the services is simultaneous. The study university sport services are aiming to improve the quality of service and get rid of obstacles causing inconveniences for students while they do sports. Third, supporting resources are the basics of providing services, and they include factors, such as personnel who offer services to customers, equipment, facilities, and materials.

2.1 THEORETICAL FRAMEWORK



2.2 OVERAL CUSTOMER SATISFACTION

Condition of facilities

the lack of sport facilities, insufficient and unstable, and the vast areas that are not causing trouble for students to enjoy the facilities provided.

Helpful employee

Students need a more efficient cooperation of the employee in the unit sports UiTM Sarawak so that they can use the sport facilities available for their learning.

Quick service

Services provided by them are less efficient and slower because of the lack of any sport facilities and less budget.

Friendly employee

Students need a good service of employee in the unit sport so they have a good relationship among them, especially in providing services to students.

Courteous employee

Attitude of politeness and courtesy are essential in providing services to students because these value are very important in their learning.

2.3 TYPES OF SURVEY

In this research we use the questionnaire and the interview survey. Questionnaire are given to the 150 student from the sport science and public administration students. We have been interview the sport centre staff the student who had been consume the sport facilities.

a) Personal interview

Interviews are a far more personal form of research than questionnaires. In the personal interview, the interviewer works directly with the respondent. Unlike with mail surveys, the interviewer has the opportunity to probe or ask follow-up questions. And, interviews are generally easier for the respondent, especially if what is sought is opinions or impressions. Interviews can be very time consuming and they are resource intensive. The interviewer is considered a part of the measurement instrument and interviewers have to be well trained in how to respond to any contingency. We had conducted personal interview with the management staff of the sport centre and the sport science students. According to them, the sport facilities are unable to fulfill their needs especially for their study.

b) Questionnaire

A sample of respondents is brought together and asked to respond to a structured sequence of questions. Traditionally, questionnaires were administered in group settings for convenience. The researcher could give the questionnaire to those who were present and be fairly sure that there would be a high response rate. If the respondents were unclear about the meaning of a question they could ask for clarification. And, there were often organizational settings where it was relatively easy to assemble the group in the research. We had created the questionnaires for the students of Diploma in Sport Science and Diploma in Public Administration as respondents for our research.

CHAPTER THREE

3.0 RESEARCH DESIGN

There are two types of variables used in this research which are dependent variable and independent variables. Dependent variable is the variable of primary interest to the researcher. Independent variable is one that influences the dependent variable in either a positive or a negative way. In this research, dependent variable is the factors that lead to the student satisfaction towards the sport facilities in UiTM Sarawak. Independent variables in this research are the students' reasons why the students are not satisfied with sport facilities. The relationship between these two variables is to identify the satisfaction of student toward the sport facilities that provided by the management in the UiTM Sarawak.

3.1 DATA COLLECTION METHOD

There are two data collection methods used in this research that is primary data collection methods and secondary data collection methods. This data collection method will be conducted by distributing questionnaire randomly to the students from Diploma in Public Administration from semester one to semester six.

3.2 PRIMARY DATA

Primary data is gathered by researchers, which come from primary sources or from primary sources or from original data. This type of data collection methods involved of data that collected directly from the respondent. Primary data were obtained in the forms of questionnaires designed. In this study, we gathered the information using the questionnaires which are distributed at a random to the respondents. We distributed the questionnaires to the students from semester 1 until 6. The design of the question is structured direct format. The advantages of using this type of design is to avoid bias respondents, easy to manage and cheaper.

3.3 PROPOSED TESTS & ANALYSIS

3.3.1 FREQUENCIES

It is referring to the number of times that come in various subcategories of a certain phenomenon occur. Then, the cumulative percentages and percentages can be easily calculated. The information that we get can be presented in the form of histogram or bar chart. The frequency distribution will show the data list categories and the number of elements that belong to each of categories. Each of the category, their respective percentages will be determined. Frequency is generally obtained for nominal variables such as types of employment and education level.

3.3.2 MEASURES OF TENDENCY

Mean

Mean also known as the average is measure of central tendency that offers a general picture of the data. It also without unnecessarily submerge one with each of the observations that are include in the data set as a result from the observation.

Median

Median is the value of the middle term in a data set that has been ranked in increasing order or ascending or descending order. For example, the annual sales for the shop are RM25 000, RM28 000, RM 30 000, RM 32 000, RM 34 000. The mean for the sales is RM 29 800, but the median is RM 30 000.

Mode

The observation would not lend itself to a meaningful representation through either the mean or the median but the most frequently occurring phenomenon can be signified.

3.3.3 MEASURES OF DIPERSION

Standard Deviation

Another measure of dispersion for interval and ratio scaled data is standard deviation. It offers the index of the spread of the dispersion which is simply the square root of the variance. In conjunction with the mean, the standard deviation is very useful tool because of the following statistics rules. In a normal distribution:

- From all the observation fall within three standard deviations of the mean or the average.
- The observations are within two standard deviation of the mean is 90%.
- The observations are within one standard of the mean is more than half.

The calculation of the mean and the standard deviation in the foregoing were rendered possible since the observation pertained to values measured on the ratio scale. They were not ordinal in nature or nominal it is possible to calculate the mean.

Inferential statistics

Inferential statistics is data through analysis that include, firstly is the relationship between the two variables and secondly is differences in variable among subgroup and thirdly is how several independent variables might explain the variance in a dependent variable.

Correlation

In this correlation, we would like to see the nature, direction, strength and significance of the bivarite relationship of the variable used in the study. To indicate these entire things, a Pearson correlation matrix will provide this information. It also derived by assessing the variation in one variable as another variable also varies.

The correlation can be show in the scatter diagram. Correlations of coefficient indicate the strength and direction of the relationship can be computed by applying a formula that takes into consideration the two sets of figures.

To assess the relationship between variable not measure on an interval or ratio scale, the nonparametric test are also available. Spearman's rank correlation and Kendall's rank correlation are used to examine relationship between two ordinal variables. This test and analysis will be conduct in our research.

3.4 QUESTIONNAIRE DESIGN

Questionnaires are an inexpensive way to gather data from a potentially large number of respondents. Often they are the only feasible way to reach a number of reviewers large enough to allow statistically analysis of the results. A well-designed questionnaire that is used effectively can gather information on both the overall performance of the test system as well as information on specific components of the system. If the questionnaire includes demographic questions on the participants, they can be used to correlate performance and satisfaction with the test system among different groups of users.

It is important to remember that a questionnaire should be viewed as a multi-stage process beginning with definition of the aspects to be examined and ending with interpretation of the results. Every step needs to be designed carefully because the final results are only as good as the weakest link in the questionnaire process. Although questionnaires may be cheap to administer compared to other data collection methods, they are every bit as expensive in terms of design time and interpretation. Questionnaires are quite flexible in what they can measure, however they are not equally suited to measuring all types of data. We can classify data in two ways, Subjective vs. Objective and Quantitative vs. Qualitative.

The Questionnaire we used to do the research such as Like scale, Itemized scale and consensus scale. We used to ask for the condition of sport facilities, services of the staff whether there are responsive towards the interview or not, cooperation among the staff. The student satisfaction toward the sport facilities, the position of the sport centre and we also ask the student opinions and their suggestions to upgrading the sport facilities in MARA University of Technology Sarawak.

In the questionnaire we have part A and part B. In part A. Consists of the personal data of respondents. It includes the age, gender, and respondent level of education and the programme attained by correspondent. In Part B is about the respondents satisfaction toward sport facilities in UiTM Sarawak.

3.5 LIMITATIONS AND FURTHER RESEARCH

The main limitation of this study is the particular type of sports facility analysed. Due to its controlled prices and offer structure, the characteristics of the customers and the results obtained cannot be applied to other types of facilities. However, other public facilities with similar characteristics may benefit their management strategies from the suggestions presented in the results.

On carrying out this analysis, we are aware that it does not include concepts as complementary facilities at the gym. . This is because these are often absent in the centres examined, and their impact on satisfaction must therefore be studied within another context.

Moreover, this study refers to aspects of the service that the university senate can modify. It would therefore be interesting to extend them and include subjective or intrinsic aspects in order to discover in greater depth on what the satisfaction experienced by the users depends.

It would also be interesting to study the list of costs incurred in improving the sport facilities in UiTM. This information, combined with the ordering of factors proposed in this paper, would enable the university senate to make rational investments in order to maximise the impact of the money invested on student satisfaction.

3.6 PROPOSED FINDINGS

This study has demonstrated the value of knowing the relationship between the distinct elements that make up the offer of a sports centre. In addition, it has provided an initial hierarchical structuring of these underlying factors in accordance with their influence on overall student satisfaction.

The results indicate that the number of facilities, condition of sport facilities and services by staff has a real influence on student satisfaction, and it is therefore necessary to manage them appropriately. Adequate management involves acting first to improve the factors which have the greatest influence on customer satisfaction. The results obtained suggest that, a university authority should follow a specific order in deciding improvement objectives. Initially, improvement efforts should focus condition of the sport facilities, followed by service by the management staff, by this order. This sequence is based on the relative increase that an improvement by one point in each factor causes in overall student satisfaction.

3.7 CHAPTER OUTLINE

1.15.1 Chapter 1 : Introduction

1.15.2 Chapter 2 : Literature Review

1.15.3 Chapter 3 : Research Design

1.15.4 Chapter 4 : Data Analysis and Findings

1.15.5 Chapter 5 : Conclusion and Recommendations

1.15.6 References

1.15.7 Appendices

CHAPTER FOUR

DATA ANALYSIS RESEARCH FINDINGS

PART A

TABLE 4.1: RESPONDENT'S AGE

AGE	FREQUENCY	PERCENT
18 – 20	60	40%
21 – 23	80	54%
24 – 26	10	6%
TOTAL	150	100%

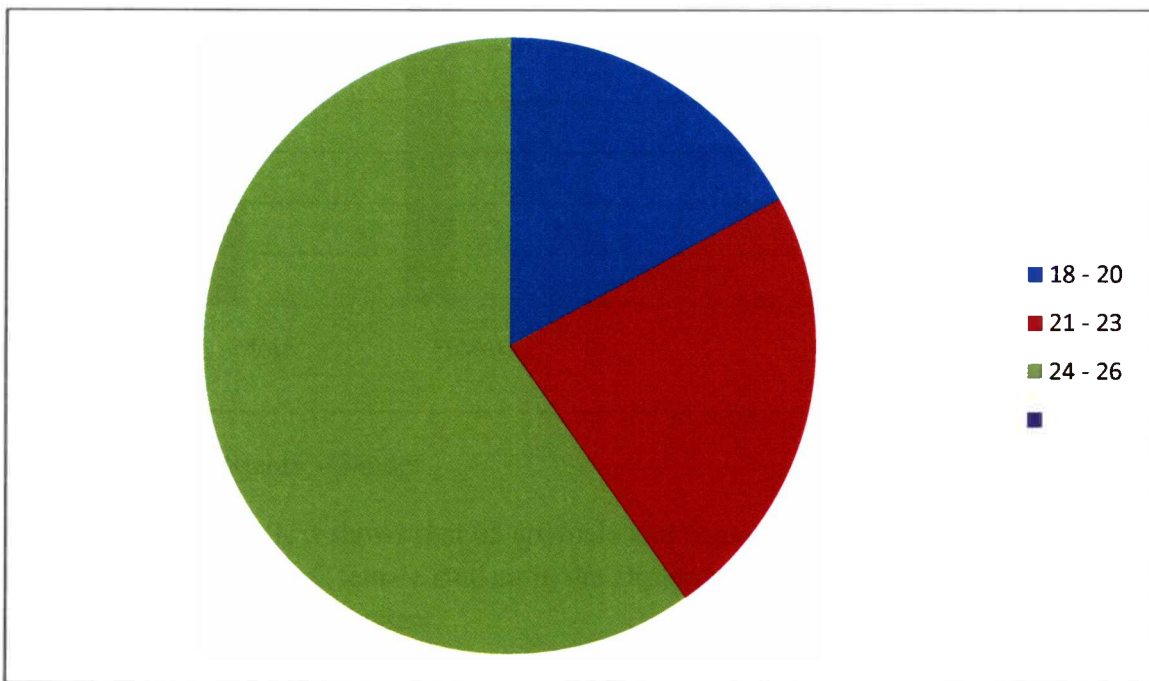


Chart 4.1 : Respondents' Age

Based on the chart, there are majority of the respondents are between 21-23 years old. The number of respondents are 80 and equal to 54%. Between the ages of 18-20 there are 60 respondents had response the questionnaire. The percentages are 40%. The rest are the respondents with the ages between 24-26 years old and the number of respondents are only 10 and the percentages are 6%.

TABLE 4.2: RESPONDENTS' GENDER

GENDER	FREQUENCY	PERCENT
MALE	65	44%
FEMALE	85	56%
TOTAL	150	100%

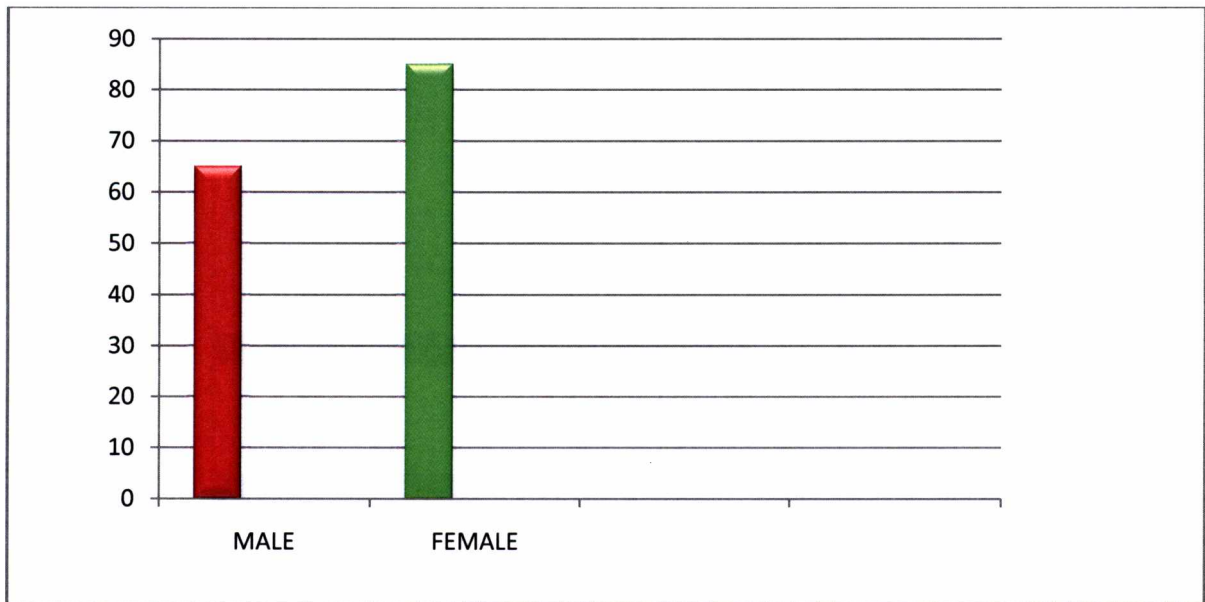


Chart 4.2: Respondents' Gender

Based on the table 4.1, it shows that 65 are male and balance of 85 respondent is female. This is because the number of female student in the Diploma in public administration and sport science is more than male student.

TABLE 4.3 : RESPONDENTS' RELIGION

RELIGION	FREQUENCY	PERCENT
MUSLIM	90	60%
NON- MUSLIM	60	40%
TOTAL	150	100%

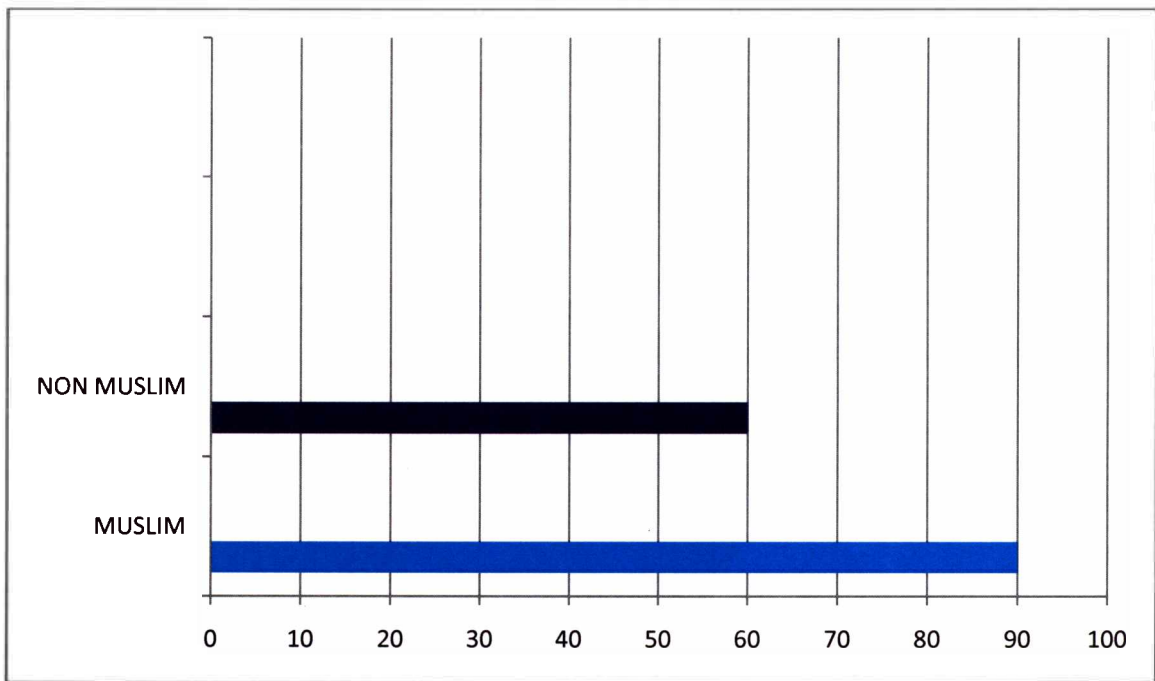


Chart 4.3: Respondents' Religion

Based on the chart, there are 150 respondents selected to answer the questionnaires. Among them there are more Muslim respondents than non Muslim respondents had responded the questionnaire. The number of the Muslim respondents are 90 while the number of non Muslim respondents are 60.

TABLE 4.4 : RESPONDENTS' PROGRAMME OF STUDY

PROGRAMME OF STUDY	FREQUENCY	PERCENT
DIPLOMA IN SPORT SCIENCE	74	49.3
DIPLOMA IN PUBLIC ADMINISTRATION	76	50.7
TOTAL	150	100%

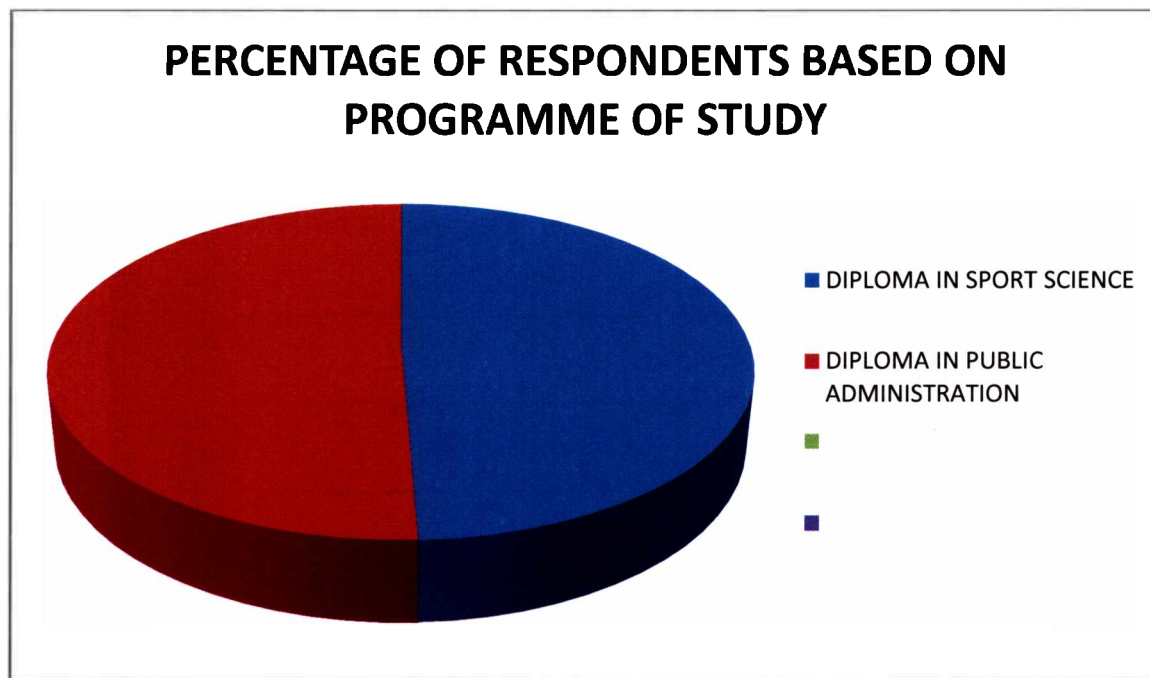


Chart 4.4: Respondents' Programme of Study

Based on the part chart ,overall there are 150 number of respondents were involved in this case study. Respondents are from Diploma in Public Administration and Diploma in Sport Science. The number of respondents are 75 each from both programme.

TABLE 4.5 RESPONDENTS' BASED ON PART

PART	FREQUENCY
1	25
2	25
3	25
4	25
5	25
6	25
TOTAL	150

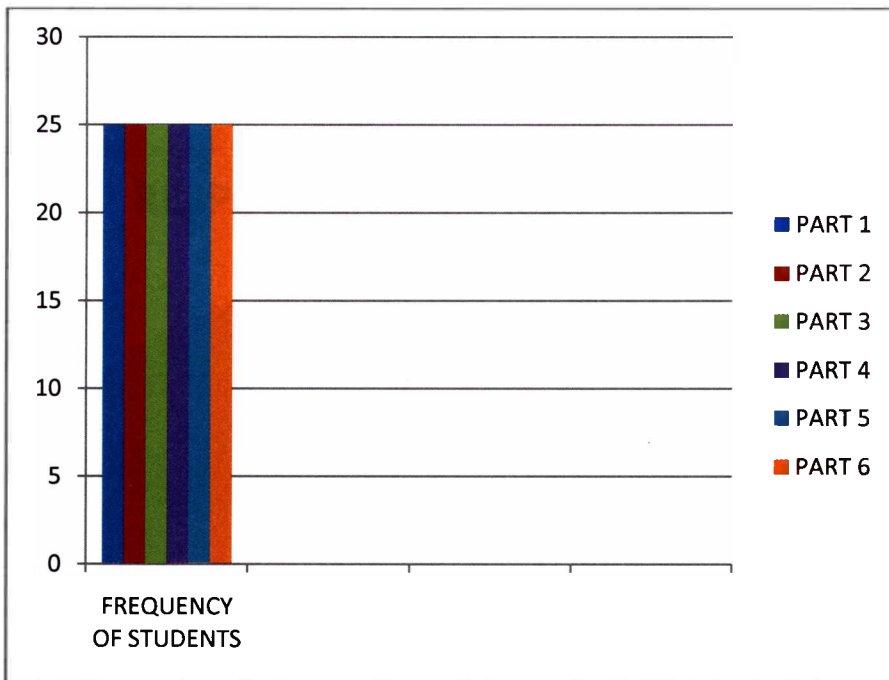


Chart 4.5: Respondents' Part

Based on the chart, there are 150 numbers of students involve to respond the questionnaire. The respondents are picked from part 1 until part 6 classes. For each part there are 25 respondents are selected to answer the questionnaire.

TABLE 4.6 RESPONDENTS' BASED ON CGPA

CURMULATIVE GRADE POINTER AVERAGE(CGPA)	FREQUENCY	PERCENTAGE
BELOW 1.00	5	3.33
BELOW 2.00	8	5.34
2.00-2.49	45	30
2.5-2.99	36	24
3.00-3.49	38	25.33
3.5-4.00	18	12
TOTAL	150	100

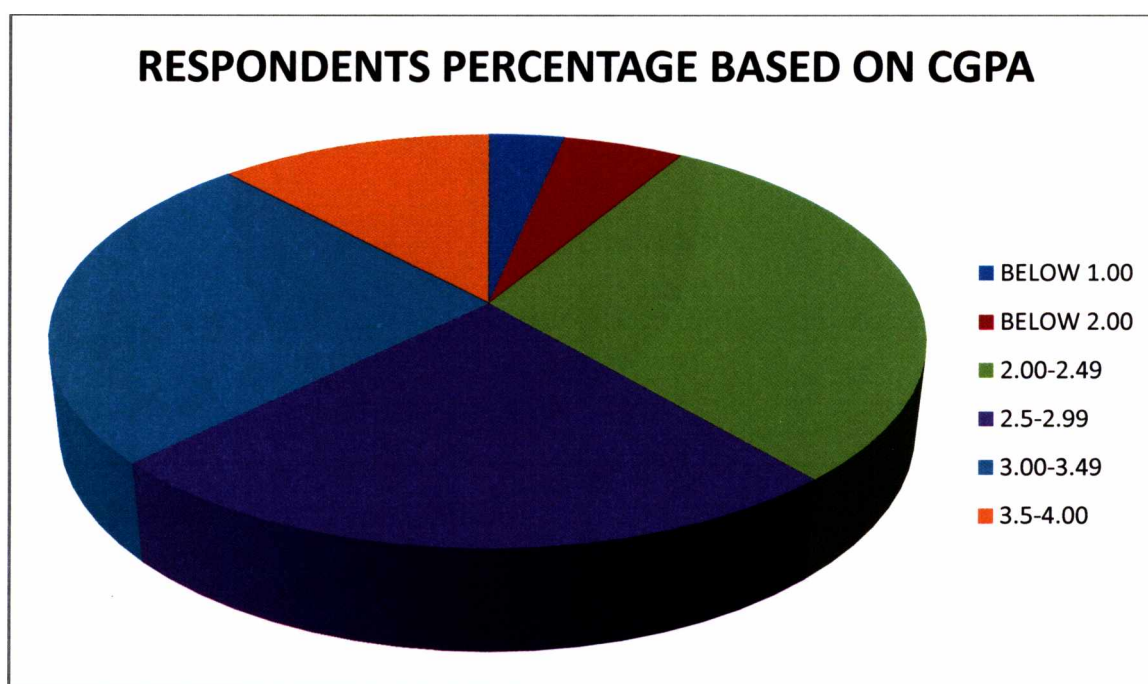


Chart 4.6: Respondents' CGPA

Based on the chart, respondents are selected from different circumulative grade pointer average (CGPA).The highest number of respondents are 45 who had obtained the CGPA between 2.00- 2.49.The second highest are from the group of respondents who obtained CGPA between 3.00-3.49 which was 38 number of respondents. There are 36 respondents obtained CGPA between 2.5-2.99.The least number of respondents obtained CGPA below 1.00 which was only 5 respondents. The only 8 respondents obtained CGPA below 2.00. The rest number of the respondents are 18 who had obtained CGPA between 3.4-4.00.

TABLE 4.7 RESPONDENTS' BASED ON TYPE OF STUDENTS

TYPE OF STUDENTS	FREQUENCY	PERCENT
RESIDENTS	108	72
NON-RESIDENTS	42	28
TOTAL	150	100%

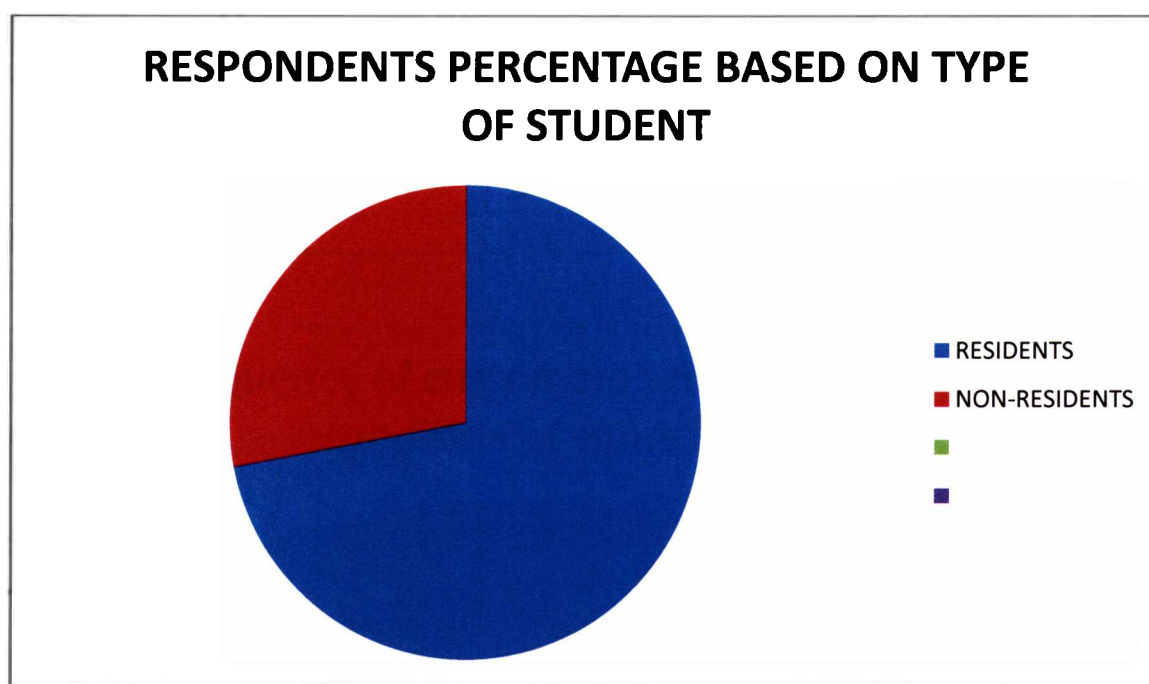


Chart 4.7: Respondents' Type of Student

Based on the chart, majority of the respondents are the residents students. This is mean that the respondents are currently living in the hostel. The number respondents who are the residents are 108 while the number of respondents who are non-residents are 42 only.

PART B

Table 4.1: Condition of the sport facilities

	Frequency of poor	Frequency of Average	Frequency of Good	Total
Part 1	5	10	10	25
Part 2	8	10	7	25
Part 3	9	9	7	25
Part 4	3	18	4	25
Part 5	6	12	7	25
Part 6	5	17	3	25
Total	36	76	38	150
Percentage	24	50.7	25.3	100%

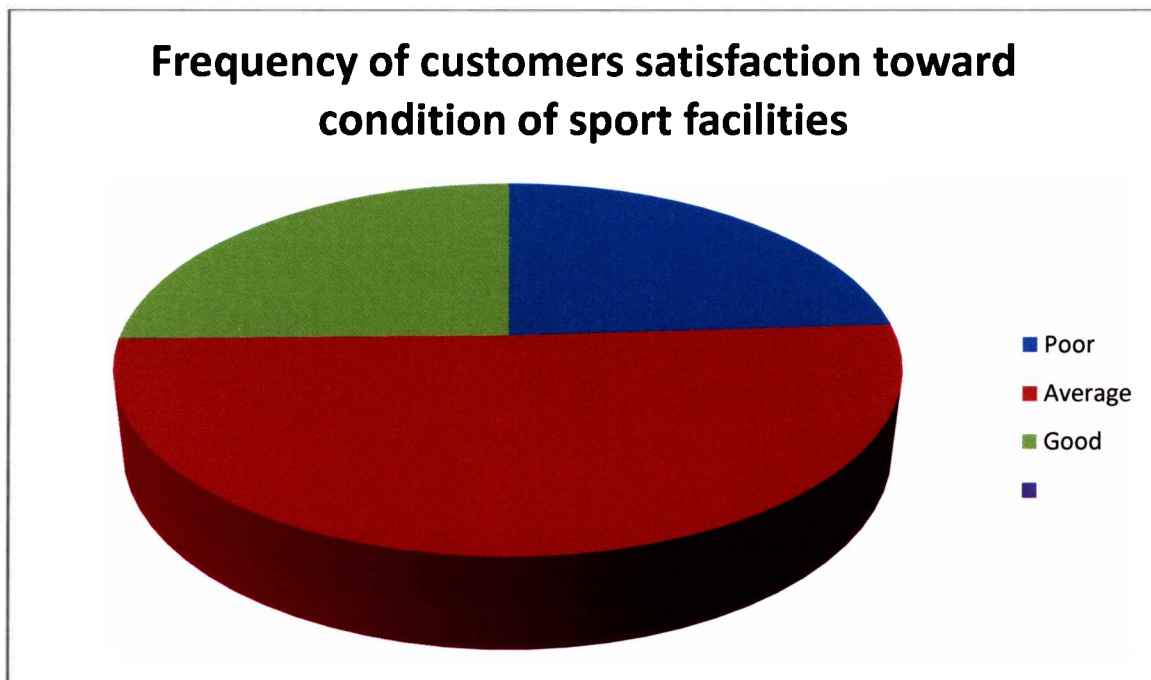


Table represent the preferences of frequency of customer respond toward conditions of sport facilities. There are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. There are 36 respondent respond the condition of sport facilities in the campus are poor. Another 38 respondents respond the condition is in a good condition. The respond for average condition is responded by 76 respondent.

Table 4.2: Service of Sport Centre Staff

	Frequency of poor	Frequency of Average	Frequency of Good	Total
Part 1	3	6	16	25
Part 2	4	7	14	25
Part 3	5	8	12	25
Part 4	7	8	10	25
Part 5	8	7	10	25
Part 6	4	9	12	25
Total	31	45	74	150
Percentage	20.7	30	49.3	100%

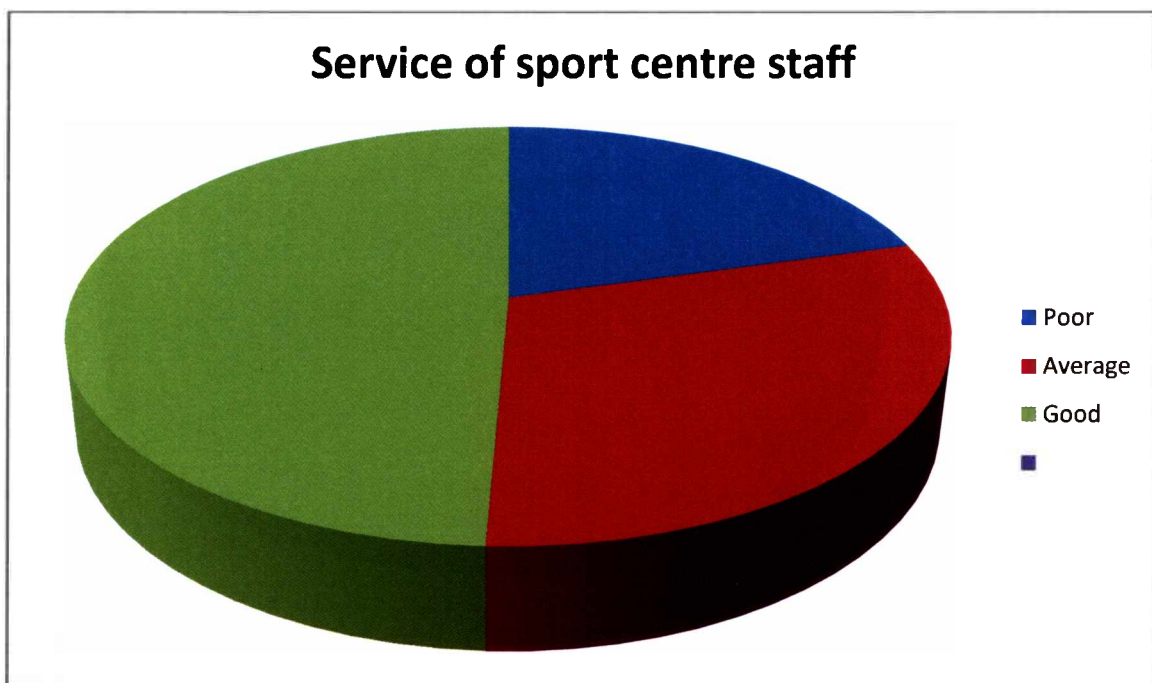


Table represent the preferences of frequency of customer satisfaction toward service of the sport centre staff. There are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. There are 31 respondent respond the service of the sport centre staff in the campus are poor. Another 74 respondents respond the service is in a good. The respond for average service satisfaction is responded by 45 respondents.

Table 4.3: Frequency of sport centre consume by the students

	Never	Seldom	Often	Very Often	Total
Part 1	4	5	10	6	25
Part 2	5	7	8	5	25
Part 3	4	9	6	6	25
Part 4	6	7	8	4	25
Part 5	7	9	2	7	25
Part 6	4	6	12	3	25
Total	30	43	46	31	150
Percentage	30.7	28.7	20	20.6	100%

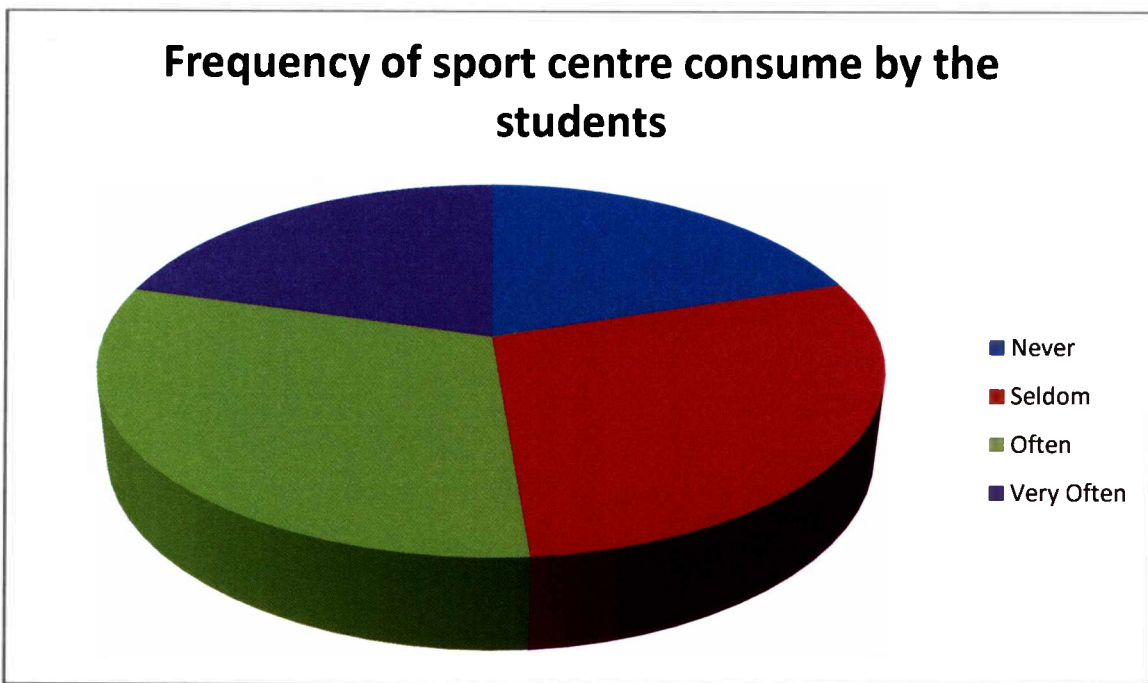


Table represents the preferences of number of frequency of sport centre consume by the students. Overall there are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. There are 30 respondents never come to the sport centre in the campus. Another 43 respondents are seldom come to the sport centre. The respond for 46 respondents are often in consuming the sport centre. The remaining respondents are 31 who are very often in consuming the sport centre.

Table4.4: Satisfaction level toward sport facilities

	Low	Medium	High	Very High	Total
Part 1	3	10	8	4	25
Part 2	2	10	9	4	25
Part 3	4	12	6	3	25
Part 4	2	12	8	3	25
Part 5	4	10	9	2	25
Part 6	3	12	7	3	25
Total	18	66	47	19	150
Percentage	12	44	31.3	12.7	100%

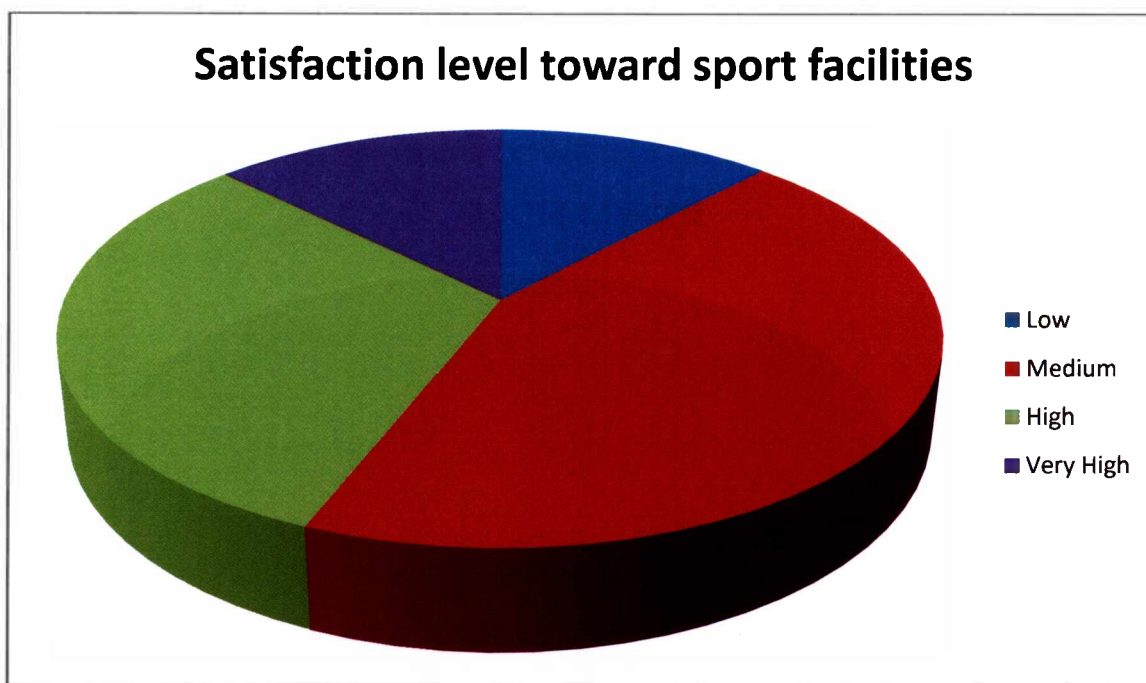


Table represents the preferences of respondent's satisfaction level toward sport facilities in the campus. Overall there are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. There are 18 respondents respond low satisfaction for the sport facilities in the campus. Another 66 respondents have medium satisfaction toward the sport facilities. There are 47 respondents have high satisfaction toward the sport facilities in the campus. The rest 19 respondents have very high satisfaction in consuming the sport facilities.

Table 4.5: Satisfaction level toward the mobility to the sport centre.

	Low	Medium	High	Very High	Total
Part 1	9	6	5	5	25
Part 2	10	5	5	5	25
Part 3	8	9	5	3	25
Part 4	12	5	4	4	25
Part 5	10	6	5	4	25
Part 6	12	7	4	2	25
Total	61	38	28	23	150
Percentage	40.7	25.3	18.7	15.3	100%

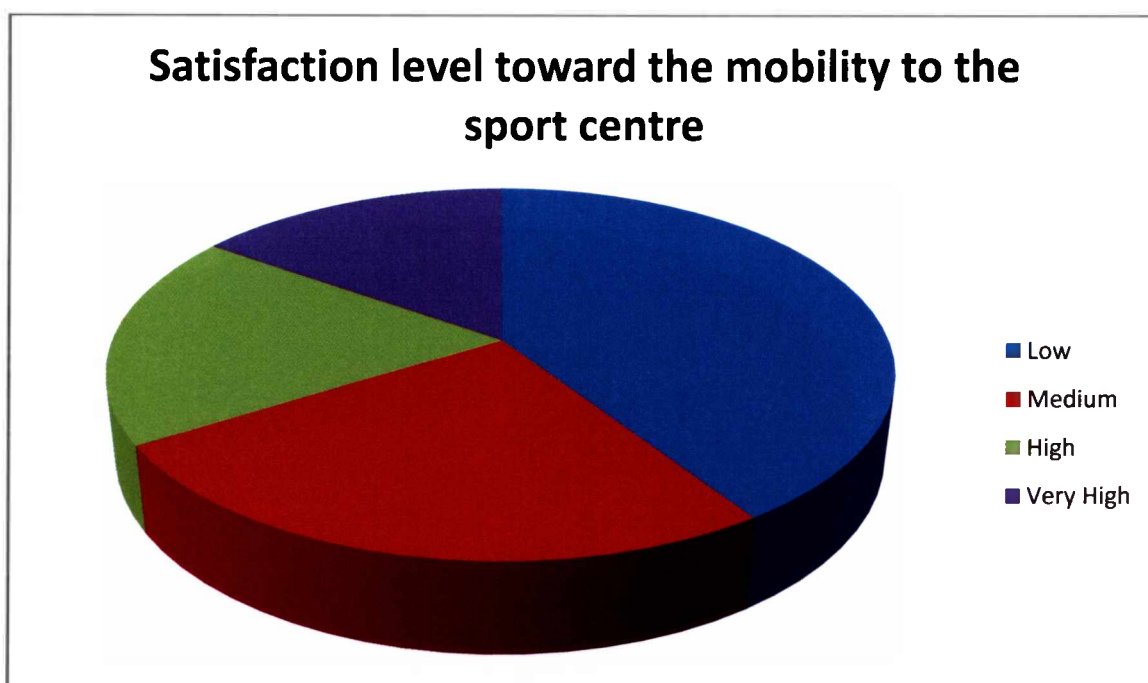


Table represents the preferences of respondent's satisfaction level toward the mobility to the sport centre in the campus. Overall there are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. There are 61 respondents respond low satisfaction toward the mobility to the sport centre in the campus. Another 38 respondents have responded medium satisfaction. The rest 23 respondents have very high satisfaction in consuming the sport facilities. The remaining respondents have responded high satisfactions which are 28 of them.

Table 4.6: Agreeableness to upgrade the sport facilities in the campus

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total
Part 1	5	5	7	8	25
Part 2	4	5	7	9	25
Part 3	4	4	8	9	25
Part 4	2	4	9	10	25
Part 5	4	5	6	10	25
Part 6	4	6	7	8	25
Total	23	29	44	54	150
Percentages	15.3	19.3	29.4	36	100

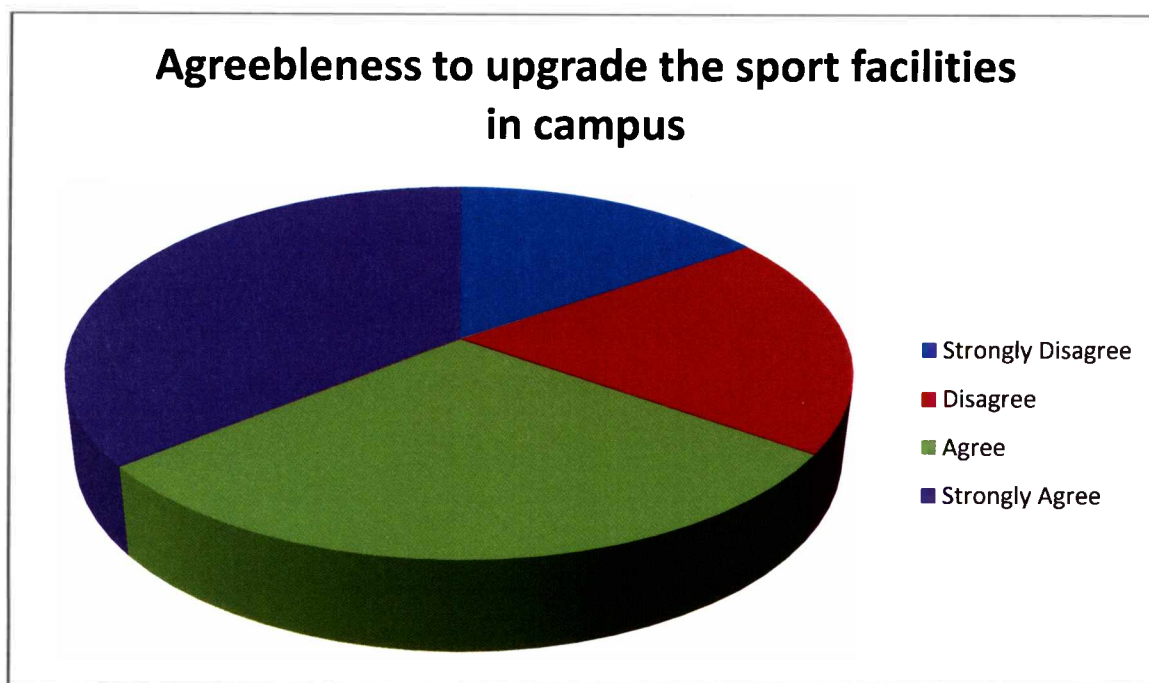


Table represents the agreeableness level to upgrade the sport facilities in the campus. Overall there are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. There are 23 respondents strongly disagree for upgrading the sport facilities. Another 29 respondents are responded disagree for upgrading the sport facilities. The respond for 44 respondents are agree for the proposal. The remaining respondents are 54 who are strongly agreed for the proposal on upgrading the sport facilities in the campus.

Table 4.7 : Type of transportation consume by the respondents to reach the sport centre in the campus

	By Motor Vehicles	By Car	Walking	Total
Part 1	7	8	10	25
Part 2	8	6	11	25
Part 3	8	5	12	25
Part 4	7	7	11	25
Part 5	6	6	13	25
Part 6	6	7	12	25
Total	42	39	69	150
Percentage	28	26	46	100%

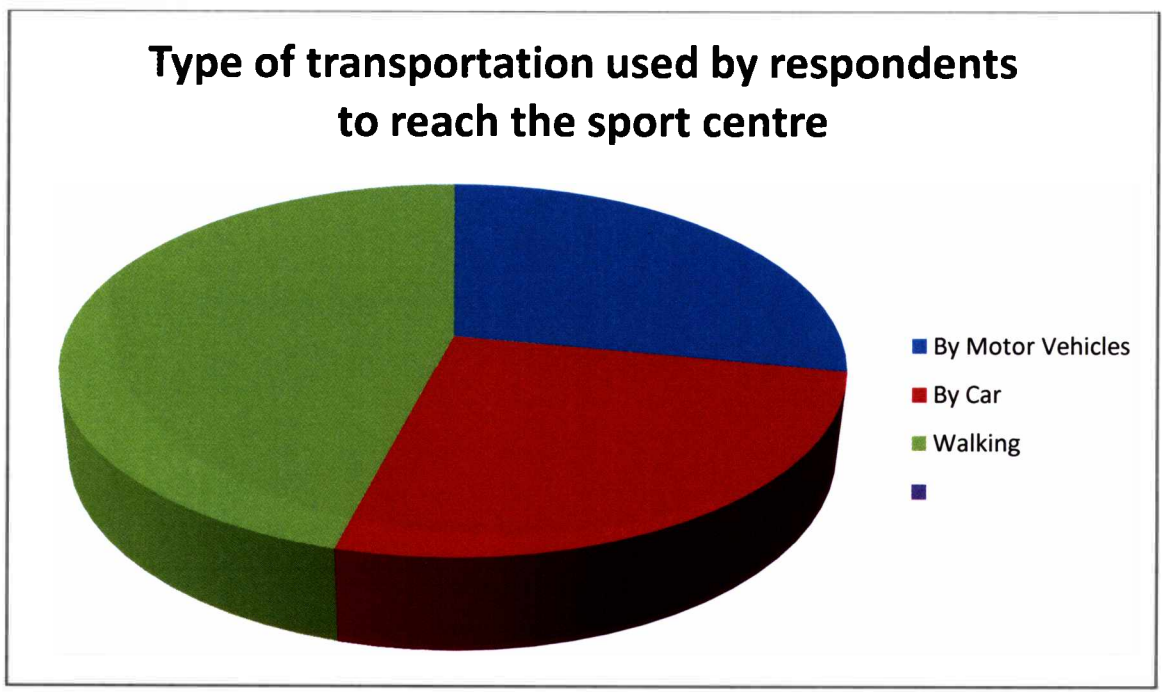


Table represents the types of transportation consume by the respondents to reach the sport centre in the campus. . Overall there are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. As a result, there are 42 respondents reach to the sport centre by motor vehicles. The lowest rate of the transportation consume by the respondents is car which state the frequency of 39. Another of 69 respondents walking to the sport centre.

Table 4.8: Satisfaction level towards the security of the sport centre

	Low	Medium	High	Very High	Total
Part 1	3	4	8	10	25
Part 2	3	3	10	9	25
Part 3	2	4	8	11	25
Part 4	2	2	9	12	25
Part 5	1	2	12	10	25
Part 6	1	2	9	13	25
Total	12	17	56	65	150
Percentage	8	11.3	37.3	43.4	100%

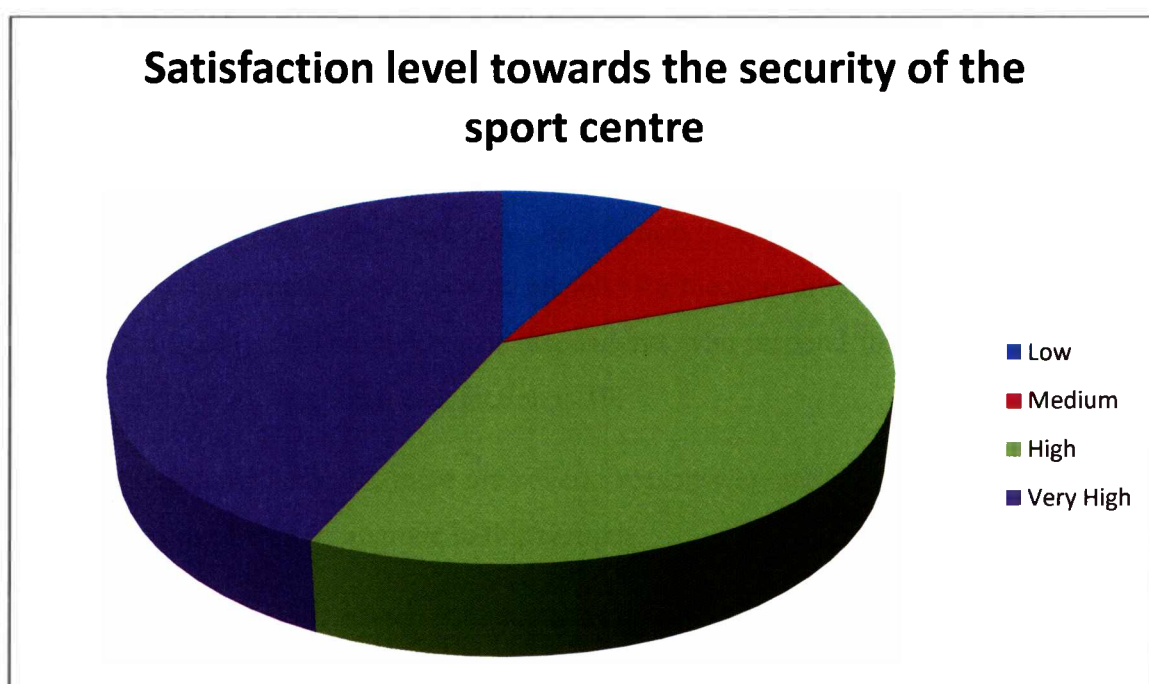


Table represents the preferences of respondents' satisfaction towards the security of the sport centre. Overall there are 150 respondents which are from Part 1 until Part 6 from both courses of Diploma in Sport sciences and diploma in Public administration answer this question. Most of the respondents have high satisfaction towards the security of the sport centre. This occurs when there are 65 respondents responded very high satisfaction and the other 56 responded for high satisfaction while the least number of respondents responded for low satisfaction which is only 12 respondents. For the responses of medium satisfaction gained from 17 respondents.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

Based on the analysis, it is shown that mostly of the respondents are satisfied with the service of the staff in the sport centre. There was 150 respondents involved in this case study.

Then most of the respondents agreed and strongly agreed toward the upgrading the sport facilities in the campus. The number of respondents who responded for agree and strongly disagree is 44 and 54. While the least number of respondents who are disagree and strongly disagree toward upgrading the sport facilities which was 23 and 29.

This is because the students feel that the quantity of facilities should be increase and the quality of the sport centre should be upgrade. The sport tools should be replaced after 10 years of useful life. This is to prevent the sport tools from damages .The students able to consume better quality of sport tools. Student's satisfaction level toward the sport facilities mostly is medium. Numbers of respondents who respond for medium are 66 compare to the respond for low which is only 18.The number of respondents who respond for high satisfaction level is 47.The respond for very high satisfaction is 19.

When it is looked in depth, there are several reason why actually respondents think that the sport facilities should be upgrade in this campus.

Firstly is majority of the respondents are not satisfied with the condition of the sport facilities. The condition of the sport facilities include the quality of the sport facilities and the quantity of the sport facilities .The sport facilities in the campus are not fulfilled the respondent needs. The respondents had responded for the average level toward the condition of the sport facilities.

However the majority of the respondents satisfied with the service of the sport centre staff. The respondents had responded for good service level toward the service of the sport centre .Service of the sport centre staff is including the quick service, the helpful employee and the courteous employee. Quick service is being measure from the way of the staff serve the customer. In other word mean that how faster can the employee of the sport centre able to serve their customers. While the helpful employee mean that the willingness of the employee to give the best service to the sport centre customers. The courteous employee mean that the level of politeness roles played by the employee in order to serve the customers of the sport

centre. Overall the respondents are satisfied with the cooperation that given by the sport centre staff.

The respondents are often consuming the sport facilities. There are 46 over 150 respondents often consume the sport facilities .33 respondents are very often consume the sport facilities compare to 30 respondents never consume the sport facilities. The rest 43 respondents are seldom consuming the sport facilities.

The respondent's mobility to the sport centre is low. There are 61 over 150 respondents responded for low mobility satisfaction. There are 38 feedbacks given by the respondents for medium satisfaction. The response for high satisfaction toward the mobility to the sport centre are only 28. The rest are the response for very high level of satisfaction which was responded by 23 respondents.

From the case study, majority of the respondents are walking to reach the sport centre in this campus. There are 69 over 150 respondents walking to reach the sport centre. Only 39 respondents reach the sport centre by car. The rest are 42 respondents using motorcycle to reach the sport centre in this campus.

The sport centre is located in the main entrance of the campus. The resident's students are very hard to reach the sport facilities because their hostels are far-distance from the sport centre. The mobility to reach the sport centre also are low when the weather are rainy or on the rainy season.

Based on the case study, the respondent' satisfaction level toward the security of the sport centre is very high. This is because the response for the very high level is 65 which is the highest response compare to the other satisfaction response level. Second highest response is high level of satisfaction which was 56 numbers of respondents. The response for medium level of satisfaction is 17 responses. The rest are 12 respondents only responded for low satisfaction level toward the security of the sport centre.

Clearly, the respondents were satisfied toward the security of the sport centre. The sport centre guards are very committed in their supervising task in the sport centre. So far there is no accident occurs in the sport centre. The sport centre always supervised by the guard in order to prevent accidents.

Overall, the sport facilities are not enough to fulfil the need of the students consuming. There are several respondents proposed to build new sport centre in every hostel area. The sport centre should be complete with the quality sport tools, gyms and so on. This is also to overcome the problem of mobility to the sport centre. So that students are not burden to reach the current sport centre in rainy. Some of the respondents also proposed to have the sport centre committee among students. This is to encourage more students to come and consume the sport centre. Hopefully the encouragement could increase the student's health and maintain fitness.

CONCLUSION

In conclusion, from the case study, after the questionnaires distributed, majority of the UiTM Sarawak students wants the faculty of sport science must be upgraded. So the Faculty of Sport Science must provide more facilities at the faculty of sports science in the production and the various strategies and planning to students.

This is very important to fulfil wants and needs of students in their learning. this is because of its ambience is comfortable and complete environment to facilitate students' learning process and help them to more easily learn and work. Besides, UiTM Sarawak should enhance or improve the quality of their services in providing or assisting students in managing student learning. This is because with the best service available from the faculty of sports science staff can reach a maximum of satisfaction among students.

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APPENDICES



Universiti Teknologi MARA Sarawak

Faculty of Administrative Science and Policy studies

Diploma in Public Administration

Title of research: Student satisfaction toward sport facilities in UiTM Sarawak

Abstract

This study seeks student satisfaction toward sport facilities in Universiti Teknologi MARA Campus Samarahan. This study examines the links between sport facilities, the staff services and satisfaction level using examples from select number of 100 students from Diploma in Sport Science and Diploma In Public Administration. This research may improve the satisfaction level ,upgrading sport facilities and management of sport centre in this campus. Thanks for your cooperation to fill in this questionnaire.

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Nursharmina Bt Lilek 2008574209

Syafina Bt abd Rahman 2008306055

Part A

Personal Data Of Respondent.

Thick (/) the following.

1)Age of respondent

18-20	
21-23	
24-26	
>26	

2)Gender

Male	
Female	

3) Religion

Muslim	
Non Muslim	

4) Programme of Study

Diploma in Sport Science	
Diploma in Public Administration	

5) Which Part are you now?

Part 1	
Part 2	
Part 3	
Part 4	
Part 5	
Part 6	

6)Current CGPA:

Below 1.00	
Below 2.00	
2.00-2.49	
2.50-2.99	
3.00-3.49	
3.50-4.00	

7)Type of student

Resident	
Non Resident	

Part B

Customer satisfaction toward sport facilities.

1)Condition of the Sport facilities

Poor	Average	Good

2)Service of sport staff

Poor	Average	Good

3)How Often you consume sport centre?

Never	Seldom	Often	Very Often

4)Your satisfaction level toward the sport facilities?

Low	Medium	High	Very High

5)Your satisfaction toward the mobility to the sport centre?

Low	Medium	High	Very High

6)Your agreeableness toward the upgrading the sport facilities?

Strongly Disagree	Disagree	Agree	Strongly Agree

7)How do you reach to the sport centre?

By Motor vehicle	By car	Walking

8)Your satisfaction level toward the security of the sport centre?

Low	Medium	High	Very High

9)Your suggestion on how to upgrading the sport facilities
