

UNIVERSITI TEKNOLOGI MARA



**SERVICE QUALITY AND SATISFACTION OF INTERNATIONAL BUSINESS
STUDENTS TOWARDS COUNTER SERVICE IN UTM MELAKA KAMPUS
BANDARAYA**

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ABSTRACT

Central objective of organizations should be understanding customer satisfaction. Besides, satisfaction is an indicator of how customers see the nature of an offered product or services. Relating to the literature, due to globalization and the development and distribution of the internet, the customer satisfaction of students has become increasingly important for higher educational institutions in recent years. Educational institutions must recognize the importance of satisfied students and understand how satisfaction arises. Thus, this thesis seeks to find the needs of students and knowledge about the indicators that are used to judge the service quality of educational units.

The main objective of this study is to find out service quality and satisfaction of international business students towards counter service in UiTM Melaka Kampus Bandaraya. The relationship between five (5) independent variables namely reliability, assurance, tangibility empathy and responsiveness is being determined. From the independent variable, significance towards the title can be seen.

155 respondents which from International Business students were collected. Using every service counter available in UiTM Melaka Kampus Bandaraya, we can identify how the service provided is satisfying respondents. For this study, simple random technique is chosen and the use of Krejcie and Morgan Table to identify the sampling for respondents.

Findings if this study is highly relevant to my research idea. I intend to find out the main problem about service quality of counter service in UiTM Melaka Kampus Bandaraya. From there, we can achieve a better understanding about service quality in Malaysian universities generally.

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