



**MEASURING STUDENT PERCEPTIONS AND
EXPECTATIONS OF THE SERVICES AND FACILITIES
AT UiTM SARAWAK**

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ABSTRACT

The purpose of this research is to ascertain undergraduate student perceptions and expectations on services and facilities that provided by UiTM Sarawak. This research utilized the concept of the service-product bundle to design the survey questionnaire and then used SPSS to analyses the results to determine which aspects of the University's services and facilities were the most important and the degree to which they satisfied the students. Here the respondent were UiTM's student itself from young age 20 to 30 years old, sharing their experience with the services and facilities provided by UiTM campus Sarawak.

Descriptive analysis was used and ranking of services and facilities from importance and satisfaction perspective was analyzed. This allowed the researcher to determine aspects of the university's service consider being high importance and degree to which they satisfied the students. Besides that, this research also makes a significant contribution towards understanding students' perceptions and expectations from UiTM campus Sarawak. Based on this, UiTM can direct efforts for improving their services and facilities quality. This study will give further insight to future researcher since this study conducted in Malaysia.

TABLE OF CONTENT

CHAPTER 1: INTRODUCTION	1
1.1. BACKGROUND OF STUDY	1
1.2. PROBLEM STATEMENT	3
1.3. RESEARCH OBJECTIVES	4
1.4. RESEARCH QUESTIONS	4
1.5. SIGNIFICANCE OF STUDY	4
1.5.1. UNIVERSITIES PERSPECTIVE	4
1.5.2. RESEARCH PERSPECTIVE	5
1.5.3. STUDENT'S PERSCEPTIVE	5
1.6. SCOPE AND LIMITATION OF STUDY	6
CHAPTER 2: LITERATURE REVIEW	7
2.1. INTRODUCTION	7
2.1.1. Overall Satisfaction	7
2.1.2. The Lecture Room Facilities	7
2.1.3. Additional Facilities	8
2.1.4. The Facilitating Goods	8
2.1.5. The Explicit Services	8
2.1.6. The Implicit Services	9
2.2. THEORETICAL FRAMEWORK	10
CHAPTER 3: RESEARCH DESIGN	11
3.1. METHODOLOGY	11
3.2. POPULATION AND SAMPLE	12
3.2.1. Sampling size	13
3.3. DATA COLLECTION	14
3.3.1. Primary Data	14
3.3.2. Secondary Data	14
3.4. INSTRUMENTATION	14
3.5. PILOT STUDY	19
3.6. TECHNIQUES OF DATA ANALYSIS	20
3.6.1. Frequency Analysis	20
3.6.2. Reliability Test	21
3.6.3. Descriptive Analysis	21
CHAPTER 4: FINDINGS AND DATA ANALYSIS	22

CHAPTER 1:INTRODUCTION

1.1. BACKGROUND OF STUDY

The original Latin word "universitas" refers in general to "a number of persons related into one body, a society, company, community, guild, and corporation. At the time of the appearance of urban town life and medieval guilds, specialized associations of students and teachers with collective legal rights usually definite by charters issued by princes, prelates, or the towns in which they were located came to be denominated by this general term. Like other guilds, they were self-regulating and determined the qualifications of their members.

Every year an increasing number of students pursue their degree and master in universities located in countries different than their own, thus intensifying competition between universities to acquire quality applicants with high educational aspirations. Malaysia has many universities that can be chosen by diploma and degree students who want to continue their studies to the next level. Universities in Malaysia are usually categorized as public and private universities. Private universities consist of locally established universities and campuses of foreign institutions.

Apart from the University of Malaya and the MARA University of Technology which were established by two separate enabling Acts of Parliament, the other public universities in Malaysia were created by executive order as per the provisions of the Universities and University Colleges Act 1971. Until recently, the Ministry of Higher Education was responsible for seven institutions bearing the title University College.

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION

This section will summarize the information obtained from other researchers who have carried out their research in the same topic.

2.1.1. Overall Satisfaction

The concept of student satisfaction may be defined in many ways, for example, in the resulting attitude of short-term evaluation of educational experience by the students (Elliot, 2001), or it refers to the favorability of a student's subjective evaluation of the various outcomes and experiences associated with education (Oliver and DeSarbo, 1989). Students overall quality of experiences associated with education determine the students' satisfaction level. Students' word of mouth or recommendations are the measure of satisfaction of students with their university (Oliver, 1980). Giese and Cote (2000) proposed a definition of satisfaction as "summary and affective response of intensity that is variable and centered on particular aspect of acquisition and/or consumption that occurs exactly in the moment when the individual evaluates the objects".

2.1.2. The Lecture Room Facilities

For a university, the lecture room facilities include the lecture rooms and theatres, equipments like projectors, multimedia, whiteboard, etc. level of furnishing, cleanliness, lighting, layout and decoration. Lecture room facilities also include class size (Douglas, 2008).