

UNIVERSITI TEKNOLOGI MARA

DEVELOPING A COMPREHENSIVE ACTION PLAN FOR
EXCELLENT SERVICE QUALITY DELIVERY IN
MALAYSIAN POLYTECHNIC

AZRIN BIN JALASI
HADY FAIRUZ BIN SALSIDU
NUR IZANY BINTI MOHAMAD

MASTER IN BUSINESS ADMINISTRATION
(MBA)

JUNE 2014

ACKNOWLEDGEMENT

Praise is to Allah SWT the creator the sustainer, without HIS help nothing would have been possible. We would like to express our sincere thanks to the people who have helped us to complete this Applied Business Research (ABR).

First of all, we are indebted to our supervisor, Associate Professor Dr. Firdaus Abdullah, for his invaluable suggestions, guidance and help throughout this study. It is an honor for us to complete this study under his guidance.

We are also grateful to the Malaysian polytechnic's staff for their continued support during our project implementation. They have helped us to get the data and information from the students. For all polytechnic's students who have participated in this study, thank you very much for allowing us to use you all as a subject for this study and giving information to our group.

Last but not the least, we would like to thank to our families for their support and understanding for the past year. Their understanding and perseverance had made it possible for us to complete this study.

ABSTRACT

As a Technical Education and Vocational Training (TVET) institution, polytechnic plays a vital role in developing the socio-economic of the nation. After more than 45 years of operation, Malaysian polytechnic has produced more than 350,000 semi-professionals workforce and middle executives in various industries outside and inside of Malaysia. However, despite the importance of polytechnic in the nation development, empirical research on service quality in Malaysian polytechnic sector has been limited. Recently, the number of new students enrolled in the Malaysian polytechnic has decreased rapidly and the service quality performance was suspected as the main cause of this problem. Therefore, this study aims to identify specific service quality dimensions for polytechnic, to assess the relationship between service quality and customer's satisfaction in polytechnic, to determine the effect of service quality towards customers' satisfaction in polytechnic and lastly but not least to propose a comprehensive action plan for an excellent service quality delivery in Malaysian polytechnic. A sample of 388 students in Malaysian polytechnic has participated in this research. In this study, it has been confirmed that service quality dimensions namely non-academic aspects, academic aspects, reputation, accessibility and program issues have a significant and positive relationship with the student's satisfaction in Malaysian polytechnic.

TABLE OF CONTENTS

	Page
ACKNOWLEDGMENT.....	i
ABSTRACT.....	ii
TABLE OF CONTENTS.....	iii
LIST OF APPENDICES.....	iv
LIST OF FIGURES.....	vii
LIST OF TABLES.....	viii

CHAPTER 1

OVERVIEW AND BACKGROUND OF THE STUDY

1.0 Introduction.....	1-3
1.1 Background of Malaysian polytechnic.....	4-6
1.1.1 Malaysian polytechnic's mission.....	6
1.1.2 Malaysian polytechnic's vision.....	7
1.2 Problem Statement.....	7-12
1.3 Research objectives.....	12
1.4 Research questions.....	12-13
1.5 Scope of study.....	13
1.6 Limitation of research.....	13-15
1.7 Significance of research.....	15-16
1.8 Definition of terms.....	16
1.8.1 Service quality.....	16
1.8.2 Student satisfaction.....	16
1.8.3 SERVQUAL.....	16
1.8.4 SERVPERF.....	17
1.8.5 HEdPERF.....	17-18

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction.....	19-20
2.1 The Definition of excellent service quality in higher education sector	21-22
2.2 The service quality measurement models.....	22-30
2.3 HEdPERF: New service quality measurement scales for higher education sector.....	30-32
2.4 The customers' satisfaction in higher education sector.....	33-38
2.5 Conclusion.....	38-39
2.6 Conceptual research.....	39

DESCRIPTION OF RESEARCH FINDINGS

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction.....	40
3.1 Research design.....	40
3.2 Research instrument development process.....	40-43
3.2.1 Final questionnaire design.....	43-45
3.3 Respondents and sample size.....	45
3.3.1 Population.....	45-46
3.3.2 Sample size.....	46
3.3.3 Sampling method.....	47-48
3.4 Data collection method.....	49
3.4.1 Primary data.....	49
3.4.2 Secondary data.....	49
3.5 Data analysis and interpretation.....	50

BIBLIOGRAPHY