THE RELATIONSHIP BETWEEN STUDENTS SATISFACTION LEVEL AND QUALITY OF HEA COUNTER SERVICE IN UITM PAHANG

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Abstract

Students' satisfaction level among HEA counter service in UITM Pahang were examined in affective processed, in a context of visual search task. The students' opinions are important to detect the quality of HEA counter service in UITM Pahang. The positive and negative reactions from the students both were affected the HEA counter service. Students' opinion is important for the department to get any information about the procedures to build up or to improve the service operation. We used KANO model as our reference to relate the two factors of students' satisfaction level which are interpersonal ethic and accessibility. Moreover, to measure the quality service we kindly used SERVQUAL model dimensions which are tangibles, reliability, responsiveness, assurances, and empathy. The results merge from these correlations. Together, we provided recommendations for HEA counter service where they must apply the direct and open conversations about what their customers wants for instance. With that they can improved their service operations and its quality performance.

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