

**MEASURING SERVICE QUALITY OF UITM PAHANG LIBRARY USING
SERVQUAL AMONG DEGREE STUDENTS AT UITM PAHANG
A CASE STUDY**

Prepared for:

TUAN HAJI ABD. RAZAK BIN SAID

Prepared By:

ZALEHA BINTI AHMAD	2010602544
SUARIANI BINTI ZAINUDDIN	2010649474
NORANITA BINTI AB. GHAFAR	2010606506

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS) (BM 232)

UNIVERSITI TEKNOLOGI MARA (UITM)

FACULTY OF BUSINESS MANAGEMENT

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ZALEHA BINTI AHMAD

SUARIANI BINTI ZAINUDDIN

NORANITA BINTI AB GHAFAR

Faculty of Business Management

University of Technology Mara, UiTM Pahang

CHAPTER 1

INTRODUCTION

Background of the study

This study was conducted to investigate the level of student's satisfaction among degree students at University Teknologi Mara Pahang (UiTM) towards the library service quality. Academic library plays important roles in order to help the students fulfilling their academic needed. Academic libraries need frequently evaluation to re-examine library services to guarantee library meet student satisfaction (Bickley & Corral, 2011). In order to fill out the student's needs and satisfaction, the library should provide and offered the best practices in terms of material, services and access. There are three independent variable that measure in this study which is effect of service (personal), collection and access and effect of service (organization). The core respondents of this research are the degree students of UiTM Pahang.

Service can be defining as a system or organization that provides the public with something that it needs or the job that the organization does. Although, quality can be define as how good or bad something is. Nowadays, most of the organizations are using Service Quality (SERVQUAL) to measure their service quality in order to enhance organization's performance. SERVQUAL is based on the proposition that service quality can be measured as the gap between the service that customers expect and the performance they perceive to have received based on five dimensions of service quality which is tangible, responsiveness, empathy, assurance and reliability (Landrum & Prybutok, 2009). The overwhelming picture that emerged from these studies is that SERVQUAL is largely applicable to library assessment, subject to