

**SERVICE QUALITY AND SATISFACTION AMONG
POSTGRADUATE STUDENTS AT UNIVERSITI UTARA
MALAYSIA**

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POSTGRADUATE STUDENTS AT UNIVERSITI UTARA
MALAYSIA**

**A thesis submitted to the College of Business in Partial Fulfillment of
the Requirements for the Master of Science (Management)
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BY

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ABSTRACT

Student satisfaction is a vital measure of service quality in educational institutions. Evaluating the university service quality provides an important feedback for the university to assess and develop its service to its students. Education institutions that look for getting competitive advantage in the future, should search for innovative and effective methods to acquire, maintain and build stronger relationships with their students. The main purpose of this paper is to evaluate students' level of satisfaction toward the services provided by Universiti Utara Malaysia. Furthermore, It aims to determine if there is a significant relationship between the five dimensions of service quality (tangibility, reliability, responsiveness, assurance and empathy) and students' satisfaction.

This research was conducted using a set of questionnaire to 360 postgraduate students including local and international who are currently studying at Universiti Utara Malaysia, whereby five Likert scale questionnaires used as an instrument to gather the relevant data and information. However, majority of students are satisfied with the facilities provided by the university. The findings of this study will provide the university with some solutions to enhance its performance and increase the number of its students. In general, the results indicated that the five dimensions of service quality were correlated with student satisfaction.

Data were collected using survey method, whereby five Likert scale questionnaires will be used as the tool to collect the relevant data and information.

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CHAPTER 1

1.1 Introduction

In today's global economy, companies of all types acknowledge that their customers are extremely important, that they are the company's most valuable asset by which the company survives only when it has customers and grows only when it can maintain them and employ new ones, and that the company therefore should be structured and managed around the customer. Moreover, there is a growing importance of services in the world economy. The topic of service quality is ever more recognized as being one of the key strategic values of organizations in both the manufacturing and service sectors.

Service quality is very important, because it allows the company to differentiate itself from its competitors by increasing sales and market shares. It results in the satisfaction and preservation of customers and employees. Therefore, service managers and academic researchers by now are directing their efforts to understand and measure how customers perceive the quality of services, as well as how these perceptions translate into customer satisfaction and behavioral intentions.

1.2 Background of the Research

Customer satisfaction it is considered as an important facet for service organizations and is highly related with service quality (Bolton & Drew, 1991). In most cases, customer satisfaction is seen as the essential determinant of business success and most organizations nowadays are more concerning with service quality which have an

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