

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**FACTORS WHICH INFLUENCE STUDENT SATISFACTION
AMONG INTERNATIONAL POSTGRADUATE STUDENTS IN
UNIVERSITI UTARA MALAYSIA**



AYA KHALED MOHAMED HELMY

UUM
Universiti Utara Malaysia

**MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
JUNE 2016**

**FACTORS WHICH INFLUENCE STUDENT SATISFACTION AMONG
INTERNATIONAL POSTGRADUATE STUDENTS IN UNIVERSITI UTARA
MALAYSIA**



**By
AYA KHALED MOHAMED HELMY**

UUM

Universiti Utara Malaysia

**Thesis Submitted to
School of Business Management
Universiti Utara Malaysia
In Partial Fulfillment of the Requirement for the
Master in Human Resource Management**

PERMISSION TO USE

In presenting this project paper in partial fulfillment of the requirements for a Post Graduate degree from Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for the copying of this project paper in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor or, in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my project paper. It is understood that any copying or publication or use of this project paper or parts of it for financial gain shall not be given to me and to UUM in any scholarly use which may be made of any material in me from my project paper.

Request for permission to copy or make other use of materials in this project paper, in whole or in part should be addressed to:



School of Business Management
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman

Universiti Utara Malaysia

ABSTRACT

In today's competitive environment student satisfaction become a significant factor for higher education. This was because satisfied students could attract new students and help to retain existing students. Despite importance of student satisfaction in higher education institutions, limited studies have been done on student satisfaction in Malaysian higher education. The declining number of international postgraduate students in UUM had raised researcher interest to make the study. The objective of this study was to examine the influence of some factors like accommodation, cafeteria food service, transportation and teaching quality on student satisfaction among international postgraduate students in Universiti Utara Malaysia (UUM). The survey method utilizes the questionnaire for data collection process. Pearson Correlation and Multiple Regression were used for data analysis through SPSS version The survey questionnaires were distributed to 291 respondents however only 192 questionnaires were received back or 65.9 percent. The main finding of study showed there were significant relationships between accommodation, cafeteria food service, teaching quality and student satisfaction. Transportation, however, did not show any significant relationship with student satisfaction

Keywords: Accommodation, cafeteria food service, transportation, teaching quality and student satisfaction



ABSTRAK

Dewasa ini, dalam persekitaran yang berdaya saing untuk pendidikan tinggi, kepuasan pelajar merupakan faktor yang penting. Ini adalah kerana kepuasan pelajar akan menarik minat pelajar-pelajar baru untuk turut serta dan membantu mengekalkan pelajar-pelajar lama. Walaupun kepuasan pelajar di dalam pendidikan pengajian tinggi adalah penting, namun kajian di dalam sektor pendidikan tinggi Malaysia adalah sangat terhad. Pengurangan ini menyebabkan penyelidik berminat untuk mengkaji dan menganalisa faktor-faktor penyumbang kepada masalah ini. Objektif kajian ini adalah untuk menganalisa faktor-faktor yang menyumbang kepada kepuasan pelajar seperti tempat tinggal, kafeteria, sistem pengangkutan dan kualiti sistem pengajaran di Universiti Utara Malaysia (UUM) dalam kalangan pelajar siswazah luar negara. Kaedah survey melalui soal-selidik dipilih sebagai alat untuk proses pengumpulan data. Korelasi Pearson dan Multiple Regression melalui SPSS versi 20 merupakan kaedah analisis yang digunakan bagi soal-selidik ini. Soalan soal selidik soalan diagihkan kepada 291 responden. Namun, hanya 192 responden atau 65.9 peratus responden yang telah menjawab soalan soal selidik. Hasil kajian mendapati, terdapat hubungkait yang signifikan antara tempat tinggal, servis kafeteria, kualiti sistem pengajaran dengan tahap kepuasan pelajar. Sistem pengangkutan tidak memainkan peranan penting dalam faktor penyumbang tahap kepuasan pelajar.

Kata Kunci: Tempat tinggal, sistem cafeteria, sistem pengangkutan, kualiti sistem pengajaran dan tahap kepuasan pelajar.



UUM
Universiti Utara Malaysia

ACKNOWLEDGEMENTS

I am very grateful to Allah almighty for his protection and grace bestowed upon me to successfully complete my Master's degree in the university Utara Malaysia. My profound gratitude goes to my supervisor, Dr. Mohd Faizal Mohd Isa. I really appreciate your kindness, time, patience and support given to me to complete my thesis. Your encouragement, understanding, inspiration, tolerant advice has been very wonderful and unquantifiable, really solidified my resolve towards completing this study, indeed you would never be forgotten in my mind.

Space will not permit me to thank you all, let me note and sincerely thank my wonderful Family, my father Dr. Khaled Mohamed Helmlly, my mom Azza Mohamed Ali and my brother Mohamed Khaled Helmlly who made my education one of their priorities and warm my life with love, happiness and caring. Their kind heart, advices and patience always give me the strength and encouragement to reach my goals and face life challenges.

Finally, let me start by saying a big thank you to my great friend, Solomon for your invaluable support, motivation and being always there for me to achieve my aim. May Allah always bless you and all your dreams come true. And of course I would never fail to express my great appreciation to all my wonderful friends especially Janna, Roa'a Kubas, Hasna, Oussama Saoula, Nourddin, Mohamed Adam and Pridhivraj for their great encouragement and support all the time. God will speed all your endeavors and May Allah blesses you all.

TABLE OF CONTENTS

PERMISSION TO USE	.ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
CHAPTER ONE :INTRODUCTION	
1.1 Introduction	1
1.2 Background of the study	1
1.3 Problem statement	6
1.4 Research Questions	13
1.5 Objectives of the Study	14
1.6 Significance of the Study	14
1.6.1 Practical / Social importance	14
1.6.2 Knowledge Contribution	14
1.7 Scope of Study	15
1.8 Definition of Key Terms	16
1.9 Organization of Thesis	17
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	18
2.2 The Conceptual of Customer Satisfaction	18
2.3 Overview of Student Satisfaction	20
2.3.1 Importance of Student Satisfaction	22
2.3.2 Factors That Influences Student Satisfaction	23
2.4 Accommodation	24
2.4.1 Importance of Accommodation	24
2.4.2 Definition of Accommodation	24
2.4.3 Different Perspective of Accommodation	26
2.4.4 Purposes of Students Housing	27
2.4.5 Relationship Between Accommodation and Student Satisfaction	28
2.5 Cafeteria Food Services	29
2.5.1 Importance of University Cafeterias	29
2.5.2 Definition of Cafeteria Food Services	30
2.5.3 Factors That Influence Student satisfaction and University Foodservice Cafeterias	30
2.5.4 Relationship Between University Cafeteria Food Services and Student Satisfaction	33
2.6 Teaching Quality	33
2.6.1 Overview of Teaching Quality	33
2.6.2 Definition of Teaching Quality	34
2.6.3 Importance of Teaching Quality	34

2.6.4 Relationship Between Quality of Teaching and Student Satisfaction	37
2.7 Transportation	37
2.7.1 Overview of Transportation	37
2.7.2 Importance of Transportation Services in Universities	38
2.7.3 Relationship Between Transportation Services and Student Satisfaction	39

CHAPTER THREE :METHODOLOGY

3.1 Introduction	40
3.2 Research Framework	40
3.3 Research Hypothesis	41
3.4 Research Design	42
3.5 Unit of Analysis	43
3.6 Population and Sampling Design	43
3.6.1 Population	43
3.6.2 Sample	44
3.6.3 Sampling Technique	44
3.7 Structure of the Questionnaire	45
3.8 Operational Definitions and Measures	46
3.8.1 Student Satisfaction	47
3.8.2 Accommodation	48
3.8.3 University Cafeteria Food Services	49
3.8.4 Transportation	50
3.8.5 Teaching Quality	51
3.9 Procedure for Data Collection	53
3.10 Techniques for Data Analysis	55
3.10.1 Data Screening / Cleaning	55
3.10.2 Data Analysis	56
3.10.3 Descriptive Statistics	56
3.10.4 Inferential Statistics	57
3.10.5 Pearson Correlation Coefficient	58
3.10.6 Multiple Regression Analysis	59
3.11 Pilot Test	59
3.12 Goodness of Measure	61
3.13 Summary of Chapter	62

CHAPTER FOUR: DATA ANALYSIS

4.1 Introduction	63
4.2 Response Rate	63
4.3 Descriptive Analysis	64
4.4 Data Screening and Cleaning	68
4.4.1 Treatment of outliers	69
4.4.2 Normality test	69
4.4.3 Multicollinearity	71
4.4.4 The Reliability Analysis	72
4.5 Factor Analysis	73
4.6 Hypotheses Testing	77
4.6.1 Correlation Analysis Test	77
4.6.2 Multiple Regression Analysis	78

4.7 Hypothesis Decision	80
4.8 Summary	80
CHAPTER FIVE : DISCUSSION AND RECOMMENDATION	
5.1 Introduction	81
5.2 Summary of the Results	81
5.3 Discussion	81
5.3.1 The Relationship Between Accommodation and Student Satisfaction	81
5.3.2 The Relationship Between Cafeteria Food Services and Student Satisfaction	84
5.3.3 The Relationship Between Teaching Quality and Student Satisfaction	85
5.3.4 The Relationship Between Transportation and Student Satisfaction	86
5.4 Implication of Study	87
5.4.1 Knowledge Contribution	87
5.4.2 Managerial Implication	88
5.5 Limitations of The Study	90
5.6 Suggestions for Future Study	91
5.7 Conclusion	92
REFERENCES	93
APPENDICES	125
APPENDIX A: QUESTIONNAIRE	125
APPENDIX B: PILOT STUDY RESULT	130
APPENDIX C: NORMALITY TEST	131
APPENDIX D: RELIABILITY	135
APPENDIX E: FACTOR ANALYSIS FOR ACTUAL STUDY	135
APPENDIX F: THE RESULT OF PEARSON CORRELATION ANALYSIS	137
APPENDIX G: REGRESSION ANALYSIS	137

LIST OF TABLES

Table3.1 Student Satisfaction	48
Table 3.2 Accommodation	49
Table 3.3 Universiti Cafeteria Food Services	50
Table 3.4 Transportation	51
Table 3.5 Teaching quality	52
Table 3.6 Strength of Correlation Table	59
Table3.7 Reliability for Pilot Test	61
Table 4.1 Response Rate of the Questionnaires	64
Table 4.2 Demographic Profile of the Respondents	64
Table 4.3 Reliability Analysis	73
Table 4.4 KMO and Bartlett's Test	75
Table 4.5 Rotated Component Matrix	76
Table 4.6 Correlation Analysis Summary between Variables	78
Table 4.7 Regression Analysis	79
Table 4.8 Summary of The Hypotheses Testing	80



UUM
Universiti Utara Malaysia

LIST OF FIGURES

Figure 3.1 Research Framework	41
Figure 4.1 Normality	70
Figure 4.2 Scatterplot	70
Figure 4.3 Normal P-P Plot	71



LIST OF ABBREVIATIONS

MOHE	Minister of Higher Education
HE	Higher Education
UUM	Universiti Utara Malaysia
HEA	Academic Affairs Department



UUM
Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter reflects the outline of the study. The chapter begins with the background of the study from which the issues of the study were highlighted followed by research questions and objectives. Afterwards, the significance of study as well as the scope of study is highlighted. Lastly, the organization of thesis is presented.

1.2 Background of the study

The Higher education market is unequivocally influenced by globalization, resulting in producing international market for educational services and has increased competition of attracting students (Hemsley-Brown & Oplatka, 2006). The increased competition among higher education institutions forced them to differentiate themselves from their competitors by adopting marketing strategies in order to attract more students (Butt & Rehman, 2010).

The marketing strategy used by most organizations to achieve stated goals was satisfying their target customers as well as achieving desired satisfaction more efficiently and effectively higher than competitors (Kotler & Fox, 2002). Within the context of higher education, students are the target customers because they are the primary consumer of the university services (Chen, 2008; Hill, 1995) and they are the direct recipients of service provided and expecting value for their payment of tuition fees (Brochado, 2009; Douglas, Douglas & Barnes, 2006).

The contents of
the thesis is for
internal user
only

REFERENCES

- Abbasi, M. N., Malik, A., Chaudhry, I. S., & Imdadullah, M. (2011). A study on student satisfaction in Pakistani universities: the case of Bahauddin Zakariya University, Pakistan. *Asian Social Science*, 7(7), 209. doi:10.5539/ass.v7n7p209
- Abdullah, F. (2006). The development of HEDPERF: a new measuring instrument of service quality for the higher education sector. *International Journal of Consumer Studies*, 30(6), 569-581. doi: 10.1111/j.1470-6431.2005.00480.x
- Abramson, P. (2009). Downsizing residence halls: space and costs. *Living on Campus, 2009 College Housing Report*, 12(5), 20.
- Abramson, P. (2010). Green & Growing: Sustainability and amenities are increasing in new residence hall projects. *Living on Campus, 2010 College Housing Report*, 13(5), 22.
- Ahmed, I., Khairuzzaman Wan Ismail, W., Mohamad Amin, S., & Islam, T. (2014). Role of perceived organizational support in teachers' responsiveness and students' outcomes: Evidence from a public sector University of Pakistan. *International Journal of Educational Management*, 28(2), 246-256. doi :10.1108/IJEM-02-2013-0031
- Ajayi, M., Nwosu, A., & Ajani, Y. (2015). Students 'satisfaction with hostel facilities in federal university of technology, Akure, Nigeria. *European Scientific Journal, ESJ*, 11(34).

Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioral intentions in Chinese resort hotel industry. *Journal for Global Business Advancement*, 7(3), 249-266.

Ali, F., Zhou, Y., Hussain, K., Nair, P. K., & Ragavan, N. A. (2016). Does higher education service quality effect student satisfaction, image and loyalty. *A study of international students in Malaysian Public Universities. Quality Assurance in Education*, 24(1).doi: <http://dx.doi.org/10.1108/QAE-02-2014-0008>

Alkandari, N. (2007). Students 'perceptions of the residence hall living environment at kuwait university. *College Student Journal*, 41(2), 327.

Amole, D. (2005). Coping strategies for living in student residential facilities in Nigeria. *Environment and Behavior*, 37(2), 201-219. doi: 10.1177/0013916504267642

Amole, D. (2009). Residential satisfaction in students' housing. *Journal of Environmental Psychology*, 29(1), 76-85. doi :10.1016/j.jenvp.2008.05.006

Andaleeb, S., & Caskey, A. (2007). Satisfaction with food services: Insight from a college cafeteria. *Food Service Business Research Journal*, 10(2), 51–65. doi:10.1300/j369v10n02_04

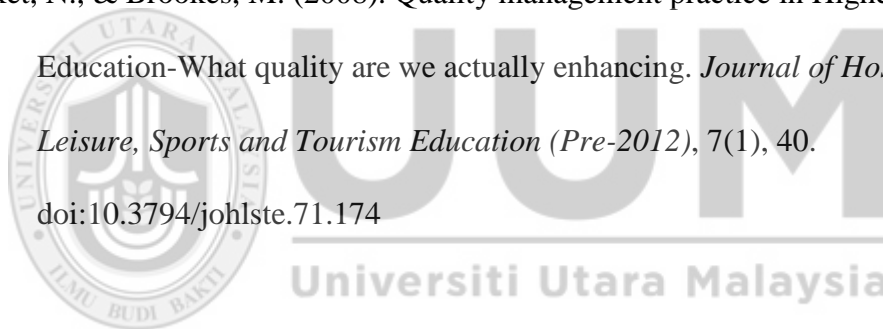
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *The Journal of Marketing*, 53-66. doi: 10.2307/1252310
- Arambewela, R., Hall, J., & Zuhair, S. (2005). Postgraduate international students from Asia: Factors influencing satisfaction. *Journal of Marketing for Higher Education*, 15(2), 105-127. doi :10.1300/J050v15n02_04
- Arif, S., & Ilyas, M. (2013). Quality of work-life model for teachers of private universities in Pakistan. *Quality Assurance in Education*, 21(3), 282-298. doi: <http://dx.doi.org/10.1108/QAE-Feb-2012-0006>
- Athiyaman, A. (1997). Linking student satisfaction and service quality perceptions: the case of university education. *European Journal of Marketing*, 31(7), 528-540. doi: <http://dx.doi.org/10.1108/03090569710176655>
- Atyeo, J., Adamson, B., & Cant, R. (2007). Managerial skills for new practitioners in Medical Radiation Sciences in Australia: Implications for the Tertiary Education Sector. *Radiography*, 7(4), 235-247. doi:10.1053/radi.2001.0337
- Ayoubi, R. M., & Massoud, H. K. (2007). The strategy of internationalization in universities: A quantitative evaluation of the intent and implementation in UK universities. *International Journal of Educational Management*, 21(4), 329-349. doi :10.1108/09513540710749546

Aziz, Z., & Yasin, R. M. (2013). The quality of teaching and learning towards the satisfaction among the university students. *Asian Social Science*, 9(12), 252. doi: <http://dx.doi.org/10.5539/ass.v9n12p252>

Barlett, J. E., & Han, F. (2007). Analysis of service quality in restaurants in China: An Eastern perspective. ABR & TLC Conference Proceedings.

Barnett, R. (2011). The marketised university: defending the indefensible. *The Marketisation of Higher Education and the Student as Consumer*, 39-51.

Becket, N., & Brookes, M. (2008). Quality management practice in Higher Education-What quality are we actually enhancing. *Journal of Hospitality, Leisure, Sports and Tourism Education (Pre-2012)*, 7(1), 40.
doi:10.3794/johlste.71.174



Beitenhaus, C., (2009). The conveniences of home: Campus kitchens and laundry rooms. *CollegePlann.Manage.*, 12:31-32.
http://www.peterli.com/cpm/resources/articles/archive.php?article_id=2294.

Bekurs, G. (2007). Outsourcing student housing in American community colleges: Problems and prospects. *Community College Journal of Research and Practice*, 31(8), 621-636. Doi :10.1080/10668920701428402

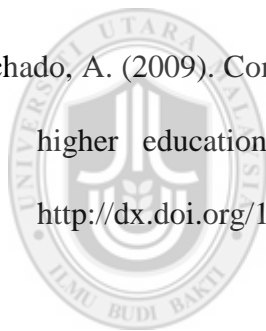
Bello, M., & Bello, V. A. (2007). The Influence of Consumer Behavior on Variable Determining Residential Property Values in Lagos, Nigeria.

Bitner, M.J., Brown, S.W., & Meuter, M. L. (2000). Technology infusion in service encounters. *Journal of the Academy of Marketing Science*, 28(1), 138-149.

Bolton, R. N., & Drew, J. H. (1991). A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research*, 17(4), 375-384. Retrieved from <http://www.jstor.org/stable/2626833>.

Bolton, R.N. and Lemon, K.N. (1999). A dynamic model of customers' usage of services: usage as an antecedent and consequence of satisfaction. *Journal of Marketing Research*, 36 (2), 171-86. doi:10.2307/3152091

Brochado, A. (2009). Comparing alternative instruments to measure service quality in higher education. *Quality Assurance in Education*, 17(2), 174-190. Doi: <http://dx.doi.org/10.1108/09684880910951381>



UUM
Universiti Utara Malaysia

Browne, B. A., Kaldenberg, D. O., Browne, W. G., & Brown, D. J. (1998). Student as customer: Factors affecting satisfaction and assessments of institutional quality. *Journal of Marketing for Higher Education*, 8(3), 1-14. doi: 10.1300/J050v08n03_01

Butt, B. Z., & ur Rehman, K. (2010). A study examining the student satisfaction in higher education. *Procedia-Social and Behavioral Sciences*, 2(2), 5446-5450. doi:10.1016/j.sbspro.2010.03.888

CBC News (2015, January 4,) Canada wants to double its international student body.

Retrieved from <http://www.cbc.ca/news/canada/britishcolumbia/canada-wants-to-double-its-internationalstudent-body-1.2497819>.

Chang, D., Ling, M., Suki, N. M., & Tam, A. Y. L. (2014). Student satisfaction with the service quality of cafeteria: A structural approach. *International Journal of Business, Economics and Law*, 4(1), 105-111. doi:10.5539/ass.v10n18p202

Chang, M. L. D., Suki, N. M., & Nalini, A. (2014). A structural approach on students' satisfaction level with university cafeteria. *Asian Social Science*, 10(18), 202.

Doi: <http://dx.doi.org/10.5539/ass.v10n18p202>

Chen, L. H. (2008). Internationalization or international marketing. Two frameworks for understanding international students' choice of Canadian universities. *Journal of Marketing for Higher Education*, 18(1), 1-33. doi:

10.1080/08841240802100113

Churchill, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, Vol.19(No.4), pp. 491-504.

Clemes, M. D., Gan, C., Kao, T. H., & Choong, M. (2008). An empirical analysis of customer satisfaction in international air travel. *Innovative Marketing*, 4(2), 50-62.

- Coakes, S. J., & Steed, L. G. (2003). Multiple response and multiple dichotomy analysis. *SPSS: analysis without anguish: Version 11.0 for Windows*, 215-224.
- Cooper, D.R., & Schindler, P.S. (2003). *Business research methods (8th ed.)*. Boston, MA:McGraw Hill.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *The journal of marketing*, 55-68. doi: 10.2307/1252296
- Curley, P. (2003). Residence Halls: Making Campus a Home. *American School & University*, 75(12), 146-49.
- De Kleijn, R. A., Meijer, P. C., Pilot, A., & Brekelmans, M. (2014). The relation between feedback perceptions and the supervisor–student relationship in master's thesis projects. *Teaching in Higher Education*, 19(4), 336-349. Doi:10.1080/13562517.2013.860109
- De Ruyter, K., Bloemer, J., & Peeters, P. (1997). Merging service quality and service satisfaction. An empirical test of an integrative model. *Journal of Economic Psychology*, 18(4), 387-406. doi:10.1016/S0167-4870(97)00014-7
- Dell'Olio, L., Ibeas, A., & Cecin, P. (2011). The quality of service desired by public transport users. *Transport Policy*, 18(1), 217-227. doi:10.1016/j.tranpol.2010.08.005

DeShields Jr, O. W., Kara, A., & Kaynak, E. (2005). Determinants of business student satisfaction and retention in higher education: applying Herzberg's two-factor theory. *International Journal of Educational Management*, 19(2), 128-139. doi: <http://dx.doi.org/10.1108/09513540510582426>

Douglas, J., Douglas, A., & Barnes, B. (2006). Measuring student satisfaction at a UK university. *Quality Assurance in Education*, 14(3), 251-267. doi: <http://dx.doi.org/10.1108/09684880610678568>

Eckel, P. J. (1985). *College & university foodservice management standards*. AVI Pub. Co.

Egan, T. M., Yang, B., & Bartlett, K. R. (2004). The effects of organizational learning culture and job satisfaction on motivation to transfer learning and turnover intention. *Human Resource Development Quarterly*, 15(3), 279-301. doi: 10.1002/hrdq.1104

Elliott, K. M., & Healy, M. A. (2001). Key factors influencing student satisfaction related to recruitment and retention. *Journal of Marketing for Higher Education*, 10(4), 1-11. doi: 10.1300/J050v10n04_01

Elliott, K. M., & Shin, D. (2002). Student satisfaction: An alternative approach to assessing this important concept. *Journal of Higher Education Policy and Management*, 24(2), 197-209. doi:10.1080/1360080022000013518

El-Said, O. A., & Fathy, E. A. (2015). Assessing university students' satisfaction with on-campus cafeteria services. *Tourism Management Perspectives*, 16, 318-324. doi:10.1016/j.tmp.2015.09.006

Ennew, C. T., Reed, G. V., & Binks, M. R. (1993). Importance-performance analysis and the measurement of service quality. *European Journal of Marketing*, 27(2), 59-70. doi: <http://dx.doi.org/10.1108/03090569310026402>

Farahmandian, S., Minavand, H., & Afshardost, M. (2013). Perceived service quality and student satisfaction in higher education. *IOSR Journal of Business and Management*, 12(4), 65-74.

Fearn, H., & Marcus, J. (2008). Living the dream. *Times Higher Education*, 11(17), 862.

Fernandes, C., Ross, K., & Meraj, M. (2013). Understanding student satisfaction and loyalty in the UAE HE sector. *International Journal of Educational Management*, 27(6), 613-630. doi: <http://dx.doi.org/10.1108/IJEM-07-2012-0082>

Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *The Journal of Marketing*, 6-21. doi:10.2307/1252129

Gamage, D. T., Suwanabroma, J., Ueyama, T., Hada, S., & Sekikawa, E. (2008). The impact of quality assurance measures on student services at the Japanese and Thai private universities. *Quality Assurance in Education*, 16(2), 181-198. doi: <http://dx.doi.org/10.1108/09684880810868457>

Garland, R. (1991). The mid-point on a rating scale: Is it desirable. *Marketing bulletin*, 2(1), 66-70.

Garrett, R. (2014). Explaining International Student Satisfaction: Insights from the International Student Barometer. *igraudate. International Insight*.
www.igraudate.org.

Gifford, S. R., & Clydesdale, F. M. (1986). The psychophysical relationship between color and sodium chloride concentrations in model systems. *Journal of Food Protection*, 49(12), 977-982.

Golafshani, N. (2003). Understanding reliability and validity in qualitative research. *The Qualitative Report*, 8(4), 597-607.

Grossman, R. P. (1999). Relational Versus Discrete Exchanges: The Role of Trust and Commitment in Determining Customer Satisfaction. *Journal of Marketing Management* (10711988), 9(2).

Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & William, C. (1995). Black. 1995. *Multivariate Data Analysis with Readings*, 4.

Hair, J. F. Jr., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006).

Multivariate Data Analysis (6th ed). US: Prentice-Hall PTR.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1992). *Multivariate Data*

Analysis Macmillan. New York, 47-82.

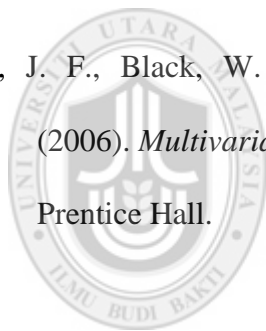
Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate data*

Analysis, a global Perspective (7th ed.). New Jersey, USA: Pearson Education

Inc.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L.

(2006). *Multivariate Data Analysis (Vol. 6)*. Upper Saddle River, NJ: Pearson
Prentice Hall.



UUM
Universiti Utara Malaysia

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use

of partial least squares structural equation modeling in marketing

research. *Journal of the Academy of Marketing Science*, 40(3), 414-433.

Hairstead, D., Hartman, D., & Schmidt, S. L. (1994). Multisource effects on the

satisfaction formation process. *Journal of the Academy of Marketing Science*,

22(2), 114-129.

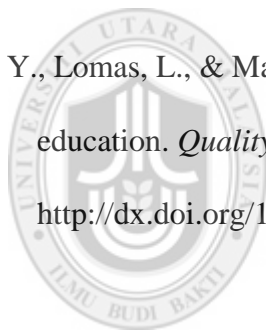
- Haistead, D., Hartman, D., & Schmidt, S. L. (1994). Multisource effects on the satisfaction formation process. *Journal of the Academy of Marketing Science*, 22(2), 114-129.
- Hasan, L. M., & bin Masri, R (2013). Factors Influence the Satisfaction of International Students at Private Universities in Malaysia. 2319-7064
- Hashim, R., Haron, S., Mohamad, S., & Hassan, F. (2013). Assessment of campus bus service efficacy: An application towards green environment. *Procedia-Social and Behavioral Sciences*, 105, 294-303. doi:10.1016/j.sbspro.2013.11.031
- Hashim, R., Mohamad, S., Haron, S., Hassan, F., Hassan, N. A., & Kasa, A. (2013, April). Student satisfaction with the campus bus services at UiTM Shah Alam, Malaysia. In *Business Engineering and Industrial Applications Colloquium (BEIAC)*, 2013 IEEE (pp. 723-727). doi :10.1109/BEIAC.2013.6560227
- Hassanain, M. A. (2008). On the performance evaluation of sustainable student *housing facilities*. *Journal of Facilities Management*, 6(3), 212-225. doi: <http://dx.doi.org/10.1108/14725960810885989>
- Hemsley-Brown, J., & Oplatka, I. (2006). Universities in a competitive global marketplace: A systematic review of the literature on higher education marketing. *International Journal of Public Sector Management*, 19(4), 316-338. doi: <http://dx.doi.org/10.1108/09513550610669176>

Hidayah, N. (2015). *The factors affecting Student satisfaction in University Utara Malaysia, Kedah* (Doctoral Dissertation, Universiti Utara Malaysia).

Hill, F. M. (1995). Managing service quality in higher education: the role of the student as primary consumer. *Quality Assurance in Education*, 3(3), 10-21.
doi:<http://dx.doi.org/10.1108/09684889510093497>

Hill, R. P., Stephens, D., & Smith, I. (2003). Corporate social responsibility: an examination of individual firm behavior. *Business and Society Review*, 108(3), 339-364. doi:10.1111/1467-8594.00168

Hill, Y., Lomas, L., & MacGregor, J. (2003). Students' perceptions of quality in higher education. *Quality Assurance in Education*, 11(1), 15-20. doi:
<http://dx.doi.org/10.1108/09684880310462047>



UUM
Universiti Utara Malaysia

Huang, H. T., Binney, W., & Hede, A. M. (2010, January). Strategic marketing of educational institutions. In ANZMAC 2010: Doing more with less: Proceedings of the 2010 *Australian and New Zealand Marketing Academy Conference* (pp. 1-9). ANZMAC.

Huang, K. S., & Wang, T. P. (2012). An Analysis of University Freshman Students' Satisfaction in Using On-line English Practice Exams. *Journal of Global Business Management*, 8(1), 139.

Hunt, H. K. (1977). CS/D-overview and future research directions. *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*, 455-488.

Hutcheson, G. D., & Sofroniou, N. (1999). *The multivariate social scientist: Introductory Statistics Using Generalized Linear Models*. Sage.

Ilieva, J., Baron, S., & Healey, N. M. (2002). Online surveys in marketing research: Pros and cons. *International Journal of Market Research*, 44(3), 361.

Inram, N. (1999). The role of visual cues in consumer perception and acceptance of a food product. *Nutrition & Food Science*, 99(5), 224-230. doi:

<http://dx.doi.org/10.1108/00346659910277650>

Jalali, A., Islam, M. A., & Ariffin, K. H. K. (2011). Service Satisfaction: The Case of a Higher Learning Institution in Malaysia. *International Education Studies*, 4(1), 182-192.

James, R., Baldwin, G., & McInnis, C. (1999). Which University. The factors influencing the choices of prospective undergraduates.

Kasim, R., Abubakar, M. A., & Ishiyaku, B. (2014). Assessment of service user's experience on the facilities provision at UTHM Students' Residential Colleges.

- Kaya, N., & Erkip, F. (2001). Satisfaction in a Dormitory Building the Effects of Floor Height on the Perception of Room Size and Crowding. *Environment and Behavior*, 33(1), 35-53. doi: 10.1177/00139160121972855
- Keegan, W. J., & Davidson, H. (2004). Offensive Marketing: gaining competitive advantage.
- Khorasani, G., & Zeyun, L (2014). A study on Student satisfaction towards the campus transit system in Universiti Sains Malaysia, 2(4) , 2347-4572 .
- Khosravi, A. A., Poushaneh, K., Roozegar, A., & Sohrabifard, N. (2013). Determination of Factors Affecting Student satisfaction of Islamic Azad University. *Procedia-Social and Behavioral Sciences*, 84, 579-583. doi:10.1016/j.sbspro.2013.06.607
- Khozaei, F., Hassan, A. S., & Khozaei, Z. (2010). Undergraduate students' satisfaction with hostel and sense of attachment to place: Case study of University Sains Malaysia. *American Journal of Engineering and Applied Sciences*, 3(3), 516-520.
- Klassen, K., Trybus, E., & Kumar, A. (2005). Planning food services for a campus setting. *Hospitality Management*, 24(1), 579–609. doi:10.1016/j.ijhm.2005.01.001

Kleijn, R. A. M. D., Meijer, P. C., Pilot, A., & Brekelmans, M. (2013). The relation between feedback perceptions and the supervisor-student relationship in master thesis project. *Teaching in higher education*, 1-14.doi: 10.1080/13562517.2013.860109

Kotler, P. and Fox, K. (2002). *Strategic marketing for educational institutions*. 2nd ed. Upper Saddle River, NJ: Prentice-Hall.

Kotler, P. C., & Clarke, R. N. (1987). *Marketing for health care organization*, By Prentice-Hall. *Engelwood Cliffs, NJ*.

Kotler, P. e. (2014). *Marketing management 14/e*. USA: Pearson.

Kotler, P., Keller, K. L., & Lu, T. (2009). *Marketing management in China*. Pearson.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educ psychol meas*.

Kwek, and Choon Ling, (2010). The 'Inside out' and 'Outside-in' Approaches on Students' Perceived Service Quality: An Empirical Evaluation, 4(2), pp.01-26.

Lee, M. N. (2015). *Higher Education in Malaysia: National Strategies and Innovative*.

- Lee, S. (2004). College students' perception and preference of brand name foodservices in university dining operations. Published Master Thesis, Faculty of the Graduate College of the Oklahoma State University
- Letcher, D. W., & Neves, J. S. (2010). Determinants of undergraduate business student satisfaction. *Research in Higher Education Journal*, 6, 1.
- Li, G. (2008). Difficulties facing university catering service work and responses. *Science and Technology Information*, 14, 72-73.
- Li, W. M. (2005). A comparative study between UK and USA: The student satisfaction in higher education and its influential factors. *Journal of Marketing Management*, 21, 859-878. Doi: 10.1362/026725705774538471
- Liang, X., & Zhang, S. (2009). Investigation of customer satisfaction in student food service: An example of student cafeteria in NHH. *International Journal of Quality and Service Sciences*, 1(1), 113-124. Doi: <http://dx.doi.org/10.1108/17566690910945903>
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The 'Inside-out' and Outside in Approaches on Students' Perceived Service Quality: An Empirical Evaluation. *Management Science and Engineering*, 4(2), 1.
- Lo, C. C. (2010). How Student Satisfaction Factors Affect Perceived Learning. *Journal of the Scholarship of Teaching and Learning*, 10(1), 47-54.

Long, C. S., Ibrahim, Z., & Kowang, T. O. (2014). An Analysis on the Relationship between Lecturers' Competencies and Students' Satisfaction. *International Education Studies*, 7(1), 37.

Lucky, E. O. I. (2011). Entrepreneurial Performance and Firm Performance. Are they Synonymous: A PhD Experience. *International Journal of Business and Management Tomorrow*, 1(2), 1-6.

Maggs, L. A. (2014). A case study of staff and student satisfaction with assessment feedback at a small specialized higher education institution. *Journal of Further and Higher Education*, 38(1), 1-18. doi:10.1080/0309877X.2012.699512

Mainhard, T., van der Rijst, R., van Tartwijk, J., & Wubbels, T. (2009). A model for the supervisor–doctoral student relationship. *Higher education*, 58(3), 359-373. doi: 10.1007/s10734-009-9199-8

Mansor, N. (2012). Exploring the major determinants of student satisfaction on university cafeteria food services: A Malaysian case. *Education*, 2(7), 62-73.

Manzoor, H. (2013). Measuring student satisfaction in public and private universities in Pakistan. *Global Journal of Management and Business Research*, 13(3).

- Marsh, H. W., & Hocevar, D. (1990). The multidimensionality of students' evaluations of teaching effectiveness: The generality of factor structures across academic discipline, instructor level, and course level. *Teaching and Teacher Education*, 7(1), 9-18. Doi:10.1080/0309877X.2012.699512
- Mattila, A. (2001). Emotional bonding and restaurant loyalty. *Cornell Hotel and Restaurant Administration Quarterly*, 42(6), 73–79.
- Mayers, L.S., Gamst, G., & Guarino, A.J. (2006). *Applied Multivariate Research Design and interpretations*. Thousand Oaks: sage.
- Mazzarol, T. W., & Soutar, G. N. (2008). Strategy matters: strategic positioning and performance in the education services sector. *International Journal of Non-profit and Voluntary Sector Marketing*, 13(2), 141-151. doi: 10.1002/nvsm.313
- McClelland, G. T., Horne, M., Dearnley, C., Raynsford, J., & Irving, D. (2015). Experiences and Outcomes Among Undergraduate Health Professional Higher Education Students with Protected Characteristics: Disability, Gender, and Ethnicity. *Journal of Psychological Issues in Organizational Culture*, 6(1), 38-64. Doi:10.1002/jpoc.21168
- McDonald, H., & Adam, S. (2003). A comparison of online and postal data collection methods in marketing research. *Marketing Intelligence and Planning*, 21(2), 85–95. doi: <http://dx.doi.org/10.1108/02634500310465399>.

McWilliams, M. (200). Foods: Experimental Perspectives (2nd ed.). New York:
Measure consumer satisfaction. *Hospitality Research Journal*, 17(2), 63-74.

Meir, I. A., Motzafi-Haller, W., Kruger, E., Morhayim, L., Fundaminsky, S., & Oshry-Frenkel, L. (2007). Towards a comprehensive methodology for Post Occupancy Evaluation (POE): A hot dry climate case study. In keynote presentation) in M. Santamouris and P. Wouters (eds), *Building Low Energy Cooling and Advanced Ventilation in the 21st Century, Proceedings of the 2nd PALENC and 28th AIVC Conference, Crete, II* (pp. 27-29).doi:
<http://dx.doi.org/10.1108/02634500310465399>

Mellor, D., Stokes, M., Firth, L., Hayashi, Y. & Cummins, R. (2008). Need for belonging relationship satisfaction, loneliness and life satisfaction. *Personality and Individual Differences*, Vol. 45, pp. 213-218.
doi:10.1016/j.paid.2008.03.020

Memon, M. A., Salleh, R., Baharom, M. N. R., & Harun, H. (2014). Factors Influencing the Satisfaction of International Postgraduate Students in the Malaysian Context-A Literature Review and A Proposed Model. *International Education Studies*, 7(11), 76. doi:10.5539/ies. v7n11p76

Metzler, J., & Woessmann, L. (2010). The impact of teacher subject knowledge on student achievement: Evidence from within-teacher within-student variation. *Journal of Development Economics*, 99(2), 486-496. doi:
10.1016/j.jdeveco.2012.06.002

Mohammed, Y. (2010). An Analysis of Management of Students Hotels: A Case Study of Ahmadu Bello University, Zaria and Kaduna Polytechnic Main Campus, Zaria. doi: <http://dx.doi.org/10.1108/JFM-08-2012-0041>

Morshidi, s. (2008). The impact of September 11 on international student flow into Malaysia: Lesson learned. *The International Journal of Asia Pacific studies*, 4(1), pp.79-95.

Muhammed, E. M., Rizwan, Q. D., & Ali, U. (2010). The impact of service quality on Student satisfaction in higher education institute of Punjab. *Journal of Management Research*, 2(2), 1-11.

Nadzirah, S., Ab-Karim, S., Ghazali, H., & Othman, M. (2013). University foodservice: An overview of factors influencing the customers' dining choice. *International Food Research Journal*, 20(3), 1459–1468.

Najib, N.U. & N.A. Yusof, (2009). A review of student housing facilities in higher learning institution. Proceeding of the 3rd International Conference on Built Environment in Developing Countries (ICBEDC 2009), Dec. 2-3 *School of Housing and Building Planning, Malaysia*, pp: 1817-1831.

Najib, N.U. & Yusof, N. A., (2010). Identifying Factors Affecting Satisfaction with Student Housing: A Research Framework. *Proceeding of the 2nd International Postgraduate Conference on Infrastructure and Environment*, June 11-12, The Hong Kong Polytechnic University, Hong Kong.

Neil, J. (2009). *Exploring research*: New Jersey: Pearson Education International, Inc.

Ng, Y. (2005). Study of the impact of customer satisfaction on intention to return and return intention, and word-of-mouth endorsement in university dining operations. (Published master thesis) Oklahoma. USA: Graduate College of Oklahoma State University, Stillwater.

Ngamkamollert, T., & Ruangkanjanases, A. (2015). Factors Influencing Foreign Students' Satisfaction Toward International Program in Thai Universities. *International Journal of Information and Education Technology*, 5(3), 170. doi: 10.7763/IJiet. 2015.V5.497

Njie, B., Asimiran, S., & Baki, R. (2012). Perceptions of international students on service quality delivery in a Malaysian public university. *Quality Assurance in Education*, 20(2), 153–163. doi: <http://dx.doi.org/10.1108/09684881211219406>

Noor, M. (2015). *The factors affecting Student satisfaction in University Utara Malaysia, Kedah* (Doctoral dissertation, Universiti Utara Malaysia).

- Oh, H. (2000). Diners' perception of quality, value, and satisfaction: A practical viewpoint. Cornell Hotel and Restaurant. *Administration Quarterly*, 41(3), 58–66.
- Oldfield, B. M., & Baron, S. (2000). Student perceptions of service quality in a UK university business and management faculty. *Quality Assurance in Education*, 8(2), 85-95.doi: <http://dx.doi.org/10.1108/09684880010325600>
- Oliver, R.L (1981). Measurement and evaluation of satisfaction processes in retail settings." *Journal of Retailing*.
- Olujimi, J. A. B., & Bello, M. O. (2009). Effects of infrastructural facilities on the rental values of residential property. *Journal of Social Sciences*, 5(4), 332-341.doi:10.3844/jssp.2009.332.341
- Omar, N. A., Nazri, M. A., Abu, N. K., & Omar, Z. (2009). Parents perceived service quality, satisfaction and trust of a childcare center: Implication on loyalty. *International Review of Business Research Papers*, 5(5), 299-314.
- Padlee, S. F., & Yakoop, A. Y. (2013). Service Quality of Malaysian Higher Educational Institutions: A Conceptual Framework. *Research Journal of Applied Sciences, Engineering and Technology*, 2569-2575.
- Pallant, J. (2007). SPSS. Survival manual: A step by step guide to data analysis using Spss for windows (version 15). Australia: Allan & Unwin.

- Parahoo, S. K., Harvey, H. L., & Tamim, R. M. (2013). Factors influencing student satisfaction in universities in the Gulf region: does gender of students' matter. *Journal of Marketing for Higher Education*, 23(2), 135-154. doi:10.1080/08841241.2013.860940.
- Pettijohn, L., Pettijohn, C., & Luke, R. (1997). An evaluation of fast food restaurant satisfaction: Determinants, competitive comparisons, and impact on future patronage. Restaurant and Food service. *Marketing Journal*, 2(3), 3–20. doi:10.1300/J061v02n03_02
- Poon, J., & Brownlow, M. (2015). Real estate student satisfaction in Australia: what matters most. *Property Management*, 33(2), 100-132. doi:
<http://dx.doi.org/10.1108/PM-05-2014-0023>
- Poturak, M. (2014). Private universities service quality and Student Satisfaction Global *Business and Economics Research Journal*, 3(2), 33-49.
- Price, I., Matzdorf, F., Smith, L. & Agahi, H. (2003). The impact of facilities on student choice of university". *Journal of Facilities*, Vol. 21 No. 10, pp. 212-222. doi:
<http://dx.doi.org/10.1108/02632770310493580>
- Qu, H. (1997). Determinant factors and choice intention for Chinese restaurant dining: A multivariate approach. *Journal of Restaurant and Food Service Marketing*, 2(2), 35–49. doi:10.1300/J061v02n02_03

- Ravindran, S. D., & Kalpana, M. (2012). Student's Expectation, Perception and Satisfaction towards the Management Educational Institutions. *Procedia Economics and Finance*, 2, 401-410. doi:10.1016/S2212-5671(12)00102-5
- Razali, N. M., & Wah, Y. B. (2011). Power comparisons of shapiro-wilk, kolmogorov-smirnov, lilliefors and anderson-darling tests. *Journal of Statistical Modeling and Analytics*, 2(1), 21-33.
- Robiah, S. (2000). Inovasi Kaedah Pengajaran: Pengalaman di Universiti Kebangsaan Malaysia. In *National Conference on Teaching and Learning in Higher Education Proceedings, Universiti Utara Malaysia* (pp. 101-111).
- Roediger, V., Thorsten, G. & Isabelle, S. (2007). Service quality in higher education: The role of student expectations. *Journal of Business Research*, 60 (9), 949. doi:10.1016/j.jbusres.2007.01.020
- Roslina, A. (2009). *A Descriptive Study on Students' Satisfaction towards the Services Provided by Universiti Utara Malaysia* (Doctoral dissertation, Universiti Utara Malaysia).
- Sapri, M., Kaka, A., & Finch, E. (2009). Factors that influence student's level of satisfaction with regards to higher educational facilities services. *Malaysian Journal of Real Estate*, 4(1), 34-51.

- Sawyer, P., & Yusof, N. A. (2013). Student satisfaction with hostel facilities in Nigerian polytechnics. *Journal of Facilities Management*, 11(4), 306-322. doi: <http://dx.doi.org/10.1108/JFM-08-2012-0041>
- Schenke, J., (2008). Purdue students prefer to go solo. *College Plann. Manage.*, 11: 62-64.
- Schertzer, C. B., & Schertzer, S. M. (2004). Student satisfaction and retention: A conceptual model. *Journal of Marketing for Higher Education*, 14(1), 79-91.
- Sekaran, U. (2003). Research methods for business: a skill building approach. *Journal of Education for Business*, 68(5), 316-317. doi: 10.1080/08832323.1993.10117635
- Sekaran, U., & Bougie, R. (2009). *Research method for business. A skill building approach (4thed.)*. NY: John Wiley and Sons, Inc.
- Shin, N, Jonassenm D., & Mcgee, S. (2003). Predictors of well-structured and ill-structured problem solving in an astronomy simulation, *Journal of Research in Science Teaching*, 40(1), 6-33. doi: 10.1002/tea.10058
- Sitar, M. & K. Krajnc, (2008). Sustainable Housing Renewal. *American Journal of Applied Sciences*, 5(1): 61-66.

- Songsathaphorn, P., Chen, C., & Ruangkanjanases, A. (2014). A Study of Factors Influencing Chinese Students' Satisfaction Toward Thai Universities. *Journal of Economics, Business and Management*, 2(2), 105-111. doi: 10.7763/JOEBM. 2014.V2.107
- Soriano, D. R. (2003). The Spanish Restaurant Sector: Evaluating the Perception of Quality". *The Service Industries Journal*. 23 (2), 183-194.
- Story, M., Kaphingst, K. M., Robinson-O'Brien, R., & Glanz, K. (2008). Creating Healthy Food and Eating Environments: Policy and Environmental Approaches. *Annual Review of Public*, 29(1), 253-272.
- Stromquist, N. P., & Monkman, K. (2014). Globalization and education. Integration and contestation across cultures: *R&L Education*.
- Suarman., (2015). Teaching Quality and Students Satisfaction: The Intermediately Role of Relationship between Lecturers and Students of the Higher Learning Institutes. *Mediterranean Journal of Social Sciences*, 6(2), 2039-2117. doi: 10.5901/mjss.2015.v6n2p626
- Sumaedi, S., Bakit, I. G. M. Y., & Metasari, N. (2011). The effect of students' perceived service quality and perceived price on student satisfaction. *Management Science and Engineering*, 5(1), 88.

- Sumaedi, S., Bakti, I. & Metasari, N. (2011). The effect of students' perceived service quality and perceived price on student satisfaction. *Management Science and Engineering*, 5(1), 88-97.
- Susilawati, C., (2001). Student dormitory development plan with linear programming method. *Proceeding of the PRREs 7th Annual Conference, (PRREsAC' 01), Surabaya, Indonesia*, pp: 1-8.
- Swan, K., Shea, P., Fredericksen, E., Pickett, A., Pelz, W., & Maher, G. (2000). Building knowledge building communities: Consistency, contact, and communication in the virtual classroom. *Journal of Educational Computing Research*, 23(4), 389-413.
- Taha, Z., & Sulaiman, R. (2010). Perceived kitchen environment among Malaysian elderly. *American Journal of Engineering and Applied Sciences*, 3(2), 270-276.
doi:10.3844/ajeassp.2010.270.276
- Tamuri, A. H. (2010). Guru cemerlang pendidikan islam sekolah menengah di Malaysia: satu kajian kes.
- Tham, S. Y. (2013). Internationalizing higher education in Malaysia: Government policies and university's response. *Journal of Studies in International Education*, doi: <http://dx.doi.org/10.1177/1028315313476954>.

The Sunday (2016). Malaysia has one of highest proportions of international students pursuing higher education. Retrieved at <http://www.thesunday.my/news/1314991>

Theall, M., & Franklin, J. (2001). Looking for bias in all the wrong places—A search for truth or a witch hunt in student ratings of instruction. *New Directions for Institutional Research*, 109(1), 45-48. doi:10.1002/ir.3

Toland, M. D., & De Ayala, R. J. (2005). A multilevel factor analysis of students' evaluations of teaching. *Educational and Psychological Measurement*, 65(2), 272-296. doi:<http://dx.doi.org/10.1177/0013164404268667>

Torres-Antonini, M. & N.-K. Park, (2008). Sustainable student campus housing in the US Asia Interior Design Institute Association (AIDIA), Seoul, Korea.



UUM
Universiti Utara Malaysia

Trotter, E., & Roberts, C. A. (2006). Enhancing the early student experience. *Higher Education Research & Development*, 25(4), 371-386. doi: <http://dx.doi.org/10.1080/07294360600947368>

Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 204-212. doi: <http://dx.doi.org/10.2307/3172652>

Uma, S., & Rogers, B. (2009). *Research Methods for Business: a skill building approach*. 5th ed, Wiley.

UNESCO (2013). The international mobility of students in Asia and the Pacific.
Retrieved at <http://www.uis.unesco.org/Library/Documents/international-student-mobility-asia-pacific-education-2013-en.pdf>.

University World News (2014). Boosting foreign student numbers to 300,000, 31
January. Retrieved at
<http://www.universityworldnews.com/article.php?story=20140129160918747>.

Wallace, B.B. Maire & A. Lachance, (2004). Aboriginal post-secondary student
housing: research summary. Saskatoon, Bridges and Foundations Project on
Urban Aboriginal Housing. Canada, pp: 1-58.

Wiens, J. (2010). Furniture evolution”, *College Planning and Management*, Vol. 13 No.
3.



UUM
Universiti Utara Malaysia

Willoughby, B. J. (2008). The Decline of in Loco Parentis and the Shift to Co-ed
Housing on College Campuses. *Journal of Adolescent Research*.

Willoughby, B. J. (2008). The Decline of in Loco Parentis and the Shift to Co-ed
Housing on College Campuses. *Journal of Adolescent Research*.

Wilson, A., & Laskey, N. (2003). Internet based marketing research: A serious
alternative to traditional research methods. *Marketing Intelligence and
Planning*, 21(2), 79–84.

doi: <http://dx.doi.org/10.1108/02634500310465380>.

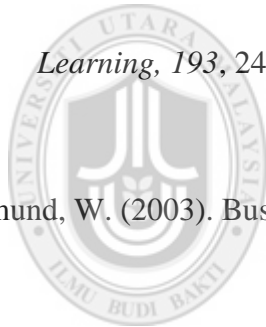
- Woodruff, R. B., Cadotte, E. R., & Jenkins, R. L. (1983). Modelling consumer satisfaction processes using experience-based norms. *Journal of Marketing Research*, 296-304 doi: <http://dx.doi.org/10.2307/3151833>
- Wright, T. A., & Bonett, D. G. (2007). Job satisfaction and psychological well-being as non-additive predictors of workplace turnover. *Journal of Management*, 33(2), 141-160. doi:10.1177/0149206306297582
- Xi, L. & Shuai, Z. (2009). Investigation of Customer Satisfaction in Student Food Service. An example of student cafeteria in NHH. *International Journal of Quality and Service Sciences*, 1(1), 113-124. doi: <http://dx.doi.org/10.1108/17566690910945903>
- Yuksel, A. & Yuksel, F. (2002). Measurement of Tourist Satisfaction with Restaurant Service: A segment-based Approach. *Journal of Vacation Marketing*, 9 (1), 52-68. doi:10.1177/135676670200900104
- Yusof, Z. M., Misiran, M., Pei, L. P., & Tian, H. T. (2014). Factors Affecting Students. *Research Journal of Applied Sciences, Engineering and Technology*, 8(7), 817-820.
- Zain, O. M., Jan, M. T., & Ibrahim, A. B. (2013). Factors influencing students' decisions in choosing private institutions of higher education in Malaysia: a structural equation modelling approach. *Asian Academy of Management Journal*, 18(1), 75-90.

Zakaria, S., & Yusoff, W. F. W. (2011). Teaching management and its contribution student satisfaction in private higher institutions of learning. *International Journal of Trade, Economics and Finance*, 2(5), 387. doi:10.7763/IJTEF.2011.V2.136

Zeeshan, M., Sabbar, S.D., Bashir, S. & Hussain, R.I., (2013). Foreign Students' motivation for studying in Malaysia. *International journal of Asian Social Science*, 3(3), pp.833-846.

Zeng, W. Y., & Perris, K. (2004). Researching the efficacy of online learning: A collaborative effort amongst scholars in Asian open universities. *Open Learning*, 193, 247-264. doi:10.1080/0268051042000280110

Zikmund, W. (2003). *Business research methods* 7th ed., Thomson/South-Western.



UUM
Universiti Utara Malaysia