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**KESAN IMEJ DAN KUALITI PERKHIDMATAN TERHADAP
GELAGAT PELAJAR INSTITUSI PENGAJIAN TINGGI
SWASTA (IPTS) DI JAKARTA SERTA KEPUASAN PELAJAR
SEBAGAI MEDIATOR**



Oleh
ZAHARUDDIN
Universiti Utara Malaysia

**IJAZAH DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA**

November 2015

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ZAHARUDDIN

UUM

Universiti Utara Malaysia

**Tesis diserahkan kepada
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
bagi memenuhi syarat Ijazah Doktor Falsafah**

KEBENARAN MERUJUK

Tesis ini dikemukakan sebagai memenuhi keperluan pengurniaan Ijazah Doktor Falsafah daripada Universiti Utara Malaysia (UUM). Saya dengan ini bersetuju membenarkan pihak Perpustakaan Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan umum. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik perlulah mendapat kebenaran dari Penyalin Tesis atau Dekan Othman Yeop Abdullah Graduate School of Business terlebih dahulu. Sebarang bentuk salinan dan cetakan bagi tujuan komersial adalah dilarang sama sekali, tanpa kebenaran bertulis daripada penyelidik. Pernyataan dan rujukan kepada penyelidik dan Universiti Utara Malaysia perlulah dinyatakan jika rujukan terhadap tesis ini dilakukan.

Kebenaran untuk menyalin atau menggunakan tesis ini sama ada secara sebahagian atau sepenuhnya hendaklah dipohon melalui:

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ABSTRAK

Institusi pengajian tinggi swasta (IPTS) mempunyai peranan yang penting dan strategik sebagai agen pembangunan untuk mempersiapkan generasi masa depan berkualiti yang diperlukan oleh pasaran pekerjaan. Untuk meningkatkan daya saing, IPTS perlu sentiasa melakukan penambahbaikan yang berterusan, khususnya di dalam persekitaran yang semakin global dan terbuka. Dengan peningkatan jumlah IPTS setiap tahun, maka persaingan menjadi semakin sengit di dalam menarik minat calon pelajar yang mempunyai banyak pilihan untuk meneruskan pengajian mereka di peringkat pengajian tinggi. Di antara kriteria pemilihan pelajar dalam membuat keputusan untuk ke IPTS adalah tanggapan mereka terhadap imej institusi dan kualiti perkhidmatan yang dikaitkan dengan IPTS berkenaan. Imej institusi dan kualiti perkhidmatan yang diterima oleh pelajar seterusnya akan mempengaruhi tahap kepuasan mereka. Matlamat utama kajian ini adalah untuk mengkaji sejauhmana terdapatnya hubungan di antara pembolehubah bebas (imej institusi dan kualiti perkhidmatan) dengan pembolehubah perantara (kepuasan) dan pembolehubah bersandar (gelagat pelajar). Responden yang terlibat di dalam penyelidikan ini terdiri daripada pelajar-pelajar IPTS di Jakarta yang dipilih dengan menggunakan kaedah persampelan rawak berkelompok. Proses pengumpulan data menggunakan borang soal selidik, dan sebanyak 442 borang soalselidik telah dikembalikan oleh responden digunakan untuk tujuan analisis menggunakan perisian SPSS. Keputusan analisis faktor menunjukkan tiga dimensi imej, iaitu persekitaran, kepraktisan dan keutuhan manakala kualiti perkhidmatan juga mempunyai tiga dimensi iaitu rupabentuk fizikal, reliabiliti perkhidmatan, dan jaminan perkhidmatan. Kepuasan pelajar, sebagai pembolehubah perantara juga dibahagikan kepada tiga dimensi, iaitu kepuasan intrinsik, kepuasan ekstrinsik, dan kepuasan ekstrinsik sosial. Analisis faktor mengesahkan pembolehubah bersandar iaitu gelagat hanya mempunyai satu faktor atau dimensi. Hasil analisis regresi secara umumnya menunjukkan bahawa pembolehubah imej institusi dan kualiti mempunyai hubungan langsung dan hubungan tidak langsung dengan gelagat. Ini menunjukkan bahawa di samping terdapatnya hubungan langsung di antara imej dan kualiti dengan gelagat, terdapat juga hubungan yang dimediasikan oleh pembolehubah perantara (kepuasan).

Kata kunci: imej, kualiti perkhidmatan, kepuasan pelajar, gelagat

ABSTRACT

Private higher educational institutions (PHEIs) have an important strategic role as a catalyst in the development of quality future generations for the job markets. In order to improve their competitiveness, PHEIs need to continuously improve their services, especially in dealing with the environment that has become more globalized and open. With the increase in the number of PHEIs annually, the competition to attract potential students, who now have more choices, has become more challenging. Among the criteria used by potential students in making their choices of PHEIs are their perceptions on the image and service quality associated with a particular PHEI. The image and the service quality experienced by the students subsequently influence their levels of satisfaction. The main objective of this study is to examine the extent of relationship between the independent variables (image and service quality), with the mediating variable (satisfaction) and the dependent variable (behavioural implications). Respondents in this study were students from PHEIs in Jakarta, and were selected by using a cluster sampling technique. Survey questionnaires were used for the data collection process, and a total of 442 usable questionnaires were returned and subsequently used for data analysis with the SPSS software. Results of factor analyses indicate that the variable image has three dimensions: environment, practicality, and stability; service quality is also divided into three dimensions: physical appearance, service reliability, and service assurance. The mediating variable, satisfaction, is also made up of three dimensions: intrinsic, extrinsic, and social extrinsic. The results of the factor analysis also show that the variable behavioural is unidimensional in nature. Results of multiple regression analyses, in general show that the variables of image and service quality demonstrate direct and indirect relationships with students' behaviour, indicating that the presence of mediating effects of the mediator (satisfaction).

Keywords: image, service quality, satisfaction, behavior

PENGHARGAAN

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Senarai Rajah

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BAB SATU

Pengenalan

1.1 Pengenalan

Kajian mengenai kepuasan pelanggan dan kepuasan individu maupun masyarakat telah banyak dijalankan dan dijalankan secara meluas. Sebagai contoh, kajian oleh Luo and Bhattacharya (2013), Homaid, Minai dan Abd Rahman (2015) dan Parlimentary and Health Service Ombudsman (2012). Kajian mengenai kepuasan dan gelagat pelajar juga boleh didapati dengan mudah dan agak menyeluruh. Sebagai contoh, penyelidikan yang dijalankan pada tahun 2014 seperti Jarrar dan Abd Rahman (2014) dan Sinclair (2014). Dengan adanya pelbagai kajian mengenai kepuasan individu, seseorang tertanya-tanya kenapa perlu lagi kajian sedemikian dan apakah sumbangan yang boleh diperolehi sekiranya ianya dilakukan lagi.

Dalam dunia akademik, dapatan-dapatan yang diperolehi membentuk model dan teori yang digunapakai oleh manusia (Lucky & Minai, 2011). Dapatan-dapatan baru dalam persekitaran yang berbeza dapat menyokong model dan teori sedia ada dan pada keadaan tertentu ianya dapat mencabar teori dan model sedia ada. Kebanyakan kajian yang dijalankan tentang kepuasan pelajar dijalankan di universiti awam dan agak kurang kajian tentang kepuasan pelajar dijalankan pada pelajar di univeriti swasta terutamanya di negara membangun (Illias, Abu Hassan & Abd Rahman Yaso (2008). Illias et al. (2008) menyatakan ianya disebabkan oleh kurangnya universiti swasta di negara-negara membangun

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