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**INTERNATIONAL POSTGRADUATE STUDENT
SATISFACTION TOWARDS STAFF SERVICE IN UUM**

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MASTER OF HUMAN RESOURCE MANAGEMENT

UNIVERSITI UTARA MALAYSIA

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STAFF SERVICE IN UUM**

By

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Master in Human Resource Management



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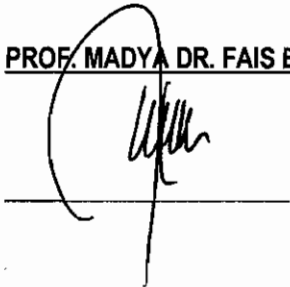
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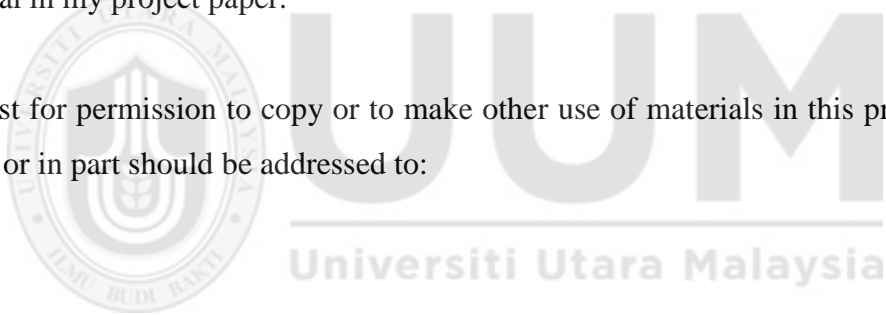
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ABSTRACT

Student satisfaction has become a significant factor in today's competitive environment for higher education. The reason of this statement because of satisfied students could help higher education to retain existing students and attract new students. The researcher was interest to make this study due to the declining number of international postgraduate students in UUM. The objective of this study was to determine the international postgraduate student satisfaction towards staff service in UUM in term of responsiveness, reliability, and courtesy of the staff. The data collection process was used the survey method which utilized the questionnaire. The data analysis has used SPSS version 20 to analyze the Pearson Correlation and Multiple Regression of the study. There were 226 questionnaires has been distributed. The main finding of this study showed that there were significant relationships between responsiveness, reliability, and courtesy with student satisfaction.

Keywords: International postgraduate students, student satisfaction, responsiveness, reliability, courtesy

ABSTRAK

Kepuasan pelajar telah menjadi faktor penting dalam persekitaran kompetitif hari ini untuk pendidikan tinggi. Sebab pernyataan ini adalah kerana pelajar yang berpuas hati dapat membantu pendidikan tinggi untuk mengekalkan pelajar sedia ada dan menarik pelajar baru. Penyelidik berminat untuk membuat kajian ini adalah kerana bilangan mahasiswa pascasiswazah antarabangsa didapati semakin menurun di UUM. Objektif kajian ini adalah untuk menentukan kepuasan pelajar pascasiswazah antarabangsa terhadap perkhidmatan kakitangan pekerja di UUM dari segi responsif, kebolehpercayaan, dan ihsan kakitangan. Proses pengumpulan data yang dijalankan adalah dengan menggunakan kaedah tinjauan melalui soal selidik. Analisis data telah dijalankan dengan menggunakan SPSS versi 20 untuk menganalisis Korelasi Pearson dan Regresi Berganda. Sebanyak 226 soal selidik telah diedarkan. Hasil utama kajian ini menunjukkan terdapat hubungan yang signifikan antara responsif, kebolehpercayaan, dan ihsan dengan kepuasan pelajar.

Kata Kunci: Pascasiswazah antarabangsa, kepuasan pelajar, responsif, kebolehpercayaan, ihsan

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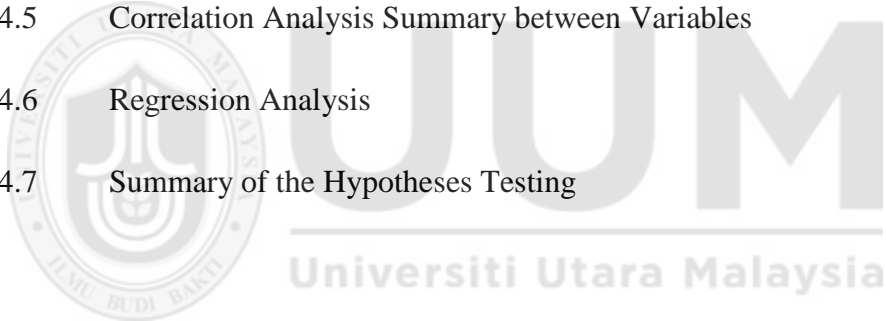
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LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
SRH	Student Residential Halls
UUM COB	UUM College of Business
UUM COLGIS	UUM College of Law, Government and International Studies
UUM CAS	UUM College of Arts and Sciences
HEIs	Higher Education Institutes
UNESCO	United Nations Educational, Scientific and Cultural Organisation



CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter reflects the outline of the study by explained the purpose of current research with the following subsection. The chapter begins from which the issues of the study was highlighted in the background of the study and followed by the problem statement, research questions, and research objectives. Afterwards, the scope of the study, the significance of the study, and the definition terms of the study also be highlighted in this chapter.

1.2 Background of the Study

In 2017, Malaysia Education target to enroll 170,000 international students which 136,000 international students from Higher Education Institutions, meanwhile, 34,000 international students from other institutions. On the other hand, the enrolment for the international postgraduate students consists of 32,640 for Public Higher Education Institutions, while 19,040 international postgraduate students enter the Private Higher Education Institutions (Education Malaysia, 20 February 2017).

In the current era of globalization, the basic strategic element for universities around the world that been considered was the internalization. After the incident of

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APPENDIX

APPENDIX A: QUESTIONNAIRE



COLLEGE OF BUSINESS

UNIVERSITI UTARA MALAYSIA

QUESTIONNAIRE FORM

“INTERNATIONAL POSTGRADUATE STUDENT SATISFACTION TOWARDS
STAFF SERVICE IN UUM”

Dear student,

I am a last semester student in Universiti Utara Malaysia (UUM), studying Master of Human Resource Management. I would like to invite you to participate in this survey on students' satisfaction towards staff service provided by UUM. You have been chosen to be the respondent for the survey research as the title above. This research is conducted to determine international postgraduate student satisfaction towards staff service in UUM. All information provided will be kept confidential and used for academic purposes to fulfill the requirements of Master degree. Your honesty and sincerity to answer this questionnaire is greatly appreciated. Please return the questionnaire that has been answered. Thank you for your time and cooperation for answering this questionnaire.

Prepared by:

SYAZWANI BINTI MUHAMMAD RAFFI SHAH LIEW

MASTER OF HUMAN RESOURCE MANAGEMENT

SECTION A

(Please choose the suitable answer and circle on the appropriate answer given for each question)

1. Age
 - a. 19-25 years
 - b. 26-30 years
 - c. 31-35 years
 - d. 36 years and above

2. Gender
 - a. Male
 - b. Female

3. Race
 - a. Somalia
 - b. Thailand
 - c. Arab
 - d. Indonesian
 - e. Chinese
 - f. Others (Please specify:.....)

4. Year of study
 - a. First
 - b. Second
 - c. Third
 - d. Four and above

5. Religion
 - a. Muslim
 - b. Buddha
 - c. Christian
 - d. Others (Please specify:.....)

6. Program taken in UUM
 - a. Master
 - b. PhD
 - c. DBA
 - d. Others (Please specify:.....)



UUM
Universiti Utara Malaysia

SECTION B

Instructions: Please read each question carefully and respond to all questions to the best of your ability by placing a check (☐) for each question.

i) RESPONSIVENESS

Item code	Description of items	1- Strongly Disagree (SD)	2- Disagree (D)	3- Neither agree nor disagree (N)	4- Agree (A)	5- Strongly Agree (SS)
RES1	Staff are never too busy to respond to a request for assistance	1☐	2☐	3☐	4☐	5☐
RES2	When staff promise to do something by a certain time, they do so	1☐	2☐	3☐	4☐	5☐
RES3	Staff show willingness to help	1☐	2☐	3☐	4☐	5☐
RES4	Ease of contact or access to staff	1☐	2☐	3☐	4☐	5☐
RES5	Readiness of staff to provide prompt service	1☐	2☐	3☐	4☐	5☐
RES6	Responding to request quickly via verbal, e-mail or telephone	1☐	2☐	3☐	4☐	5☐
RES7	Setting up appointments quickly	1☐	2☐	3☐	4☐	5☐
RES8	Staff provide caring and individual attention	1☐	2☐	3☐	4☐	5☐
RES9	When you have a problem, staff shows a sincere interest in solving it	1☐	2☐	3☐	4☐	5☐
RES10	Complaints are dealt with efficiently and promptly	1☐	2☐	3☐	4☐	5☐

ii) **RELIABILITY**

Item code	Description of items	1- Strongly Disagree (SD)	2- Disagree (D)	3- Neither agree nor disagree (N)	4-Agree (A)	5- Strongly Agree (SS)
REL1	Staff provided services at time promised	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
REL2	Staff maintained error free records	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
REL3	Staff performed service right first time	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
REL4	Staff showed honest interest solving your problem	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
REL5	Staff promised to do something and did so	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
REL6	You feel safe in transaction of information with the staff	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
REL7	You highly dependable to the information and service the staff provide to me	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

iii) **COURTESY**

Item code	Description of items	1- Strongly Disagree (SD)	2- Disagree (D)	3- Neither agree nor disagree (N)	4-Agree (A)	5- Strongly Agree (SS)
C1	Staff are polite	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C2	Staff provide service with smile	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C3	The behavior of staff instills confidence in students	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C4	Staff communicates well	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

	with students					
C5	Staff show positive work attitude towards students	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C6	Staff show their friendliness when interacting with students	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C7	They respect your feelings, concerns and opinion	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
C8	Staff have consideration towards students	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

iv) Student Satisfaction

Item code	Description of items	1- Strongly Disagree (SD)	2- Disagree (D)	3- Neither agree nor disagree (N)	4- Agree (A)	5- Strongly Agree (SS)
S1	I am satisfy with the service rendered by staff	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
S2	I will give positive word of mouth if other people ask me about the service provided by non-academic staff	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
S3	I am satisfy with the responsiveness provided by staff	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
S4	I am satisfy with the politeness and friendliness provided by staff (courtesy)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
S5	I am satisfy with the reliability of time services provided and information given by staff	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
S6	Overall, non-academic staff provide good quality of service to students	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

APPENDIX B: REGRESSION DATA

Descriptive Statistics

	Mean	Std. Deviation	N
ss	4.0501	.71729	226
res	3.6305	.68838	226
rel	3.8527	.71491	226
courtesy	4.2478	.59149	226

Correlations

		ss	res	rel	courtesy
Pearson Correlation	ss	1.000	.822	.813	.595
	res	.822	1.000	.815	.495
	rel	.813	.815	1.000	.569
	courtesy	.595	.495	.569	1.000
Sig. (1-tailed)	ss	.	.000	.000	.000
	res	.000	.	.000	.000
	rel	.000	.000	.	.000
	courtesy	.000	.000	.000	.
N	ss	226	226	226	226
	res	226	226	226	226
	rel	226	226	226	226
	courtesy	226	226	226	226

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.757	.754	.35601

a. Predictors: (Constant), courtesy, res, rel

b. Dependent Variable: ss

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.628	3	29.209	230.457	.000 ^b
	Residual	28.137	222	.127		
	Total	115.765	225			

a. Dependent Variable: ss

b. Predictors: (Constant), courtesy, res, rel

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.103	.178	.576	.565	-.249	.454						
	res	.478	.060	.459	8.019	.000	.360	.595	.822	.474	.265	.335	2.987
	rel	.341	.061	.340	5.624	.000	.222	.461	.813	.353	.186	.300	3.338
	courtesy	.211	.049	.174	4.324	.000	.115	.308	.595	.279	.143	.673	1.486

a. Dependent Variable: ss

Universiti Utara Malaysia