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## **Quality of Education in UiTM Kedah: Bachelor of Administrative Science Students' Perspectives**

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### **ABSTRACT**

*The purpose of this study is to analyze the quality of education focus on students' performance (CGPA) in UiTM Kedah from the Bachelor of Administrative Science students' perspectives based on the requirement of ISO 9001: 2000 and quality objective in UiTM Kedah . Among the factors that contribute to the quality of education in higher education are facilities, lecturers and student readiness and this study aimed to find out the relationship between the three factors with the quality of education (CGPA). The population of the study is all the students from Bachelor of Administrative Science in UiTM Kedah except part one, two and three student due to still new and not familiar with lecturers and infrastructure provided. The total of 163 students will be represented as the sample size of the study from the all number of populations (census). The research will be taken place one semester from January 2010 until April 2010.*

**Keywords:** Quality of Education, Quality Objective, Students' Performance (CGPA), Student Perspectives, ISO 9001: 2000

## **INTRODUCTION**

Education is often regarded as primary and important and many studies show that the simple number of years a young person spends in formal education. With change of socio-cultural and force of globalization we can observe there are changes in qualities of educational goals, process, outcomes, technologies, facilities and other which always related with education term.

There are many scholars who discussed about quality. Among the prominent scholars were W. Edward Deming, Joseph M. Juran and Philip Crosby. Deming defined quality in simple as focuses on continual improvements in product and service quality by reducing uncertainty and variability in design, manufacturing and service processes, driven by the leadership of top management. While Juran analyzed quality into three main aspects which first is quality planning followed by quality control and lastly is quality improvement. Philip B. Crosby said quality is free. It's not a gift, but it is free. What cost money are the inequality things, all the actions that involve not doing jobs right the first time (Evans & Lindsay, 2008).

Researchers choose the most determinant quality of education based on the quality objective of UiTM Kedah and the requirement of the ISO 9001:2000. There are three (3) factors that will be highlighted in this research, namely Facilities, Academic Staffs and Students Readiness. UiTM Kedah establish in October 1997 consist of 162 enrollment of students. Now it has more than 4000 students and 300 lectures. It offers several of courses for diploma and bachelor degree. The campus is situated on a 350 acre ground in Mukim Bujang (between Semeling and Merbok), which is approximately 14 kilometers from Sungai Petani (*UiTM Kedah*).

Education in Malaysia broadly consists of a set of stages which include pre-school, primary education, secondary education, tertiary education and postgraduates. Organization that had been chosen by researchers to analyze the quality of education is UiTM Kedah. Since UiTM Kedah has its own quality objective in implementing the quality standard and procedure

through ISO 9001:2000, researchers take this opportunity to find out why those objectives still not achieve (as at semester November 2009). Every year we can see a lot of students excel while some of them pass and fail or drop out. Why the failure rates still higher and sometime it increase compared to the previous year? What are the problems actually and what are the best solutions? There are a lot of issues regarding the quality of education, and one of them is the issue on the student performance in term of sufficient facilities in teaching and learning, teaching effectiveness (lecturers) and students' readiness. Many people said that quality of education influence by many and different factors but the key point is the relation of quality with some benchmark which is most contributors to high quality of education. This study provides the different perspectives about quality of education in UiTM Kedah among the Bachelor of Administrative Science Students.

## **METHODOLOGY**

The sample size is the actual number of subjects chosen as a sample to represent the population characteristics. While population is the entire group of people, events, or things that the researcher desires to investigate (Sekaran, U., 2003). The population of this study is to Bachelor Administrative Science students in UiTM Kedah. Researchers interested to take them as respondents in this study. The overall estimation of 163 populations that are being chosen from Bachelor Administrative Science students in UiTM Kedah as the respondents by using the census sampling technique due to few number of population and reachable to whole of them.

The objective of this study is to determine which factor that most contribute to quality of education in UiTM Kedah from the perspective of Bachelor of Administrative Science students. Moreover, this research purposed to find out the relationship between facilities in teaching and learning, lecturers and student readiness that contribute to the quality of education (CGPA) in UiTM Kedah from Bachelor of Administrative Science student's perspectives.

## **Data Collection**

The source of data collection is primary. The data collection method for this research is questionnaire. Questionnaire is an efficient data collection method because it is the best ways that researchers can use in order to save time and money constraints (Sekaran, 2006). The questionnaire was divided into two sections. Section A will cover the background of the respondents and section B will be the question of independent and dependent variables.

## **Data Analysis**

In order to analyze the data that has been collected, researchers used Statistic Package for Social Science (SPSS) version 16.0 for Window program system for the processing of raw data received, data analysis and to show the final result of data gathered. There are four statistical tests which is Cronbach's Alpha, Descriptive Analysis (frequency distribution), Multiple Regression and Pearson's rank-order correlation.

### **Cronbach's Alpha**

In this research, researchers used Cronbach's Alpha in order to measure the reliability of the questions in the questionnaires through pilot testing. The reliability coefficient or Cronbach's Alpha is represents how well the independent and dependent variables positively correlated to one another, Sekaran (2006).

### **Descriptive Analysis**

To analyze the data from section A and section B, researchers used the descriptive analysis. Descriptive analysis used in this research in order to focus on all the personal data or classification variables. For example, the researchers want to know about the profile of the respondents such as classification between gender (male and female), age, part and current CGPA of the respondents.

## Multiple Regressions

Multiple regression has used by the researchers to find out the first objective of this research which is to determine which factor that most contribute to quality of education in UiTM Kedah. Multiple regressions are an extension of bivariate correlation. The result of regression is an equation that represents the best prediction of a dependent variable from several independent variables (Sekaran, 2006)

## Pearson's Correlation

The researchers also used Pearson's correlation and regression to analyze the data in order to transform it into useful information or outcomes. Pearson's correlation obtained for the variables that have been stated. For this research, Pearson's correlation has used in order to measure the relationship between facilities in teaching and learning, lecturers in teaching and learning effectiveness and students' readiness whether it's have significant relationship or not with the dependent variable which is quality of education in UiTM (CGPA) from Bachelor of Administrative Science Students' perspectives.

## **RESULT**

The significance of the study hopefully can benefit several parties such as top management of Faculty of Administrative Science and Policy Studies, campus, lecturers and students. From this study, UiTM Kedah top management and faculty can get information about the factors that contribute to the quality of education (CGPA) and help them in regulating some rules, regulations and activities that can enhance the performance of students.

At the same time, faculty also can take some action for the improvement each of their lecturers and students to achieve the quality

objective. This study also provide information about quality education in higher education institution and this can help the lecturers to understand better about the problem face in quality of education. This study also can provide some guideline and guidance to improve the teaching skill especially in order to enhance teaching effectiveness which related to the achievement of students and lecturers itself.

In the other hands, this research will help students that are interested in study realize and ready to produce the quality of outcome as it will provide information and better understanding on quality of education. This study gave them better ideas and helping them in problem solving regarding quality of education.

## **CONCLUSION**

Through this study, we concluded that quality of education in UiTM Kedah have significant relationship between facilities in teaching and learning, lecturers and student readiness. The three independent variables showed positive relationship with quality of education (CGPA) in UiTM Kedah from Bachelor of Administrative Science students' perspectives. To improve the quality of education in UiTM Kedah, the top management department needs focus to enhance the quality of these three areas which is facilities in teaching and learning, lecturers in term of teaching and learning effectiveness, and student readiness.

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