

## [POM 3] SATISFACTION OF UUM STUDENTS TOWARD THE CAR STICKER APPLICATION SERVICE OFFERED BY UUM-U-ASSIST

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### ABSTRACT

*U-Assist Services has been one of the major topics discussed by the students in UUM. Most of its services are commendable by the students but car sticker application, has been tremendously under duress. This study aims to look into these issues by examining the satisfaction of UUM students toward the car sticker application. The respondents are UUM students who apply for the car stickers. The survey was carried out to 100 respondents using the SERVQUAL instruments. The results show that there are significant differences between all respondents with demographic differences in view of ranking, satisfaction and issues.*

**Keywords:** *student satisfaction, service quality, U-Assist UUM, car sticker*

### INTRODUCTION

In contrast with the past, customer request and desires keep changing and changing. All the business in attempt at their best to enhance the service quality to make customers satisfied with their services, particularly in U-Assist, UUM.

The U-Assist, located at Level 1, Student Affairs Department, is familiar as one stop centre established in University Utara Malaysia under the Department of Student Affairs and Alumni. The purpose of U-Assist is to minimize bureaucracy and to enhance the quality of services for students. Furthermore, it encourages the driving of useful information to the students. Indeed, they provide majority required services. The "One Stop Centre" offers services to be taken care by all Centre and Units under the Academic Affairs Department, Student Affairs and Alumni Department, Schools and several other departments including the Computer Centre, Student Accommodation Centre Bursar's Department and Security Department.

However, a few of U-Assist staff, seems to have low understanding about of the true needs and want of their customer. They simply remain on their position from their point of view to guess what the customers need. In any case, U-Assist staff should concentrate more on productivity that meet the expectation of the customers, thus, develop services which will draw the attraction and fulfilled customers' want and needs to make the customer satisfied or even exceed their needs.

Customer's satisfaction is ordinarily characterized as a post utilization evaluative judgment concerning particular product or service (Gundersen, Heide & Olsson, 1996). It is the consequence of an evaluative procedures that contrasts pre-purchase expectations with understanding of achievement during and after the consumption experience (Oliver, 1980). In this manner, being customers centric is one of the most significant objectives for forward looking business to shape an advance future (Zhu, 2015).

Among the services provide by U-Assist includes Visa Card Application, Smart Card, Student Vehicle Stickers and Counselling. The students' academic and financial needs, scholarships and others are available in the over-the-counter services, too. This study aims to examine on the satisfaction of UUM student in car stickers application at U-Assist.

## **LITERATURE REVIEW**

Car sticker application in University is quite well known for every student. Students have to apply car sticker in order to park the vehicle in campus. In UUM, U-Assist is the department for students to apply car sticker. The objective of U-Assist UUM is to ensure students receive services in a professional manner within the prescribed period. Vision of U-Assist is to provide excellence service in supporting students' educational experience. Mission of U-Assist is to be a convenient one stop centre providing authoritative and efficient services on academic and non-academic matters, and offer support to students. Therefore, the services provided by U-Assist should be in efficient way and conveniently to students. The objective for students to apply car sticker in UUM is to ensure the safety in campus, prevent unnecessary traffic problems, and due to there are limitation of car park in each Inasis, therefore the car sticker is also limited only to students who qualified. In order to apply car sticker, students have to provide correct document and submit the application form together to U-Assist, then U-Assist will submit student's application form to each Inasis person in charge to decide which student's application will be approved or rejected. It takes few weeks for U-Assist and Inasis person in charge to check and review students document and qualifications. Upon approval only students can claim their car sticker by paying RM3.70. We adapt SERVQUAL framework to measure the quality service of U-Assist UUM on car sticker application. The SERVQUAL five dimensions are assessed; namely responsiveness, tangibles, reliability, assurance and empathy.

### **Reliability**

According to Zeithaml, Parasuraman and Berry (1990), reliability can be defined as the quality that can be trusted all the time. Reliability is the sense of preventing failure all the time. For example, a reliable service provide by U-Assist on car sticker application should have to continue satisfy by student all the time. According to Meredith (2010), a reliable customer service is very important. Provide what the customer desire and provide it accurately is one of the desired things to meet the customer satisfaction. For example, U-Assist should provide the good service and try to make some improvement on their weaknesses service to make them reliable to the people who use their service. On the issue of applying car sticker, U-Assist may make the procedure easier and give the response of application at a faster rate. This will make them more reliable and more accurate on their service.

### **Assurance**

According to Zeithaml, Parasuraman and Berry (1990), assurance is all about the knowledge and courtesy of employees and their ability to convey trust and confidence. Service providers like U-Assist UUM are expected to be the experts on the service that they are providing. The service provider should raise the customer awareness of your organization competencies. For example, U-Assist UUM can put the poster in U-Assist about the reason of they set on the requirement of the car sticker application and the certification that all the staff of U-Assist is well trained. This awareness of the competencies will influence the service quality in advance.

### **Tangibles**

Zeithaml, Parasuraman and Berry (1990) mentioned that tangibles are communication materials, labor force, physical surrounding, facilities and equipment that can be saw by the customer. In other words, tangible can be describes as the first impression. An organization must give their customer a good first impression to get the positive return to the service. Tangibles are the 'visible' aspects of the service that are employed by businesses to improve external customer satisfaction. There are different type of tangibles will be employ in different service industry. For U-Assist UUM, they may have the visible changes on the car sticker application procedure and the requirement and train their staff to increase the quality of services.

### **Empathy**

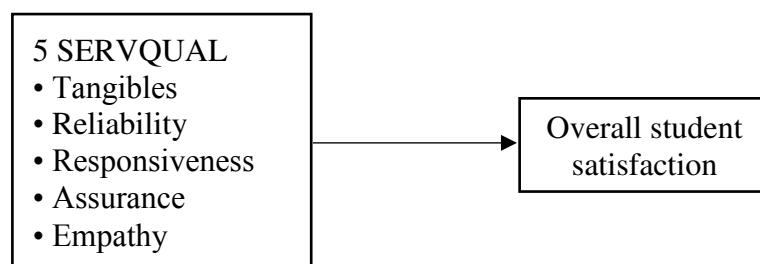
Empathy is about give the attention and care to the customer that they serve (Zeithaml, Parasuraman & Berry, 1990). Arlen (2008) stated that, services can be performed completely to specifications. Yet customers may not feel the service provider care about them during delivery. And this might affects customers' assessments of providers' service quality. For example, U-Assist UUM may provide the enquiry to the students that have the problem on car sticker application. They may state out the reason of the failure on car sticker application. Service provider should always be trained on the knowledge of communication with the customer and how to make the customer feel satisfaction of their service quality.

### **Responsiveness**

As stated by Zeithaml, Parasuraman and Berry (1990), responsiveness is willingness to assist customers and give prompt service. According to Jill (2011), the important things in customer service is to be responsive to customer requirement. If the customer responsiveness is the priority in an organization, then the customer will be more satisfied. Responsiveness can be define as rapid respond (Arlen, 2008). In the questionnaire we have make, we are asking the question about the responsiveness of the car sticker application service provided by U-Assist UUM. For example, the responsiveness of U-Assist is little bit low since provided is too slow because there are long waiting period for the people who use their service.

## RESEARCH METHODOLOGY

### Conceptual research framework



**Figure 1**

Conceptual framework for satisfaction of UUM in car sticker application service offered by UUM U-Assist

### Data collection

Quantitative approach is the method we used to collect data. Questionnaire was designed to gather information about the satisfaction level of UUM in car sticker application at U-Assist. To let students make their responses quickly, closed-ended questions are used. The population of this research are students from UUM who had experienced in applying car sticker in U-Assist. The primary data are the data that received from questionnaire while the secondary data is gained through other researcher for reference purpose. Likert scale of this questionnaire is given on 5 point, ranging from 1- very satisfied to 5- no satisfied. 5-point scale enable respondent to choose the more accurate answer. The analysis was performed using SPSS software.

## FINDINGS AND DISCUSSIONS

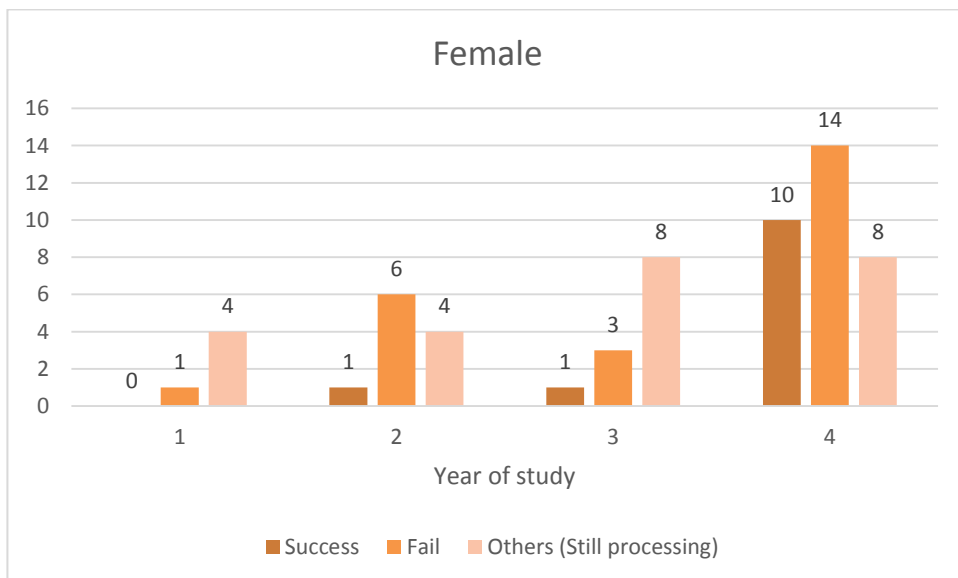
A total of 100 respondents as a sample size of this research. 31.5% of them were male and 47.2% were female. All respondents were aged between 21 and 24, and a large number of them were aged 23 (33.9%). A small number of the respondents were in the first years in UUM (7.9%) and a large number of them were in the last year is 43.3%. 16.5% of the respondents were succeeding in applied car sticker, 27.6% were failed in applied car sticker application, while the remaining 34.6% were in process of application car sticker. This survey covered the entire college in UUM including respondents under College of Arts and Science 26.8%, whereas under College of Business and College of International Affairs were same 26.0%. The following table represents the overall demographic of respondents.



**Figure 2(a)**

The status of application of male student based on the year of study

The figure shows the overall of 40 male respondents, from student year 3 only 4 student succeeds in applying car stickers which are higher than another year student. And student in year 1 never success for apply car sticker. While, male student year 4 were mainly failed in applying for car sticker from total 23 students. And most of the male student year 4 also still in processing for application car sticker.



**Figure 2(b)**

The status of application of female student based on the year of study

From the overall of 60 from the female student, female student year 4 is most high who are success apply car sticker. While the most student who failed apply car sticker year 4 students. Another student success in applying car sticker are 1 person from year 1, 6 people from year 2 and 3 persons from year 3. While remaining still in process.

### Descriptive analysis

Descriptive analysis is used to describe and simply summaries of sample and measures (Piper & Scharf, 2004). In this study, descriptive analysis is used to identify the satisfaction level of student in view of variable tangibility, reliability, responsiveness, assurance and empathy. The mean score to identify satisfaction level of student is ranged from 1 to 5, which is strongly agree to strongly disagree. The table below presented the maximum and minimum, mean and standard deviation of each variable.

**Table 1**  
Descriptive analysis results

Variable	n	Minimum	Maximum	Mean	Standard Deviation
Tangibility	100	1.00	5.00	2.9640	.7911
Reliability	100	1.00	5.00	3.0740	.8252
Responsiveness	100	1.00	5.00	3.0280	.7858
Assurance	100	1.00	5.00	2.9880	.8871
Empathy	100	1.00	5.00	2.9840	.9219

**Table 2(a)**  
Mean of variability from male student base on year of study

Variability	Year of study				Total
	1	2	3	4	
Tangibility	2.44	3.2667	2.5333	2.8870	2.8350
Reliability	3.04	3.6667	3.0667	2.9217	3.0700
Responsiveness	2.72	3.5000	2.9667	2.8609	2.9550
Assurance	2.64	3.4000	2.9667	2.8000	2.8955
Empathy	2.76	3.3667	2.9667	2.8000	2.9050
Overall	2.72	3.44	2.9	2.85392	2.9321

From the results, male students seem to have higher satisfaction in the Tangibility dimension, while Reliability is the lowest.

**Table 2(b)**  
Mean of variability from female student base on year of study

Variability	Year of study				Total
	1	2	3	4	
Tangibility	2.96	2.8182	3.1500	3.1062	3.0500
Reliability	3.16	3.0545	3.1500	3.0438	3.0767
Responsiveness	3.28	2.8909	3.0667	3.1125	3.0767
Assurance	3.08	2.9455	3.1167	3.0562	3.0500
Empathy	3.12	2.9818	3.0333	3.0438	3.0367
Overall	3.12	2.93818	3.1033	3.0725	3.0580

From the results, female students seem to have higher satisfaction in the Empathy dimension, while Reliability and Responsiveness is the lowest.

**Table 3**

The differentiation of male and female student in view of variable of satisfaction on applying car sticker from U-assist.

Variability	Gender	
	Male	Female
Tangibility	2.8350	3.0500
Reliability	3.0700	3.0767
Responsiveness	2.9550	3.0767
Assurance	2.89550	3.0500
Empathy	2.9050	3.0367
Overall	2.9321	3.058

- a) In the view of the variable tangibility, the scale agreement of male student is higher than the female student.
- b) In the view of variable reliability, both male and female satisfaction toward car sticker seems homogeneous.
- c) In the view of variable responsiveness, assurance and empathy, male student seems satisfied with the U-Assist service on application car sticker than the female student.

The overall result we get, male student seems perceived high satisfied better than the female student.

From the results that we analyse, the satisfaction level of male students is higher compared to female students because out of 60 female students, there are 40% who failed to apply the car sticker compared to male students which are only 27.5% out of 40. Male students are more satisfied on Tangibility while female students are more satisfied on Empathy. There is much high technology equipment in U-Assist that successfully gains their favour. For female students, they felt that U-assist greet them warmly and this increase their favourability. However, the dissatisfaction of male students is reliability while female students are reliability and responsiveness. From the results we found that both genders are dissatisfied on the reliability. This is because the procedure of car sticker application is complicated and the waiting time to be served is long. For female students, they also not satisfied on responsiveness. Sometimes the staff duty in the counter not very familiar with the procedures and could not solved problem for the students. In overall, we think that environment of U-Assist is extremely comfortable yet there are many things to improve.

## CONCLUSIONS

The objective of our research is to measure the satisfaction of UUM students towards the car sticker application services offered by UUM U-Assists, and we have achieved our objective of our research. This study was carried out in the context of car sticker application, so the result may not be fully generalizable for other supplication because perception may be different.

In our opinion, we suggest that U-Assists should provide training to their staff about service quality. Furthermore, U-Assists may rearrange their service line by providing case by case service to improve their efficiency on the service they provided. Recommended for future research are how to improve the procedures of applying car

sticker in U-Assist website because the means of variable factors within the range of disagreeing satisfied value. However, this study has provided useful information to help the U-Assist to improve their service quality and student satisfaction. This study mainly focused on the level of student satisfaction on applying car sticker. Further study could also look into overall satisfaction of U-Assist service in the future.

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