

A DESCRIPTIVE STUDY ON STUDENTS' SATISFACTION  
TOWARDS THE SERVICES PROVIDED  
BY UNIVERSITI UTARA MALAYSIA

BY

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A DESCRIPTIVE STUDY ON STUDENTS' SATISFACTION  
TOWARDS SERVICES PROVIDED BY UNIVERSITI UTARA  
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Universiti Utara Malaysia

By

Roslina Bt Abdullah

## A STUDY ON STUDENTS' SATISFACTION

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## ABSTRACT

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This study will determine the level of satisfaction among the UUM students towards the facilities provided such as the sport facilities, accommodation and bus transportation out of all the universities' facilities. The study was based on a survey carried out from the questionnaire that is administered involving 51 students. By using the descriptive analysis the level of satisfaction among the students towards the facilities provided are examined. The findings show that the levels of satisfaction among students are mixed. However, majority of students are satisfied with the facilities provided by the university. The findings of this study will help the company or organization or the university to improve their service provided to the students in achieving the students' satisfaction due to the evaluation of satisfaction level for every variables (facilities).

## ABSTRAK

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Kajian bertujuan mengenalpasti tahap kepuasan di kalangan pelajar UUM terhadap kemudahan-kemudahan yang disediakan oleh pihak universiti seperti kemudahan sukan, penginapan dan juga pengangkutan bas. Kajian telah memperlihatkan bagaimana tahap penilaian kepuasan hati pelajar terhadap kemudahan yang disediakan adalah berbeza di antara satu sama lain dan juga bergantung kepada jenis perkhidmatan dan kemudahan yang disediakan oleh pihak universiti. Sebagai contoh sesetengah pelajar bersetuju bahawa perkhidmatan atau kemudahan yang disediakan oleh pusat sukan adalah mencapai tahap kemudahan sebuah universiti manakala sebahagian pelajar lagi kurang bersetuju atau tidak bersetuju. Begitu juga dengan kemudahan penginapan yang disediakan. Sebahagian pelajar bersetuju bahawa kemudahan penginapan yang disediakan adalah kondusif untuk pelajar manakala pelajar lain mempunyai pandangan berbeza. Kesimpulan yang boleh didapati adalah nilai dan tahap kepuasan pelajar sebagai pelanggan adalah berbeza ke atas kemudahan yang disediakan. Pihak universiti hendaklah mengenalpasti aspek kemudahan manakah yang perlu diberi tumpuan untuk meningkatkan mutu perkhidmatan yang diberikan pada masa hadapan.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Students are the direct recipients of the service provided by the university, **Students' satisfaction** has become an extremely important issue for universities and the management itself direct or indirectly. Hence, student satisfaction is an important issue in terms of quality of service provided in the marketing to be addressed by the university. University should focus the services to students because as a direct customer they receive the service directly from the university program. The objective of any university is to maximize student satisfaction, minimize dissatisfaction and therefore this in turn to improve the institutions performance.

The improvement of the services provided by university can be achieved by getting feedbacks, comments, complaints or objections from the students as a customer. From the positive or negative feedback, the university have a better view of the strengths and weaknesses of it's services so that improvement can be made wherever necessary. This can be carried out continuously to gain better relationship to the students as a whole.

This study is carried out to determine the level of satisfaction among the UUM students on the facilities provided such as the sport facilities, accommodation and bus transportation in campus.

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