

**A STUDY ON STUDENTS' PERCEPTION TOWARDS THE  
QUALITY OF SERVICES PROVIDED BY THE STUDENTS'  
RESIDENTIAL HALL,  
UNIVERSITI UTARA MALAYSIA**

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**UNIVERSITI UTARA MALAYSIA**

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**A STUDY ON STUDENTS' PERCEPTION TOWARDS THE  
QUALITY OF SERVICES PROVIDED BY THE STUDENTS'  
RESIDENTIAL HALL,  
UNIVERSITI UTARA MALAYSIA**

**A thesis submitted to the College of Business in partial fulfillment of the requirements for  
the degree Master of Science (Management)**

**Universiti Utara Malaysia**

**by**

**Nurul Hamiza Binti Hamzah**

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## ABSTRACT

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Quality is an ongoing process of building and sustaining relationships by assessing, anticipating and fulfilling stated and implied needs. Quality is one of the core functions for service organizations. Customers' satisfaction is depending on the service quality that they received from the service provider. Poor service quality will lead to bad impressions to the organization itself. It also will reduce the popularity to the organization. Besides that, it will give a bad image and low reputation to the organization in long term. The main purpose of this study is to determine Students' Perception towards Service Quality of Students' Residential Hall, College of Business, Universiti Utara Malaysia. Ninety six respondents participated in this survey. Questionnaires were distributed to eight UUM Residential Halls. The findings showed that "Tangible" has been identified as the most important indicator of good service quality as compared to other four (4) dimensions; reliability, responsiveness, assurance and empathy. Based on the regression analysis, results showed that only "assurance" dimension showed a significant relationship towards the perception of students on the total services provided by the Residential Halls. This indicates that students need knowledgeable and courteous staff to deal with them. Some recommendations for future studies are also discussed. It is hope that the outcome of this study can be a benchmark for the management to improve their quality of services that are provided to the students.

## ABSTRAK

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Kualiti adalah suatu proses yang berterusan untuk mengekalkan hubungan dengan pelajar serta untuk menjangkakan dan memenuhi kehendak-kehendak mereka yang sentiasa berubah-ubah. Kualiti merupakan salah satu fungsi teras bagi organisasi perkhidmatan. Kepuasan pelanggan bergantung kepada kualiti perkhidmatan yang diterima oleh pelanggan. Kualiti perkhidmatan yang tidak memuaskan akan mengakibatkan tanggapan yang buruk terhadap organisasi itu sendiri. Ia juga akan mengurangkan kepopularan kepada organisasi tersebut. Selain itu, ia akan memberikan gambaran/imej yang buruk dan reputasi yang rendah kepada organisasi untuk jangkamasa yang panjang. Tujuan utama kajian ini adalah untuk menentukan Persepsi Pelajar terhadap Kualiti Perkhidmatan di Dewan Penginapan Pelajar, Kolej Perniagaan, Universiti Utara Malaysia. Seramai 96 responden terlibat di dalam kajian ini. Dapatan kajian menunjukkan bahawa dimensi “*Tangible*” adalah yang terpenting jika dibandingkan dengan lain-lain dimensi iaitu “Kebolehpercayaan” (*Reliability*) “Kecepatan Bertindak” (*Responsiveness*), “Jaminan” (*Assurance*) dan “Empati” (*Empathy*). Keputusan analisis regresi menunjukkan hanya dimensi “Jaminan” (*Assurance*) mempunyai hubungan yang signifikan terhadap persepsi pelajar tentang keseluruhan perkhidmatan yang diberikan oleh Dewan Penginapan Pelajar. Ini menunjukkan bahawa para pelajar memerlukan kakitangan yang berpengetahuan dan bersopan-santun ketika berurusan dengan mereka. Cadangan kajian di masa hadapan turut dibincangkan. Harapan dari hasil kajian ini akan dijadikan sebagai tanda aras untuk pihak pengurusan memperbaiki kualiti perkhidmatan yang dibekalkan kepada para pelajar.

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# 1

## INTRODUCTION

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### 1.1 Introduction and Background of Study

**Customer satisfaction** is a measure of how products and services supplied by a company met or surpassed customers' expectation. It has been accepted as a key performance indicator for business organization. In a competitive marketplace where businesses compete for customers, customers' satisfaction is a key differentiator and increasingly has become a key element of business strategy.

Customers' satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of factors, both psychological and physical variables, which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

In the context of education, satisfaction of existing students towards the university's services would transfer a positive impact to the public and this will make the university acquire a competitive advantage (DiDomenico and Bonnici, 1996).

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