

**A COMPARATIVE STUDY ON SERVICE QUALITY BETWEEN
PUBLIC AND PRIVATE HIGHER INSTITUTIONS.**

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ABSTRACT

This study is about service quality issue by students and the purpose of the study is to examine the students' view, as a 'user' at higher education, about the attributed of quality in higher education and services, which the students are experiencing. It has three main objectives. The first objective is to study the perception of students at public and private universities in Malaysia about service quality on their institutions. The second objective is to study the expectation of students about service quality at public and private universities provided by their institution, while the third objective is examine the comparison on service quality provided by both public and private higher institutions. This study is based on SERVQUAL models. The study is focus on population at students currently available at UUM and MMU. There are 400 respondent selected as a sample in this study based upon a simple random sampling. From the study the main finding had found is both of university do not achieve service quality standard expected by the students.

ABSTRAK

Kajian ini berkenaan dengan isu kualiti perkhidmatan dalam kalangan pelajar bertujuan untuk melihat pandangan pelajar sebagai seorang ‘pengguna’ di institut pengajian tinggi berkaitan dengan penentu kualiti dan juga perkhidmatan yang diberi yang berdasarkan pengalaman. Kajian ini menggariskan tiga objektif utama. Objektif pertama kajian untuk mengkaji persepsi pelajar di universiti awam dan swasta mengenai kualiti perkhidmatan yang disediakan oleh institusi masing-masing. Sementara objektif kedua adalah untuk mengkaji jangkaan pelajar mengenai kualiti perkhidmatan di universiti awam dan swasta yang disediakan oleh institusi masing-masing, manakala objektif yang ketiga adalah untuk menguji perbezaan kualiti perkhidmatan yang disediakan oleh kedua-dua institut pengajian tinggi awam dan swasta tersebut. Kajian ini adalah berdasarkan kepada model SERVQUAL. Kajian ini memfokuskan kepada populasi pelajar yang terdapat di UUM dan MMU yang dipilih sebagai responden. Sebanyak 400 responden diambil sebagai sampel dalam kajian ini berdasarkan kepada sampel rawak mudah. Dapatkan kajian mendapati kedua-dua universiti tidak mencapai kualiti perkhidmatan yang dijangkakan oleh pelajar.

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ABBREVIATIONS

JPA	Jabatan Perkhidmatan Awam
MARA	Majlis Amanah Rakyat
MMU	Multimedia University
MOHE	Ministry of Higher Education
PHEIA	Private Higher Educational Institutions Act
PTPTN	Perbadanan Tabung Pendidikan Tinggi Nasional
SERVQUAL	Service Quality Model
SETARA	Sistem Penarafan Institusi Pengajian Tinggi Awam
SPM	Sijil Pelajaran Malaysia
SPSS	Statistical Package for Social Science
STPM	Sijil Tinggi Pelajaran Malaysia
UDM	Universiti Darul Iman Malaysia
UIAM	Universiti Islam Antarabangsa Malaysia
UiTM	Universiti Teknologi MARA
UKM	Universiti Kebangsaan Malaysia
UM	University of Malaya
UMK	Universiti Malaysia Kelantan
UMP	Universiti Malaysia Pahang
UMS	Universiti Malaysia Sabah
UMT	Universiti Malaysia Terengganu
UniMAP	Universiti Malaysia Perlis
UNIMAS	Universiti Malaysia Sarawak
UNITEN	Universiti Tenaga Nasional

UPM	Universiti Putra Malaysia
UPNM	Universiti Pertahanan Nasional Malaysia
UPSI	Universiti Pendidikan Sultan Idris
USIM	Universiti Sains Islam Malaysia
USM	Universiti Sains Malaysia
UTeM	Universiti Teknikal Malaysia Melaka
UTHM	Universiti Tun Hussein Onn Malaysia
UTM	Universiti Teknologi Malaysia
UUM	Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Background

During the 1990's 'quality' involved from a marginal position to being the foremost concern in higher education alongside funding issues. The evolution of quality has been one from vague concept to articulated procedures. Like other industrial age institutions from an industrial, mechanistic age model to an information age model (Dolence *et. al.*, 1997; Senge, 2000). Simplify focusing energies on quality assurance programs that are predominantly concerned with process improvement confines the effort of higher education to the domain of adaptive learning.

After the General Election in 2004, the Ministry of Education was revamped so that a new Ministry for Higher Education was created. This was a clear sign that higher education in Malaysia be given special attention so that the country's aspirations to make the country a centre of excellence for education are given fresh impetus and direction. This clearly necessitated the formation of a very high level committee to study the current status of higher education, identify its strengths and weaknesses, and make recommendations that would take tertiary education to new levels of quality, achievement and recognition.

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only

5.6 Summary of the Study

The review in the literature and recommendation show that there are still more work to be explored and discovered should be done to find a suitable measure for service quality with regard to a Malaysian perspective.

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