

SERVICE QUALITY IN  
UNIVERSITI KEBANGSAAN MALAYSIA (UKM)

AZANEE BINTI OTHMAN

UNIVERSITI UTARA MALAYSIA  
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A thesis submitted to the College of Business  
in partial fulfillment of the requirements for the degree  
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By:

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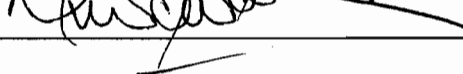
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## **ABSTRACT**

The study was done in UKM. The purpose of the study is to examine students opinion about the attributed of quality and service in UKM. The objectives are to study the perception and expectation of students about service quality at UKM. Population study is UKM students. There are 200 respondents selected as a sample in this study based upon a simple random sampling. From the study the main finding had found that UKM do not achieve service quality standard expected by the students. The study suggests some recommendation to improve UKM quality service.

## ABSTRAK

Kajian ini dibuat di UKM. Kajian bertujuan untuk melihat pendapat pelajar berkenaan dengan dengan kriteria kualiti dan perkhidmatan yang diberikan oleh UKM. Objektif kajian adalah untuk mengkaji persepsi dan jangkaan pelajar berkenaan kualiti perkhidmatan di UKM. Populasi kajian adalah pelajar di UKM. Sebanyak 200 responden diambil sebagai sampel dalam kajian ini berdasarkan kepada sampel rawak mudah. Hasil dapatan kajian mendapati UKM tidak mencapai kualiti perkhidmatan yang dijangkakan oleh pelajar. Kajian mendorong kepada beberapa cadangan ke arah penambahbaikan UKM.

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## ABBREVIATIONS

MOHE	Ministry of Higher Education
SERVQUAL	Service Quality
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 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
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 of the Study

Universiti Malaya (UM) has dropped from the top 200 of the prestigious 2010 QS World University Rankings, slipping to 207 this year compared to 180 in 2009. But Universiti Kebangsaan Malaysia (UKM), Universiti Sains Malaysia (USM) and Universiti Putra Malaysia (UPM) all improved on their 2009 positions. UKM is ranked 263 this year compared to 291 in 2009, USM at 309 (314) and UPM is 319 (345). Universiti Teknologi Malaysia (UTM) dropped to 365 this year compared to 320 in 2009.

Higher Education Minister Datuk Seri Mohamed Khaled Bin Nordin mentions that it was normal to see fluctuation in the rankings. The ministry had its own strategic plan which was benchmarked against world's best practices, and would take note of the rankings. QS Quacquarelli Symonds Ltd Managing Director Nunzio Quacquarelli said the QS which conducts and compiles the annual World University Rankings measures university research quality, graduate employability, teaching commitment and international commitment. QS rankings use a combination of global surveys and audited data, including citation counts from Scopus, the world's largest database of academic publishing. (The Star, UM Drop From Top 200 List of World Ranking: 8 September 2010).

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