

A STUDY OF STUDENT SATISFACTION IN RELATION TO
NON ACADEMIC STAFF BEHAVIOUR IN UiTM PAHANG
(JENGKA CAMPUS)

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NON ACADEMIC STAFF BEHAVIOUR IN UiTM PAHANG
(JENGKA CAMPUS)

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ABSTRACT

The purpose of this research is to empirically determine what the behaviors of non-academic staff of UiTM that leads to students' satisfaction. The objectives of conducting this research are to identify the factors that influence students' satisfaction as regard to behavior of non academic staff, to identify the current level of students' satisfaction towards non academic staff behavior and to provide recommendations on how to make satisfied students. Researcher had identified two criteria that lead to students' satisfaction namely responsiveness and courtesy. The respondents of this research are the students from UiTM Pahang (Jengka Campus). The methods used by the researcher to analyze the data are Reliability Testing, Respondent Profile and Frequency Analysis. The result that the researcher found from this research is students are really not satisfied with responsiveness showed by non academic staff. Non academic staff must improve this attribute in order to gain students satisfaction.

ABSTRAK

Tujuan kajian ini dibuat ialah untuk menentukan sama ada tingkah laku staf bukan akademik di UiTM Pahang akan mendorong kepuasan hati pelajar UiTM Pahang kampus Jengka. Antara objektif kajian ini ialah untuk mengenalpasti faktor-faktor yang mempengaruhi kepuasan hati pelajar terhadap tingkah laku staf bukan akademik UiTM Pahang, untuk mengenalpasti tahap kepuasan hati pelajar terhadap staf bukan akademik UiTM Pahang dan memberikan cadangan untuk meningkatkan pelajar kepuasan hati pelajar UiTM Pahang kampus Jengka. Penyelidik telah mengenalpasti dua kriteria iaitu bertindak balas dengan cepat dan baik dan kesopanan dimana criteria ini akan menentukan sama ada pelajar berpuas hati atau tidak mengenai perkhidmatan yang diberikan oleh staf bukan akademik. Cara yang digunapakai untuk menganalisa data ialah ujian keberkesanan, latar belakang responden dan jujukan analisis kekerapan. Keputusan yang didapati hasil kajian ini ialah pelajar UiTM Pahang (kampus Jengka) kurang berpuas hati mengenai tindak balas yang ditunjukkan oleh staff bukan akademik. Justeru, staf yang terbabit mestilah berusaha untuk mencapai tahap kepuasan pelanggan (pelajar) agar imej dan kredibiliti seseorang staff bukan akademik tidak terjejas.

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CHAPTER ONE

INTRODUCTION

1.1 Short Brief about UiTM Pahang

The ground breaking ceremony of the estimated RM26 million permanent campus for ITM Pahang was done by the Menteri Besar Y.B. Dato Seri Haji Khalil Yaakob on 22 August 1988. The state government of Pahang had allocated 1000 acres of land in Bandar Pusat Jengka, in the Maran district, to be the site for the permanent campus to be built. The campus was built in two phases, the initial phase to accommodate 2500 students and eventually the campus, with its full facilities and infrastructure, to be able to accommodate 4500 students. The land allotment for the campus was divided into a 60:40 ratio, whereby 40 percent of the land would go for development areas, whereas the remaining 60 percent would be utilized for agricultural purposes.

The construction of the new site started in 1988 and amidst the economic crisis which saw the project halted for awhile, was finally completed in 1992. The gradual transfer of UiTM Pahang from Kuantan to Jengka was completed in 1993, thus marking a new era in its history.

On the 13 August 1996, the campus was officially declared as another branch of ITM. The new campus was officiated by then Minister of Education Dato' Seri Najib Tun Abdul Razak. The presence of Dato' Seri Najib Tun Abdul Razak to officiate the ceremony was of great significance as he had officiated the first temporary campus in

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