

**FACTORS INFLUENCING POSTGRADUATE
STUDENT SATISFACTION TOWARDS NON-
ACADEMIC STAFF BEHAVIOUR IN UUM**

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By

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**Dissertation Submitted to
Othman Yeop Abdullah Graduate School of Business,
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ABSTRACT

This research examines the influence of responsiveness, reliability and assurance among non-academic staff behaviour in UUM on the outcomes of postgraduate student satisfaction. Few empirical studies have addressed the students satisfaction in UUM but most of the studies thus far only talks about student's satisfaction in general (regardless of undergraduate and postgraduate), thus this research looks into postgraduate student satisfaction (Dependent Variable) and aspects on Non-Academic Staff behaviour in specific. A total of 400 questionnaires was distributed to Postgraduate students in UUM, Sintok. Multiple regressions were applied on 271 completed questionnaires to the hypotheses listed in this research. The study has demonstrated that there exist a connection between non-academic staff behaviour and the level of satisfaction among the postgraduate students. The findings offer support for the value of right behaviour to achieve competitive advantage via upgrading of UUM's current service level.

Keywords: Postgraduate student satisfaction, responsiveness, reliability, assurance.

ABSTRAK

Penyelidikan ini mengkaji pengaruh responsif, kebolehpercayaan dan jaminan antara tingkah laku kakitangan bukan akademik di UUM kepada hasil kepuasan pelajar pasca siswazah. Beberapa kajian empirikal telah dilakukan terhadap kepuasan pelajar di UUM tetapi kebanyakan kajian hanya berbincang mengenai kepuasan pelajar secara umum (tanpa mengira pelajar ijazah sarjana muda dan pascasiswazah). Kajian ini berbincang mengenai kepuasan pelajar pascasiswazah (sebagai Pembolehubah Bersandar) terhadap tingkah laku staff bukan akademik. Sebanyak 400 soal selidik telah diedarkan kepada pelajar pascasiswazah di UUM, Sintok. Analisis Regresi Berganda digunakan untuk mengkaji hipotesis terhadap 271 soal selidik. Kajian ini menunjukkan bahawa terdapat hubungan antara tingkah laku staff bukan akademik dan tahap kepuasan pelajar pascasiswazah. Hasil kajian membantu untuk meningkatkan nilai tingkah laku demi mencapai kelebihan daya saing melalui peningkatan tahap perkhidmatan semasa UUM.

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DEDICATION

To my parents M. Sivalingam and K. Rethnambal and my sisters.

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CHAPTER ONE

INTRODUCTION

1.1 About UUM

Ministry of Education Malaysia announced the establishment of the sixth public university of the country in August 1983, that is Universiti Utara, Malaysia (UUM) in Kedah. UUM is one of Malaysian public universities which specialized in management education established on 16th February 1984.

The temporary UUM office was formally opened on 15th February 1984 in Jitra. After four months when the first phase of the project was completed, UUM moved to its temporary campus at Darul Aman Campus in Jitra. Darul Aman Campus located at 62-acre tract of land in Bandar Darulaman and 18 km north of Alor Setar and 4.8 km from Jitra.

15th, September 1990, a permanent campus was established on an area of 1,061 hectares in Sintok which situated about 48 km north of Alor Setar and 10 km east of Changlun, a small town along the North-South Highway, near the Malaysia-Thai border. Sintok campus is located in a previous tin mining area; it is entrenched in the lush tropical jungle valley, embraced by the blue hills, and watered by two rivers flowing through the centre of the campus. Sintok Campus was formally opened on 17th February 2004 by his Royal Highness and Chancellor Sultan Abdul Halim Mu'adzam Shah with the investment MYR580 million.

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