THE FACTORS AFFECTING STUDENT'S SATISFACTION IN UNIVERSITY UTARA MALAYSIA, KEDAH.

By

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ABSTRACT

Theoretically, education can be considered as one of important and fruitful investment that all the time rewards in numerous ways. The strong and effective educational systems results in the greater performance of the students. Based on Muhamd, Rizwan and Ali (2010) state "the educational institutions where the system is affective and administration is willing to provide the quality services always enjoy more incoming of brilliant and talented students." Student paying fee tuition in higher education, they deserve to get something in high quality that suits with the value of money paying for tuition fee. The level of satisfaction among the student being as a scale in measuring whether HEI afford to deliver or provided services, technology, and facilities in effective ways. This study empirically examines the relationship between campus services, technology, and campus facilities and students' satisfaction and which factors impact on student's satisfaction in University Utara Malaysia, Kedah. The sample size in this study was 377 undergraduate student of UUM.

The result of this study shown the positive relationship between campus services, technology, and campus facilities and students' satisfaction, but only campus services is significant with students' satisfaction.

ABSTRAK

Pendidikan bolehdianggap sebagai salah satu pelaburan penting dan bermakna kerana mampu memberi ganjaran dalam pelbagai cara. Sistem pendidikan yang kukuh dan berkesan menyebabkan pretasi pelajar semakin meningkat.BerdasarkanMuhamad, Rizwan, dan Ali (2010) menyatakan institusi di mana sistem pendidikan lebih efektif akan melahirkan ramai pelajar yang cemerlang dan berbakat. Selain itu, pelajar juga membayar yuran pengajian, oleh itu mereka berhak mendapatkan sesuatu yang berkualiti daripada nilai wang yang dilaburkan.Tahap kepusan dalam kalangan pelajar digunakan sebagai penanda di mana institusi tahap kecekapan institusi akan diukur. Kajian ini dijalankan bagi mengkaji hubungan di antara perkdidmatan kampus, teknologi, dan kemudahan kampus dan kepuasan pelajar, dan turut mengkaji faktor yang memberi kesan kepada kepuasan pelajar di Universiti Utara Malaysia (UUM), Kedah.Jumlah responden dalam kajian ini ialah 377 orang pelajar sarjana muda di UUM.

Hasil kajian menunjukkan hubungan yang positif antara pekhidmatan kampus, teknologi, dan kemudahan kampus, tetapi hanya perkdidmatan kampus yang memberi impak terhadap kepuasan pelajar.

Keywords: Campus Services, Technology, Campus Facilities, Students' Satisfaction

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INTRODUCTION

1.1   Background of study

Theoretically, education can be considered as one of important and fruitful investment that all the time rewards in numerous ways. The strong and effective educational systems results in the greater performance of the students. Based on Muhamd, Rizwan and Ali (2010) state "the educational institutions where the system is affective and administration is willing to provide the quality services always enjoy more incoming of brilliant and talented students." Additionally, in order to make the institution progressive and effective the knowledge of students' expectations, academic preference and quality perception about the educational environment should be kept by the higher authorities of the institute (Palacio, Meneses, and Perez, 2002). Particularly the students who are at a higher academic level, for example, likes studying in higher educational institution seek more quality of education and perfection of the system provided at study place because it satisfies their esteem and develops them with all the essential and capabilities to be a high ability student that able to build self confidences, able to work in team, and so on. LeBlanc and Nguyen (1997) state "the effectiveness of administration and management of higher educational institution, they facilitate the students with quality assurance and personality grooming so that the students can take maximum out of it."

Subsequently, higher education institution (HEI) as services provider they should be responsive to student requirements. According to Watson (2003) and Narasimhan (2001) state that fee-paying students may expect "value for money" and they want to be treat like a customer of the HEI. As students are increasingly seen as customers of higher

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