SERVICE QUALITY IN HIGHER LEARNING INSTITUTION:
THE CASE OF UUM

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by
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ABSTRAK

ABSTRACT

Quality is a core function of a service organization. There is an ongoing debate in higher education about the issue of "quality", but there is little agreement about how it is measured. The views of students do not seem to feature in the national debate. The purpose of this survey is to examine the students' views, as a "user" of higher education, about the attributes of quality in higher education and services, which the student are experiencing. This study is designed to apply the modified SERVQUAL found in Kwan's and Ng's (1991) and also in Parasuraman et al.'s (1988) findings with reference to the students in a different social and cultural context. The study focused on population of students currently available in Universiti Utara Malaysia's main campus in Sintok, Malaysia. 380 students who still study in UUM are selected as samples based upon a simple random sampling. Descriptive analysis, Pearson correlation analysis, and multiple regression analysis are used to analyze the data. There are two main findings in this study. First, comparing to the findings by Kwan and Ng (1999) that both Hong Kong and Chinese students are very practical and only focus on study-related matters rather than social life in campus. Students in UUM are found to be most interested in campus life and the importance of Lecturers' Concern for Students has not been emphasized. UUM students are found quite satisfied with the Communication with University and the Tangible. Secondly, the results from the SERVQUAL Model evaluation suggest that determinants of service quality are different from those in other industries sampled by Parasuraman et al. (1988) where reliability is always deemed most important. The study found that the most important determinants of overall quality for students are empathy, responsiveness, assurance, tangibles and reliability in the higher learning institution context. Recommendations for further study are discussed at the end of this study.
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In the name of Allah, Most Gracious, Most Merciful. Praise be to Allah (SWT), the Cherisher and Sustainer of the World, and peace and blessing be unto Prophet Muhammad (SAW).

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CERTIFICATION OF PROJECT PAPER</td>
<td>i</td>
</tr>
<tr>
<td>PERMISSION TO USE</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT (BAHASA MALAYSIA)</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRACT (ENGLISH)</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF FIGURE</td>
<td>xiii</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Problems Statement</td>
<td>3</td>
</tr>
<tr>
<td>1.2 Objectives of the Study</td>
<td>6</td>
</tr>
<tr>
<td>1.3 Justification of the Study</td>
<td>6</td>
</tr>
<tr>
<td>1.4 Importance of the Study</td>
<td>7</td>
</tr>
<tr>
<td>1.5 Organization of the Report</td>
<td>7</td>
</tr>
<tr>
<td>1.6 Conclusion</td>
<td>8</td>
</tr>
</tbody>
</table>
CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction 9

2.1 Historical Background On Quality Management 9

2.2 Description Of Relevant Terms 11
  2.2.1 Service 11
  2.2.2 Quality 12
  2.2.3 Service Quality 16

2.3 Dimensions Of SERVQUAL 17
  2.3.1 Reliability 18
  2.3.2 Tangibles 18
  2.3.3 Responsiveness 19
  2.3.4 Assurance 20
  2.3.5 Empathy 21

2.4 Expectations and Perceptions Concept 21

2.5 Previous Research On SERVQUAL 25

2.6 Dimensions Of SERVQUAL: Toward A Synthesis 31

2.7 The Concepts Of Higher Institution/Education (HE) and Quality In HE 33

2.8 Attributes Of Service Quality In Higher Learning Education 36
  2.8.1 Course Content 36
  2.8.2 Concern For Student 37
  2.8.3 Facilities 38
  2.8.4 Assessment 39
  2.8.5 Counseling Services 39
  2.8.6 Communication With University 40
  2.8.7 Social Activities 40

2.9 Previous Research On SERVQUAL In Higher Learning Education 41

2.10 Dimensions Of SERVQUAL In Higher Learning Education: Toward A Synthesis 43

2.11 Conclusion 45
CHAPTER THREE: METHODOLOGY

3.0 Introduction 47
3.1 Research Design 47
3.2 Theoretical Framework 49
3.3 Hypothesis of the Study 50
3.4 Sampling Technique 52
3.5 Research Instrument 53
3.6 Pilot Study 58
3.7 Reliability Test 58
3.8 Analysis Techniques 60
3.9 Questionnaire Administration 61
3.10 Conclusion 62

CHAPTER FOUR: RESEARCH FINDINGS

4.0 Introduction 63
4.1 The Profile of Respondents 63
   4.1.1 Gender 63
   4.1.2 Age 64
   4.1.3 Study Level 64
   4.1.4 Study Status 65
   4.1.5 Financial Aid 65
   4.1.6 Working Experience 65
   4.1.7 Period Of Service 66
   4.1.8 Sector Of Service 67
4.2 Descriptive Statistic for Variables 67
4.3 Analyses of Additional Information 69
4.4 Hypotheses Testing
   4.4.1 Relationship Between Assessments With Expectations And Perceptions 71
   4.4.2 Relationship Between Facilities With Expectations And Perceptions 73
   4.4.3 Relationship Between Course Content With Expectations And Perceptions 74
   4.4.4 Relationship Between Lecturers’ Concern For Student With Expectations And Perceptions 75
   4.4.5 Relationship Between Counseling Services With Expectations And Perceptions 77
   4.4.6 Relationship Between Communication With University With Expectations And Perceptions 78
   4.4.7 Relationship Between Social Activities With Expectations And Perceptions 80

4.5 Regression Analyses 81
   4.5.1 Independent Variables Vs Expectations 82
   4.5.2 Independent Variables Vs Perceptions 83

4.6 SERVQUAL Evaluation From Parasuraman’s View 85

4.7 Conclusion 85

CHAPTER FIVE: DISCUSSION OF FINDINGS
5.0 Introduction 87

5.1 Discussions On Independent Variables (IV)
   5.1.1 IV With Expectations 87
   5.1.2 IV With Perceptions 89

5.2 Discussions On Dependent Variables 91

5.3 Conclusion 92

CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS FOR FURTHER STUDY
6.0 Introduction 94

6.1 Conclusion 94
6.2 Direction for Further Research

6.2.1 Factor Analysis

6.2.2 Dimensionality

6.2.3 Scales

6.2.4 Comparison

6.2.5 The Way of Analysis

REFERENCES

APPENDICES
## LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 2.1:</td>
<td>Some Dimensions of Service Quality</td>
<td>32</td>
</tr>
<tr>
<td>Table 2.2:</td>
<td>Dimensions of Service Quality in Higher Learning Institutions</td>
<td>44</td>
</tr>
<tr>
<td>Table 3.1:</td>
<td>Inter-item Reliability Analysis Results</td>
<td>60</td>
</tr>
<tr>
<td>Table 4.1:</td>
<td>Gender</td>
<td>63</td>
</tr>
<tr>
<td>Table 4.2:</td>
<td>Age</td>
<td>64</td>
</tr>
<tr>
<td>Table 4.3:</td>
<td>Study Level</td>
<td>64</td>
</tr>
<tr>
<td>Table 4.4:</td>
<td>Study Status</td>
<td>65</td>
</tr>
<tr>
<td>Table 4.5:</td>
<td>Financial Aid</td>
<td>65</td>
</tr>
<tr>
<td>Table 4.6:</td>
<td>Working Experience</td>
<td>66</td>
</tr>
<tr>
<td>Table 4.7:</td>
<td>Period of Service</td>
<td>66</td>
</tr>
<tr>
<td>Table 4.8:</td>
<td>Sector of Service</td>
<td>67</td>
</tr>
<tr>
<td>Table 4.9:</td>
<td>Descriptive Statistics</td>
<td>68</td>
</tr>
<tr>
<td>Table 4.10:</td>
<td>Mean Score Evaluation</td>
<td>69</td>
</tr>
<tr>
<td>Table 4.11:</td>
<td>Overall Quality of Services</td>
<td>69</td>
</tr>
<tr>
<td>Table 4.12:</td>
<td>Continue to Attend UUM in the Future</td>
<td>70</td>
</tr>
<tr>
<td>Table 4.13:</td>
<td>Why they are planning to leave?</td>
<td>70</td>
</tr>
<tr>
<td>Table 4.14:</td>
<td>Recommend UUM to their Friends or Family</td>
<td>71</td>
</tr>
<tr>
<td>Table 4.15:</td>
<td>Pearson Correlation Test: Relationship between Assessments with Expectation</td>
<td>71</td>
</tr>
<tr>
<td>Table 4.16:</td>
<td>Pearson Correlation Test: Relationship between Assessments with Perception</td>
<td>72</td>
</tr>
<tr>
<td>Table 4.17:</td>
<td>Pearson Correlation Test: Relationship between Facilities with Expectation</td>
<td>73</td>
</tr>
<tr>
<td>Table 4.18:</td>
<td>Pearson Correlation Test: Relationship between Facilities with Perception</td>
<td>73</td>
</tr>
<tr>
<td>Table 4.19:</td>
<td>Pearson Correlation Test: Relationship between Course Content with Expectation</td>
<td>74</td>
</tr>
<tr>
<td>Table 4.20:</td>
<td>Pearson Correlation Test: Relationship between Course Content with Perception</td>
<td>75</td>
</tr>
<tr>
<td>Table 4.21:</td>
<td>Pearson Correlation Test: Relationship between Lecturers’ Concerns for Student with Expectation</td>
<td>76</td>
</tr>
<tr>
<td>Table 4.22:</td>
<td>Pearson Correlation Test: Relationship between Lecturers’ Concern for Student with Perception</td>
<td>76</td>
</tr>
<tr>
<td>Table 4.23:</td>
<td>Pearson Correlation Test: Relationship between Counseling Services with Expectation</td>
<td>77</td>
</tr>
<tr>
<td>Table 4.24:</td>
<td>Pearson Correlation Test: Relationship between Counseling Services with Perception</td>
<td>78</td>
</tr>
<tr>
<td>Figure 2.1: Theoretical Frameworks</td>
<td>46 &amp; 47</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER ONE
INTRODUCTION

1.0 Introduction

The dimensions of service quality (SERVQUAL) originally formulated by a research team of Parasuraman, A., Valerie A. Ziemba and Leonard L. Berry in 1995 in the area of service quality. SERVQUAL was founded on the view of the customer's assessment. This assessment was conceptualized as a gap between what the customer expects by way of SERVQUAL from a class of service providers, and their evaluations of the performance of a particular service provider.

SERVQUAL was presented as a multidimensional construct and in their original formulation, Parasuraman et al. (1985) indicated ten components of SERVQUAL namely reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customer and tangibles. In 1988, (see Parasuraman et al.,1988), these components were collapsed into five dimensions; reliability, assurance, tangibles, empathy, and responsiveness. They were developed 22-item instrument with which to measure customers, expectations and perceptions (E and P) of the five dimensions of SERVQUAL. Four or five numbered of items are used to measure each
The contents of the thesis is for internal user only
REFERENCES


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