

**THE INFLUENCING FACTORS ON THE LEVEL OF
SATISFACTION AND LOYALTY OF INTERNATIONAL
STUDENTS AT UNIVERSITI UTARA MALAYSIA (UUM)**

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ABSTRACT

Numerous studies have been conducted to explore the factors affecting students' satisfaction. However, limited studies have proved this investigation in the context of Malaysian educational institutions, specifically UUM. The declining number of international students in UUM has initiated the importance to study the factors affecting international students' satisfaction and loyalty. This study attempted to investigate the factors of education, technology, library services, accommodation, organization and management of programs, image and prestige of UUM that influence on international students' satisfaction and loyalty. 296 international students from undergraduate and graduate programs were used as a sample of this study. Regression analysis was used to analyze the relationship between independent variables (education, technology, accommodation, library services, organization and management of programs, image and prestige, and dependent variable (international students' satisfaction). This study found that education, technology, organization and management of programs, image and prestige were positively influenced on the international students' satisfaction in UUM. In the same manner, this study examined the international students' loyalty as an outcome of international students' satisfaction. The finding revealed a positive relationship between international students' satisfaction and international students' loyalty. It is hoped that this study would add on management literatures and also contribute significantly to managerial practices that could help the management to focus more on these dimensions to further increase international students' satisfaction and loyalty.

Keyword: International Student, Students' Satisfaction, Students' Loyalty, UUM Malaysia.

ABSTRAK

Banyak kajian telah dilakukan untuk mengetahui faktor-faktor yang mempengaruhi kepuasan pelajar. Walaubagaimanapun, jumlah kajian berkenaan topik di atas adalah terhad terhadap institusi pendidikan di Malaysia, khususnya di UUM. Kepentingan kajian mengenai faktor-faktor yang mempengaruhi kepuasan dan kesetiaan pelajar antarabangsa dicetuskan oleh penurunan jumlah pelajar dari luar negara di UUM. Kajian ini bertujuan mengkaji faktor – faktor pendidikan, teknologi, perkhidmatan perpustakaan, penginapan, organisasi dan pengurusan program, imej dan prestij UUM yang mempengaruhi kepuasan dan kesetiaan pelajar antarabangsa di UUM. 296 pelajar antarabangsa yang merangkumi pelajar siswazah dan pelajar pasca siswazah telah digunakan sebagai sample kajian. Analisis regresi digunakan untuk mengkaji hubungan di antara pembolehubah bebas (pendidikan, teknologi, penginapan, perkhidmatan perpustakaan, organisasi dan pengurusan program, imej serta prestij) dan pembolehubah bersandar (kepuasan pelajar antarabangsa). Hasil kajian menunjukkan pendidikan, teknologi, organisasi dan pengurusan program, imej serta prestij memberi pengaruh positif terhadap kepuasan pelajar antarabangsa di UUM. Kajian ini juga menganalisa pengaruh kepuasan pelajar antarabangsa terhadap kesetiaan mereka. Dapatan kajian menunjukkan kepuasan pelajar antarabangsa memberi kesan positif terhadap kesetiaan pelajar. Kajian ini diharapkan dapat menambah literatur pengurusan dan memberi sumbangan yang berguna kepada pihak pengurusan dengan memberi fokus terhadap faktor-faktor yang telah dikaji bagi meningkatkan tahap kepuasan dan kesetiaan pelajar antarabangsa di UUM.

Kata kunci: Pelajar antarabangsa, kepuasan pelajar, kesetiaan pelajar, UUM Malaysia

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LIST OF ABBREVIATIONS

Abbreviation	Meaning
DV	Dependent Variable
IDV	Independent variable
UUM	Universiti Utara Malaysia
OECD	Organizations for Economic Cooperation and Development
UMAP	example University Mobility in Asia Pacific
IHE	Institutes of Higher Education
MOHE	Minister of Higher Education
PEQ	Program Experience Questionnaire
NSS	National Student Survey
CGPA	Cumulative Grade Point Averages
ORGN	Organization and management of programs
H	Hypothesis
SIG	Significant
R	Symbol of Correction

CHAPTER ONE

INTRODUCTION

This chapter introduces outline of the study. The chapter begins with a background about higher education and the overview of Universiti Utara Malaysia, followed by the problem statement, which will describe the concerning, issues of study. The next step covers the research questions followed by research objectives that objective determines all the intentions of a researcher in the study. Afterwards, the significance of the study along with the key terms is being presented, at the last of this chapter organization of the thesis is presented.

1.1 Background of the Study

Education especially the higher education is deemed as the services sector industry, which does not produce any product, but creates value for customers, students, society and all other stakeholders through different activities (Ong & Nankervis, 2012). It is termed as intangible and it can never be stored moved or repaired, but can be benefited from it, not only the person acquiring but also the persons distributing it (Zeeshan, Sabbar, Bashir, & Hussain, 2013). However, the higher education institutions are also referred and included in the services industries because the knowledge provided by institutions of higher education by using their senses, their communication with lecturer, but they can't actually touch and take the knowledge directly and keep their brains or bags (Zain, Jan, & Ibrahim, 2013). Due to the hasty globalization of business, environment, and cultures; education is not remained restricted to local or national precincts and boundaries (McClelland, Horne, Dearnley, Raynsford, & Irving, 2015).

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