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FACTORS WHICH INFLUENCE STUDENT SATISFACTION AMONG INTERNATIONAL POSTGRADUATE STUDENTS IN UNIVERSITI UTARA MALAYSIA

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MASTER OF HUMAN RESOURCE MANAGEMENT
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FACTORS WHICH INFLUENCE STUDENT SATISFACTION AMONG INTERNATIONAL POSTGRADUATE STUDENTS IN UNIVERSITI UTARA MALAYSIA

By
AYA KHALED MOHAMED HELMY

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School of Business Management
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In Partial Fulfillment of the Requirement for the
Master in Human Resource Management
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ABSTRACT

In today’s competitive environment student satisfaction become a significant factor for higher education. This was because satisfied students could attract new students and help to retain existing students. Despite importance of student satisfaction in higher education institutions, limited studies have been done on student satisfaction in Malaysian higher education. The declining number of international postgraduate students in UUM had raised researcher interest to make the study. The objective of this study was to examine the influence of some factors like accommodation, cafeteria food service, transportation and teaching quality on student satisfaction among international postgraduate students in Universiti Utara Malaysia (UUM). The survey method utilizes the questionnaire for data collection process. Pearson Correlation and Multiple Regression were used for data analysis through SPSS version The survey questionnaires were distributed to 291 respondents however only 192 questionnaires were received back or 65.9 percent. The main finding of study showed there were significant relationships between accommodation, cafeteria food service, teaching quality and student satisfaction. Transportation, however, did not show any significant relationship with student satisfaction

Keywords: Accommodation, cafeteria food service, transportation, teaching quality and student satisfaction
ABSTRAK


Kata Kunci: Tempat tinggal, sistem cafeteria, sistem pengangkutan, kualiti sistem pengajaran dan tahap kepuasan pelajar.
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<td>MOHE</td>
<td>Minister of Higher Education</td>
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<tr>
<td>HE</td>
<td>Higher Education</td>
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<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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<td>HEA</td>
<td>Academic Affairs Department</td>
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CHAPTER ONE
INTRODUCTION

1.1 Introduction
This chapter reflects the outline of the study. The chapter begins with the background of the study from which the issues of the study were highlighted followed by research questions and objectives. Afterwards, the significance of study as well as the scope of study is highlighted. Lastly, the organization of thesis is presented.

1.2 Background of the study
The Higher education market is unequivocally influenced by globalization, resulting in producing international market for educational services and has increased competition of attracting students (Hemsley-Brown & Oplatka, 2006). The increased competition among higher education institutions forced them to differentiate themselves from their competitors by adopting marketing strategies in order to attract more students (Butt & Rehman, 2010).

The marketing strategy used by most organizations to achieve stated goals was satisfying their target customers as well as achieving desired satisfaction more efficiently and effectively higher than competitors (Kotler & Fox, 2002). Within the context of higher education, students are the target customers because they are the primary consumer of the university services (Chen, 2008; Hill, 1995) and they are the direct recipients of service provided and expecting value for their payment of tuition fees (Brochado, 2009; Douglas, Douglas & Barnes, 2006).
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