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



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Universiti Utara Malaysia

**MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
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MALAYSIA**



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**Thesis Submitted to
School of Business Management
Universiti Utara Malaysia
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

Dewasa ini, dalam persekitaran yang berdaya saing untuk pendidikan tinggi, kepuasan pelajar merupakan faktor yang penting. Ini adalah kerana kepuasan pelajar akan menarik minat pelajar-pelajar baru untuk turut serta dan membantu mengekalkan pelajar-pelajar lama. Walaupun kepuasan pelajar di dalam pendidikan pengajian tinggi adalah penting, namun kajian di dalam sektor pendidikan tinggi Malaysia adalah sangat terhad. Pengurangan ini menyebabkan penyelidik berminat untuk mengkaji dan menganalisa faktor-faktor penyumbang kepada masalah ini. Objektif kajian ini adalah untuk menganalisa faktor-faktor yang menyumbang kepada kepuasan pelajar seperti tempat tinggal, kafeteria, sistem pengangkutan dan kualiti sistem pengajaran di Universiti Utara Malaysia (UUM) dalam kalangan pelajar siswazah luar negara. Kaedah survey melalui soal-selidik dipilih sebagai alat untuk proses pengumpulan data. Korelasi Pearson dan Multiple Regression melalui SPSS versi 20 merupakan kaedah analisis yang digunakan bagi soal-selidik ini. Soalan soal selidik soalan diagihkan kepada 291 responden. Namun, hanya 192 responden atau 65.9 peratus responden yang telah menjawab soalan soal selidik. Hasil kajian mendapati, terdapat hubungkait yang signifikan antara tempat tinggal, servis kafeteria, kualiti sistem pengajaran dengan tahap kepuasan pelajar. Sistem pengangkutan tidak memainkan peranan penting dalam faktor penyumbang tahap kepuasan pelajar.

Kata Kunci: Tempat tinggal, sistem kafeteria, sistem pengangkutan, kualiti sistem pengajaran dan tahap kepuasan pelajar.



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LIST OF ABBREVIATIONS

MOHE	Minister of Higher Education
HE	Higher Education
UUM	Universiti Utara Malaysia
HEA	Academic Affairs Department



CHAPTER ONE

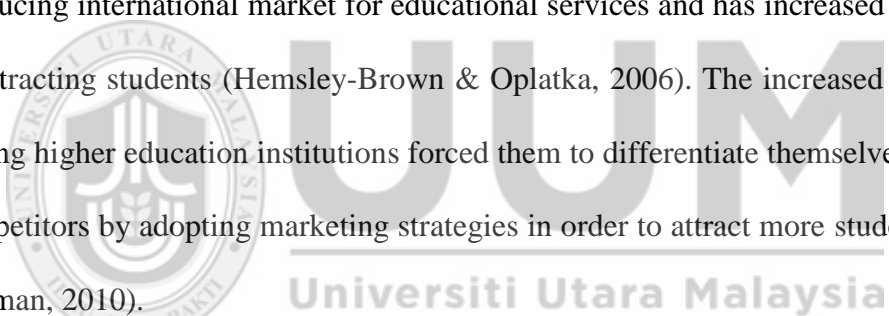
INTRODUCTION

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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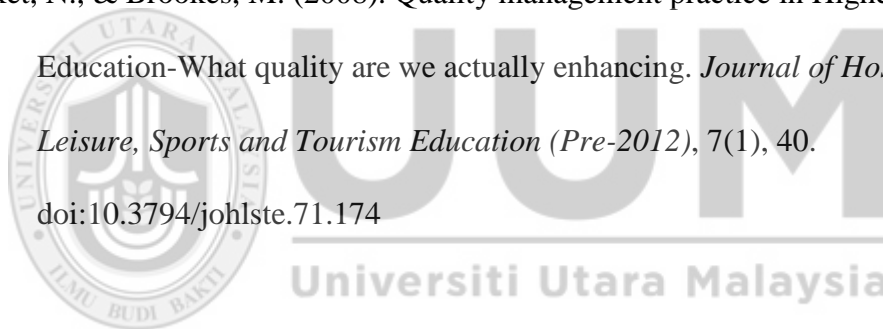
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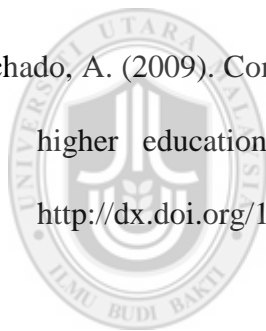
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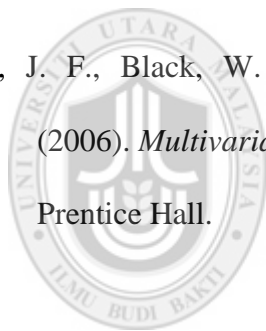
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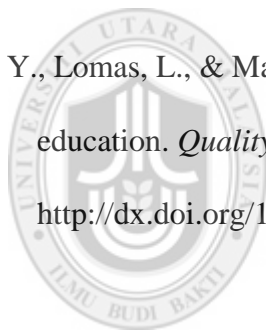
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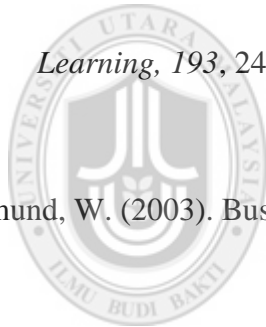
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