SERVICE QUALITY EXPECTATION AND PERCEPTION TOWARDS UNIVERSITI UTARA MALAYSIA

Disertasi ini diserahkan kepada Sekolah Siswazah sebagai memenuhi sebahagian daripada syarat pengijazahan Sarjana Pentadbiran Perniagaan (MBA)

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ABSTRAK

Service Quality Expectation And Perception Towards Universiti Utara Malaysia

ABSTRACT

This study was based on the SERVQUAL Model of Parasuraman, Zeithaml and Berry (1985,1988). Its main intention was to evaluate the gap between the expectation and perception and also the satisfaction of UUM students towards the supportive facilities of the university. The study showed that there was dissatisfaction voiced out by students on the five dimensions of SERVQUAL (tangible, reliability, responsiveness, assurance and empathy) of the university. There is also dissatisfaction towards some of the supportive facilities of the university (Pasaraya at UUM’s Mall, the internal UUM bus services, the public telephone and the local buses). The results of the assessment played a crucial role as a reflection for the university. From the findings, university could make some paradigm changes of its weak five entities (tangible, reliability, responsiveness, assurance and empathy) towards the achievement of customers’ greatest satisfaction. Satisfaction of the university’s service quality will enhance the university’s image and will raise this university as their first choice to study. The study showed that the attainment of ISO 9002 1994 by any organization does not mean or reflect that the customer would acquire satisfaction towards the five dimension of the SERVQUAL.
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ABBREVIATIONS

SERVQUAL  Service quality
P - E  Perception minus expectation
UUM  Universiti Utara Malaysia
BBA  Bachelor Business Administration
BHRM  Bachelor Human Resource Management
BIBM  Bachelor International Business Management
ETAN  Expectation towards tangible
EREILIAB  Expectation towards reliability
ERESPON  Expectation towards responsiveness
EASSURAN  Expectation towards assurance
EEMPATHY  Expectation towards empathy
PTAN  Perception towards tangible
PREILIAB  Perception towards reliability
PRESPON  Perception towards responsiveness
PASSURAN  Perception towards assurance
PEMPATHY  Perception towards empathy
GAPTAN  Gap in tangible dimension
GAPREAL  Gap in reliability dimension
GAPRESP  Gap in responsiveness dimension
GAPASSUR  Gap in assurance dimension
GAPEMP  Gap in empathy dimension
CHAPTER ONE
BACKGROUND OF STUDY AND PROBLEM STATEMENT

1.0 Introduction and background of study

Customer service satisfaction has been used as a model to determine the survival of higher education institution in the market. Nowadays we can see more private higher education institutions are in the market. As such, public higher institution should reformulate its business strategies as an effort to remain competitive in the market. Further more, assessment of the quality of educational services has been an important theme in higher education in the 1980s and 1990s which ranging from the quality and consistency of the curriculum to the frustration of students regarding academic and administrative processes (Ruby, 1998). Satisfaction of students towards the support services however, might influence student retention and their willingness to recommend the institution to friends (Ruby, 1998). As such, development of reliable method to assess these services is an important issue for survival in the market. One of the reliable model that has been used to measure quality services is the SERVQUAL model by Parasuraman, Zeithaml and Berry that consisted of 22 statements each of which was related to five major dimensions: tangible, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml and Berry, 1985; 1988; 1991). The model was based on the assumption that customers were able to articulate their expectations of the general characteristics and the determinants of service quality and also distinguished these from their perception of actual, current service quality of their provider. The model provided the measurement for the expectation of the services quality and perception of the customers towards their actual perception given by the service provider. Differences between perception and expectation illustrated the gaps that lack or exceed the satisfaction.
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BIBLIOGRAPHY


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