SCHOOL SERVICE QUALITY
AND STUDENT ACHIEVEMENT

A project paper submitted to the Graduate School
in partial fulfillment of the requirement for
the degree of Masters of Science (Management)
Universiti Utara Malaysia

By

NGEH HONG KING

October, 1997

© Ngeh, H. K. (1997). All rights reserved.
PERMISSION TO USE

In presenting this project in partial fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia, I agree that the Libraries of this University may make it freely available for inspection. I further agree that permission for copying of this project in any manner, whole or in part, for scholarly purposes may be granted by the Lecturer who supervised my project work or, in her absence, by the Dean of the Graduate School which my project was done. It is understood that any copying or publication of use of this project of parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the Universiti Utara Malaysia in any scholarly use which may be made of any material in my project.

Requests for permission to copy or make other use of material in this project in whole or in part should be addressed to:

Dean of Graduate School
Universiti Utara Malaysia
060 10 Sintok
Kedah Darul Aman
ABSTRAK

Tujuan utama kajian ini ialah untuk meneliti pertalian antara kualiti perkhidmatan di sekolah dengan pencapaian pelajar di sekolah menengah. Tujuan kajian yang lain adalah untuk mengenalpasti tahap kualiti perkhidmatan di sekolah menengah. Selain itu faktor-faktor demografi seperti perbezaan pencapaian mengikut jantina dan tempat tinggal di sekolah-sekolah menengah dibincangkan.

Pengumpulan maklumat primer dilakukan dengan menggunakan kaedah soalselidik. Data dianalisa dengan menggunakan kaedah statistik deskriptif, korelasi, regresi, ujian-t dan ANOVA. Populasi kajian terdiri daripada 217 orang pelajar Tingkatan Empat dari dua buah sekolah. Hasil kajian menunjukkan bahawa tidak terdapat hubungan yang signifikan antara kualiti perkhidmatan dan prestasi pencapaian pelajar. Juga tidak terdapat perbezaan yang nyata antara perkhidmatan di antara kedua-dua buah sekolah yang dikaji. Walau bagaimanapun terdapat perbezaan prestasi pencapaian academik yang signifikan, antara pelajar lelaki dan perempuan, dan juga terdapat perbezaan prestasi pencapaian yang signitikan antara pelajar dari tempat tinggal yang berlainan.

Beberapa saranan dikemukakan untuk pihak pengurusan dan untuk kajian selanjutnya berdasarkan penemuan di atas.
ABSTRACT

The aim of this study is to examine the relationship between school quality service and student achievement in secondary schools. The relationship between school quality service and student achievement was observed. The school service quality was also determined. The difference between gender achievement, and the difference in achievement of student from different places of residence were also discussed. Data were gathered using questionnaire. Data were processed using SPSS 7.5 Win. Correlation, stepwise regression, t-Test and ANOVA were carried out. The population consisted of 217 students from two schools.

Results from the study showed no significant relationship between school service quality and student achievement. There is also no significant difference between quality service in the two schools. There are significant differences in achievement between gender and the places of residence of the students.

Based on this study, it is suggested that the management should look into other factors and conduct further studies to improve student achievement in schools.
ACKNOWLEDGEMENT

I wish to extend my deepest gratitude to Dr. Nik Kamariah Bt. Nik Mat, a lecturer at the School of Management, Universiti Utara Malaysia, for being my supervisor, and guiding me throughout this study. Sharing her invaluable ideas and sparing her precious time to enlighten me throughout the entire project, she has been immensely helpful.

I am especially grateful to Dr. Ibrahim Ahmad Bajunid, the Director of Institute Aminuddin Baki, Genting Highlands who initiated the UUM/IAB Masters Degree programme that made possible my study leave at the University. Appreciation is also directed to the Ministry of Education for financing my study by providing scholarship.

I would also like to thank Associate Professor Dr. Ibrahim Abdul Hamid, Dean of Graduate School, Universiti Utara Malaysia, for his kindness and encouragement throughout the entire programme.

I am grateful too to the principals and teachers of both Sekolah Menengah Kebangsaan Ayer Tawar, Ayer Tawar and Sekolah Menengah Methodist (ACS), Sitiawan, Manjung District, for allowing me and helping me respectively to carry out the survey.
Last but not least my love and gratitude are extended to my mother and late father for instilling in me those moral qualities necessary to make my endeavour a success.

My heartfelt appreciation is extended to my mother for taking care of one of the daily meals of my family while I was away pursuing the course. My husband and children (Charis, Chara and Caleb) deserve a word of warmest thanks from me for their encouragement and moral support. Special thanks are due to Charis, without whose computer skills this project would have taken a much longer time.

It is by the Grace of God that I am able to submit this academic exercise to the graduate school, Universiti Utara Malaysia.

NGEH HONG KING
AYER TAWAR
PERAK
CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>i</td>
</tr>
<tr>
<td>ABSTRACT (BAHASA MALAYSIA)</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT (ENGLISH)</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>iv</td>
</tr>
<tr>
<td>CONTENTS</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>x</td>
</tr>
</tbody>
</table>

CHAPTER ONE : STUDY BACKGROUND

1.0 Summary of the Chapter. 1
1.1 Background of the Study 1
1.2 Statement of the Problem 3
1.3 Objectives of the Study 4
1.4 Significance of the Study 4
1.5 The Research Questions 5
1.6 Basic Assumptions 6
1.7 Research Limitations 6
1.8 Organisation of the study 7
CHAPTER TWO : LITERATURE REVIEW

2.0 Summary of the Chapter 9
2.1 Definitions of Quality 9
2.2 Total Quality Management 13
2.3 Total Quality Education 14
2.4 Total Quality Education Tools 17
2.5 Quality School Curriculum 21
2.6 Service Quality 22
2.7 Definition of Achievement 23
2.8 Understanding School to Help Student to Achieve 26
2.9 Past Research on Academic Achievement 26
2.10 Education in Malaysia 33

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Summary of the Chapter 40
3.1 The Research Population 40
3.2 Sample Size 41
3.3 The Research Instrument 43
3.4 The Research Model 47
3.5 Definition of terms 50
3.6 Research Hypotheses 51
3.7 Data Collection 53
3.8 Data Analysis 54
3.9 Profile of Research Population 55
**LIST OF TABLES**

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Paradigm Shift for Continuous Quality Improvement</td>
<td>20</td>
</tr>
<tr>
<td>3.1</td>
<td>Research Population</td>
<td>56</td>
</tr>
<tr>
<td>4.1</td>
<td>Reliability Analysis</td>
<td>58</td>
</tr>
<tr>
<td>4.2</td>
<td>Demographic Factors of Respondents</td>
<td>59</td>
</tr>
<tr>
<td>4.3</td>
<td>Service Quality in the Schools</td>
<td>60</td>
</tr>
<tr>
<td>4.4</td>
<td>Pearson Correlation between School Service Quality and Student Achievement</td>
<td>64</td>
</tr>
<tr>
<td>4.5</td>
<td><strong>Stepwise</strong> Regression for Service Quality</td>
<td>65</td>
</tr>
<tr>
<td>4.6</td>
<td>Difference in Service Quality between the Two Schools</td>
<td>66</td>
</tr>
<tr>
<td>4.7</td>
<td>Difference in Achievement between the Two Schools</td>
<td>66</td>
</tr>
<tr>
<td>4.8</td>
<td>Difference in Achievement between Gender</td>
<td>67</td>
</tr>
<tr>
<td>4.9</td>
<td>Achievement and Place of Residence</td>
<td>68</td>
</tr>
<tr>
<td>Figure</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>2.1</td>
<td>PDCA Leadership Model</td>
<td>15</td>
</tr>
<tr>
<td>2.2</td>
<td>Traditional Classroom and TQM classroom</td>
<td>19</td>
</tr>
<tr>
<td>2.3</td>
<td>ISO 9000 Concept</td>
<td>34</td>
</tr>
<tr>
<td>2.4</td>
<td>The National Education Philosophy</td>
<td>36</td>
</tr>
<tr>
<td>3.1</td>
<td>Service Quality Model</td>
<td>48</td>
</tr>
<tr>
<td>3.2</td>
<td>The Research Model</td>
<td>49</td>
</tr>
</tbody>
</table>
Sekolah Siswazah  
(Graduate School)  
Universiti Utara Malaysia

PERAKUAN KERJA KERTAS PROJEK  
(Certification Of Project Paper)

Saya, yang bertandatangan, memperakukan bahawa 
(I, the undersigned, certify that)

NGEH HONG KING

calon untuk ijazah  
(candidate for the degree of)  
Master of Science (Management)

telah mengemukakan kertas projek yang bertajuk  
(has presented his/her project paper of the following title)

SCHOOL SERVICE QUALITY AND STUDENT ACHIEVEMENT.

seperti yang tercatat di muka surat tajuk dan kuit kertas projek  
(as it appears on the titlepage and front cover of project paper)
bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan, dan  
meliputi bidang ilmu dengan memuaskan.  
(that the project paper is acceptable in form and content, and that a satisfactory knowledge of the field is covered by the project paper).

Nama Penyelia  
(Name of Supervisor): Dr. Nik Kamariah bt. Nik Mat

Tandatangan  
(Signature): 

Tarikh  
(Date): 21 Sept. 1997
CHAPTER ONE

STUDY BACKGROUND

1.0 SUMMARY OF THE CHAPTER

This chapter deals with the overview of the study which includes the background of the study, the statement of the problem, the purpose of the study, the research questions, basic assumptions, research limitations, definition of terms and the organisation of the study.

1.1 BACKGROUND OF THE STUDY

In Malaysia, the public has always been interested in the overall achievements of students in the government examinations, for example PMR (Penilaian Menengah Rendah), SPM (Sijil Pelajaran Malaysia) and STPM (Sijil Tinggi Pelajaran Malaysia). This is because Malaysia provides automatic promotion throughout the elementary and lower secondary level, that is the ninth grade. Beyond that, however, promotion is conditional, based on the students doing well in the national examinations at PMR, SPM and STPM level. All these examinations are very
The contents of the thesis is for internal user only
Pengaruh Iklim Organisasi ke atas Prestasi Kerja...

BIBLIOGRAFI


