

**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

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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 akademik yang signifikan, antara pelajar lelaki dan perempuan, dan juga terdapat perbezaan prestasi pencapaian yang signifikan 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 2 17 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 intor other factors and conduct further studies to improve student achievement in schools.

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NGEH HONG KING
AYER TAWAR
PERAK

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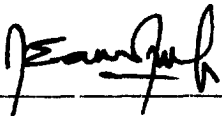
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CHAPTER ONE

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

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