STUDENTS PERCEPTION TOWARDS SERVICE QUALITY
PROVIDED BY COLLEGES IN UNIMAS

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CUSTOMER PERCEPTION TOWARDS QUALITY SERVICES PROVIDED BY COLLEGES IN UNIMAS

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THIS PROJECT IS SUBMITTED IN PARTIAL OF FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ECONOMICS WITH HONOURS.

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ABSTRACT

CUSTOMER PERCEPTION TOWARD QUALITY SERVICES PROVIDED BY COLLEGES IN UNIMAS

By

Cristiejoyner Binti Moruis

College is the official residence of the students who studying in the University. Hence, all the equipment and infrastructure must be perfect in order to ensure the quality of their lives. To realize this goal, the role played by the management of the hostel is also very important as well as participation by students.

The purpose of this study was to determine customer perception towards quality services provided by colleges in UNIMAS.

A total of 250 questionnaires were distributed. The respondents were composed of hosts College in UNIMAS which is around 8 colleges. This research is quantitative and data were analyzed using SPSS 17.0.
ABSTRAK

TANGGAPAN PENGGUNA TERHADAP KUALITI PERKHIDMATAN YANG DIBERIKAN OLEH KOLEJ KEDIAMAN DI UNIMAS

Oleh

Cristiejoyner Binti Moruis

Asrama merupakan tempat tinggal rasmi pelajar yang menuntut di pusat pengajian. Justeru itu, segala kelengkapan dan kemudahan infrastruktur mestilah sempurna bagi menjamin kualiti kehidupan mereka. Bagi merealisasikan matlamat ini, peranan yang dimainkan oleh pihak pengurusan asrama adalah amat penting disamping juga penglibatan oleh pelajar-pelajar.

Tujuan kajian ini dijalankan adalah untuk mengenalpasti tanggapan pengguna terhadap kualiti perkhidmatan yang diberikan oleh kolej kediaman di UNIMAS.

Sebanyak 250 set soal selidik telah diedar. Responden kajian ini adalah terdiri daripada penghuni di kolej yang terdapat di UNIMAS iaitu sebanyak lebih kurang 8 Kolej. Kajian yang dijalankan ini bersifat kuantitatif dan data dianalisis menggunakan SPSS 17.0.
ACKNOWLEDGEMENT

Ahamdulillah, finally I finished my Final year Project. Thank God for giving me the straightness and patience to finish this thesis. Besides that, I would like to express my special thanks to my supervisor Dr. Harry Entebang for all his guidance and patient for helping me to complete this thesis. Thanks for all information and comments throughout the preparation of this project that enable me to finish. I also would like to give a big thank to my entire friend who help me a lot especially in handling SPSS. Without all of your guidance I not might be able to finish this project. Besides, I also would like to thanks to my family especially my mother, younger and elder brother who never stop to give me a support and help in money form to finish this project. I also would like to thank to all respondent who is willing to spend their time to complete the questionnaire.

And lastly, I would like to all party who is involved to complete this project. All your help and cooperation is most appreciated by me. May Allah bless all of you.
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CHAPTER ONE

INTRODUCTION

1.0 UNIMAS

University Malaysia Sarawak (UNIMAS), Malaysia’s eighth university was officially incorporated on 24 December 1992. A university that is contemporary in character and forward-looking in outlook, it is committed in providing the nation with leaders, managers, scientists and technical specialists as well as thoughtful citizens who are capable of handling the complex challenges of our common future - confidently, competently, and creatively. (UNIMAS official portal, n.d).

In August 1993, UNIMAS were opened with 118 students in a first batch and with about 30 academic staff. The students were registered in the two pioneering faculties, the Faculty of Social Science and the Faculty of Resource Science and Technology. Two academic support centres were also established: the Centre for Applied Learning and Multimedia, and the Centre for Academic Information Services. (UNIMAS official portal, n.d).

The following year (1994) saw four more faculties opening their doors for degree courses: the Faculty of Cognitive Sciences and Human Development,
the Faculty of Applied and Creative Arts, the Faculty of Engineering, and the Faculty of Information technology. Staff and student numbers quadrupled. Meanwhile, the University also grew in profile as most faculties began to offer postgraduate programmes. Research activities began to take root with the establishment of the Institute of Biodiversity and Environment Conservation, which focuses on the myriad of flora and fauna in Borneo. Links with various universities abroad were also established. In the same year, the Centre for Technology Transfer and Consultancy UNIMAS, won the contract for EIA study of the Bakun Hydroelectric Project, the biggest ever EIA project in the country. (UNIMAS official portal, n.d).

The period between January 1995 and the end of December 1996 saw further consolidation in the academic and research structure of the university. Two more faculties began taking in their pioneer batches of students; the Faculty of Medicine and Health Sciences (1995) and the Faculty of Economics and Business (1996). These brought the total number of faculties to eight, as originally planned. The Centre for Language & Communication Studies began to offer the TESL programme, in addition to generic language courses. The Institute of Health and Community Medicine, and the Institute of Software Technology were then added to the list of research institutes. (UNIMAS official portal, n.d).

The historic year of 1997 witnessed the pioneering batch of graduates receiving their degrees at the inaugural convocation of the University. The year
also saw the establishment of the Institute of East Asian Studies. (*UNIMAS official portal*, n.d).

The year 2000 witnessed the change in the Vice-Chancellor seat; Professor Dato’ Zawawi Ismail, the first Vice-Chancellor succeeded by Professor Datuk Yusuf Hadi as the second Vice-Chancellor of UNIMAS. Prof Datuk Dr Abdul Rashid Abdullah was appointed as the third Vice-Chancellor on 1 February 2005. Finally, from 2008 until the present date, Professor Datuk Dr Khairuddin Ab Hamid was appointed as the fourth Vice-Chancellor of UNIMAS. (*UNIMAS official portal*, n.d).

As of January 2012 the total student population of UNIMAS is 11,160 and the total number of staff is 2,143. (*UNIMAS official portal*, n.d).

### 1.1 Colleges

UNIMAS has eight student colleges. Two colleges (Kenanga and Seroja) are situated on the East Campus (located at old campus). Five colleges (Tun Ahmad Zaidi, Allamanda, Bunga Raya, Sakura, and Cempaka) are located at the West Campus (main university grounds) and one college (Medical College) caters to the Faculty of Medicine and Health Sciences students and is located in the city of Kuching, adjacent to the general hospital. (*UNIMAS official portal*, n.d).

Each college comprises of apartments, and each apartment houses 8 students. Each room is sufficiently furnished and each apartment is equipped with communal
facilities such as a common living room, pantry, electric kettle, and iron. (*UNIMAS official portal*, n.d).

The colleges have perimeter fencing and security guard service as well as cafeteria, indoor games facilities, gymnasium, public telephone, common lounges, computer room, TV rooms and laundry service. Transportation to Kuching is either by bus, taxi or rental car. (*UNIMAS official portal*, n.d).

1.2 **Problem statement**

As mentioned by the UNIMAS official portal, there were eight student colleges provided to students. Every college provided facilities to the students. Every college provided common living room, cafeteria, pantry, wireless connection and many more.

Cafeteria were provided in every colleges is so important which the place to student to buy something to eat. The price of every food served has to be reasonable and affordable to all students. The cleanliness and the safety of the food are also so important and have to be checked by UNIMAS.

As a student, they have a lot of assignment to do that required wireless to find information from the internet. So internet connection is so important to student so that they can get enough information to do their assignment. The strength of the wireless connection is affecting the student emotion. Slow
connection of wireless may lead to the lateness of completing the assignments because of the problem getting the information.

Staff courtesy plays a role to the satisfaction of the customers which is the students. Different staff gives a different service like customer as well, different customer have different level of satisfaction. The staff have to treat their customers well this is because they were paid to do the job. They have to give good services to avoid word of mouth from the customers. Bad word of mouth is not a good impact to UNIMAS which is will give bad perceptions from outside.

The location of UNIMAS which is surrounded by village, and the village itself were located inside UNIMAS make the security system become an issue from the student. This situation make the security system have to be strict because outside people were free to come and out in UNIMAS. The security systems have to give the best safety to protect the students from any trouble or harassment.

The scope of this research is to identify Students perception towards colleges Service quality provided by UNIMAS. So, to know the students perceptions, then this research were conducted.
1.3 Research objective

1.3.1 General Objective

The research objective is to know students perceptions towards quality services provided by UNIMAS. This study holds the purpose of exploring on what students perceive about the services provided by UNIMAS. Perceptions refer to the process by which an individual receives, selects, organizes, and interprets information to create a meaningful picture of the word (Harrel, 1986). Consumer perception has strategy implications for marketers because consumers make decisions according to what they perceive rather than on the basics of objective reality (Schiffman & Kanuk, 2004). Besides that this research were conducted to know either UNIMAS can treat their customer as a customer or not.

1.3.2 Specific Objective

- To know do UNIMAS fulfill their responsibilities to their customer.
- To know the satisfaction level of customer with the college services provided by UNIMAS.
- To know the weakness of the services provided.
- To know what should improve to make the services better.
From this study, researcher wants to identify the perception of consumer include satisfaction in service quality colleges in UNIMAS. Dimension of service quality including reliability, responsiveness, assurance, empathy and tangible.

1.4 Significant to the study

Since this study will be conducted using a real situation and real sample of UNIMAS student, therefore this study will produce reliable results. The outcomes based on the reality world will contribute numerous benefits to several parties.

1.5 Scope of the study

This study will conducted in UNIMAS based on student perception of the quality services provided by UNIMAS. This study will be carried out in UNIMAS due UNIMAS which have many colleges and various perception from students even students who will enter the UNIMAS.

Primary data, which is the questionnaire completed by respondents, will be collected continuously for around 3-4 months in every college in UNIMAS. All respondents which are the students are chosen from variety of age, race, status and gender.
1.6 Rationale of the research.

The importance of this research is to recognize the perception of students towards college’s quality services in UNIMAS. Service quality of the colleges in UNIMAS is very important to student whereas the problem is service quality get the most complain make less of satisfaction and influence students’ perception towards UNIMAS college’s services. This research can help UNIMAS to improve the quality of services and change the perception of students towards the college’s services in UNIMAS. This research is important because this research can give information about service quality and students perception and also can build a relationship with other.

1.7 Framework Concept

The major factors that play a role in developing students perceptions towards quality services provided by the college’s in UNIMAS are customers loyalty, service quality, ease of procedures, satisfaction level, company image and company-client relationship. Service quality factor will be highlighted in this research. The best importance performance to assessing service quality in this study are evaluating the quality of college’s services in UNIMAS are more likely to emphasize and importance some criteria than others. This study using the ‘SERQUAL MODEL’ that can measure the perception and expectation of students about the quality services provided by college’s in UNIMAS. Figure 1 show how the ‘SERQUAL MODEL’ can measure the perception and expectation of the students.
Figure 1: The Theoretical Framework: SERQUAL MODEL

### 1.8 Conceptual Framework

<table>
<thead>
<tr>
<th>Tangible</th>
<th>Reliability</th>
<th>Assurance</th>
<th>Responsiveness</th>
<th>Empathy</th>
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Customer perceptions towards quality services provided by colleges in UNIMAS.

The above table shows the relationship between five service quality dimension which is the independent variables and the dependent variable which is the customer perceptions towards quality services provided by colleges in UNIMAS.

So customer perception towards quality services provided by colleges in UNIMAS will be valued from five dimension of service quality above.
CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews some concepts relating to the topic of this research based on previous research and studies. This chapter also gives a definition to the concept from journal author(s).

2.2 Perceptions

According to Mitchell (1978), perception can be defined as a process by which an individual select, organizes and interprets stimuli into a meaningful and coherent picture of the world. The processes that shape and produce what one actually experience. (Mitchell, 1978). The word perception comes from the Latin perception that bring a meaning as receiving, collecting, action of taking possession, apprehension with the mind or senses (Gibson, 1996). Since perceptions are influences by many external and internal factors such as economic, culture, psychological and social, the ways in
which the customer perceives services are highly subjective. From this perception of service can evaluate the future behavior.

A perception is importance because from the perception researcher will know the feedback and expectation from the students. Service quality perceptions are measured by the different between performance perceptions and expectation (Graham & Rand, 2006). According to Parasuraman et al., (1998), SERQUAL method can be used to evaluate the relative importance of the dimensions of quality in influencing customers’ overall perceptions of a service.

### 2.3 Quality

Harvey and Green (1993) have explained that quality means different things to different people. Widely differing conceptualizations of quality were grouped by the authors into five discrete but interrelated categories; quality can be viewed as exception, as perfection, as fitness for purpose, as value for money, and as transformative. Quality will also view as relatives to “process” or “outcomes”. Regarding to outcomes, McCoy et. Al (1994) state that legislatures and accrediting agencies all endorsed outcomes assessments as the appropriate tool for evaluating institutional effectiveness.

A study by Peter Shanahan and Rod Gerber (2004) had found that there are eight conceptions of quality based on students understanding of quality in faculty students’ administration. The eight conceptions of quality described by students as the