QUALITY ASSESSMENT OF EDUCATION IN UTeM BY USING SERVQUAL MODEL

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I hereby acknowledgement that this paper has been accepted as a part fulfillment for Bachelor of Technology Management (Innovation Technology) with Honour

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DECLARATION

" I admit that this report is my own work except for the which is I have mentioned the sources"

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DEDICATION

This research paper is lovingly and sincerely dedicated to my lovely mother and father Azizah Binti Hassan and Ab Hamid Bin A Majid, who support and give constant sources of motivation in order for me to finish this research. Thank you for always give me a chance to improve my skill from time to time. To all my family thank you for your understanding and support.

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ABSTRACT

Quality assessment is an important thing that will help in increasing the ranking of institutes. The aim is to find the level of customer satisfaction on education quality in UTeM using SERQUAL model. Through this research, quality service was measured by using SERVQUAL model. The survey was carry out through distribute of the questionnaires among UTeM students. There were about 347 useable questionnaires. The respondents were among UTeM students from the first year until the final year. The data were analyzed using descriptive analysis. From the result, it shows that the level of education quality at the satisfactory level. It can be concluded that service quality provided in UTeM have reach satisfaction among students UTeM. The implication of the research is respond from the respondent regarding this matter is needed to help UTeM improve their quality level of education. The future research should used another framework in order measured the quality assessment of service quality provided to their customer. Furthermore, they can use qualitative method in order to collect the data. Through this method, it can help the future researcher to get clear and understanding result for their research.

ABSTRAK

Penilaian kualiti adalah satu perkara penting yang akan membantu dalam meningkatkan kedudukan institusi. Matlamatnya adalah untuk mencari tahap kepuasan pelanggan terhadap kualiti pendidikan di UTeM dengan menggunakan model SERQUAL. Melalui penyelidikan ini, perkhidmatan berkualiti diukur dengan menggunakan model SERVQUAL. Kajian ini dijalankan melalui pengedaran soal selidik di kalangan pelajar UTeM. Terdapat kira-kira 347 soal selidik yang boleh digunakan. Responden adalah antara pelajar UTeM dari tahun pertama hingga tahun akhir. Data dianalisis menggunakan analisis deskriptif. Daripada hasilnya, ia menunjukkan bahawa tahap kualiti pendidikan pada tahap memuaskan. Dapat disimpulkan bahawa kualiti perkhidmatan yang disediakan di UTeM telah mencapai kepuasan di kalangan pelajar UTeM. Implikasi kajian ini adalah respon dari responden mengenai perkara ini diperlukan untuk membantu UTeM meningkatkan tahap pendidikan mereka. Penyelidikan masa depan perlu menggunakan rangka kerja lain untuk mengukur penilaian kualiti kualiti perkhidmatan yang diberikan kepada pelanggan mereka. Selain itu, mereka boleh menggunakan kaedah kualitatif untuk mengumpul data. Melalui kaedah ini, ia dapat membantu penyelidik masa depan untuk mendapatkan hasil yang jelas dan memahami untuk penyelidikan mereka.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Higher Education Institute (HEI) can be classified into two which is private and public institute. Quality assessment of education is something that strongly emphasized of higher institute in order to produce a quality graduation. The better education quality will offer the better environment which enable student effectively to achieve worthwhile learning goals including appropriate academic standards (Rowley, 1996). In order to improve education quality in HEI, there are few things that need to consider including assessment of quality. Higher quality education can be a competitive advantage for a HEI

Universiti Teknikal Malaysia Melaka (UTeM) is one of the public universities in Malaysia that offer students to study various areas including mechanical, engineering, management, information technology (IT) and also electronic. This research is about to study quality level of education in UTeM by using a SERVQUAL model. University needs to balance quality level with the quantity of students. UTeM will gain competitive advantage that can be competing with other institute in Malaysia if they have high quality of education.

According to Donlagic & Fazlic, (2015), the developing a model to assess service quality in higher education is a complex issue due to the main problem which is identifying quality dimensions. HEI in developing countries has serious quality problems (De Oliviera & Fereira, 2009).

Therefore the loophole of quality problem can be identified and will be recommended on how to improve the quality of Education in UTeM.

1.2 Problem Statement

The successful of Higher Education Institute (HEI) depend on their education quality. The level of quality can be accessed through quality assessment. Quality assessment can be seen through student result and satisfaction. Higher education in Malaysia is facing serious problems and most of the problem is related to the quality of higher education itself. There were a few factors that influence education quality including study's environment, facilities provided and service received by student.

Study's environment can be elaborate on how many students in one class and also how they focus in the class. The problem faced when student not feel comfortable while study maybe because of small lecturer hall and too many student in one class that effect concentration of their study. Sometimes, student itself cannot concentrate while study would be the reason why they cannot perform in studies and this problem effect the quality level in an institute when less excellent graduation produce by universities.

Next, facilities provided would be a part of factor that influencing quality level. Most of universities have a problem to give a best facilities and services to their students and this is one of the reasons why the quality level in university is in average level. The better the facilities provided the better the quality level in that institute.

The last factor was universities staff that lack of skill in order to provide services to a student. This factor would affect the quality level in university. Service provided in universities would be the important thing. Once the service was bad, the quality level will decrease too.

UTeM have to focus on their quality assessment in other to become one of the best universities in Malaysia. There is a 10 740 students in UTeM who are taking diploma and degree in 2017. 9 340 student were taking degree where 9 193 are from local students and about 147 students are coming from international.

Besides, about 1 400 student are taking diploma. Faculty of Technology Management and Technopreneurship (FPTT) have 1 274 students, Faculty of Electronics and Computer Engineering (FKEKK) have 982 students, Faculty of Electrical Engineering (FKE) have 1 351 students, Faculty of Mechanical Engineering (FKM) have 1 298 students, Faculty of Technology Engineering (FTK) have 2 893 students, Faculty of Manufacturing Engineering (FKP) have 1 059 students and also Faculty of Information and Communication Technology (FTMK) have about 1 883 students. SERVQUAL model are use in assess the satisfaction of student about the quality assessment in their institute.

Adapted SERVQUAL model can be used in higher education in order to determine in which area improvements are necessary and should be made by the institution in order to increase the perceived quality of the education service provided to student (S.Donlagic & S.Fazlic, 2005).

1.3 Research Question

Through this research, there are few issues need to be investigated too which is:
1) What is gap perception and expectation of student regarding quality assessment in UTeM?
2) How those factors in SERVQUAL model influences expected assessment in UTeM?
3) What is the relationship between satisfaction of student and quality service in UTeM?

1.4 Research Objective

The main objective of this research is to see the quality assessment in UTeM by using SERVQUAL model. In order to achieve the objective, the research objectives below where help in completing this research.

1) To investigate gap perception and expectation of student regarding quality assessment in UTeM.

2) To analyse those factor in SERVQUAL model influences expected assessment in UTeM.

3) To investigate the relationship between satisfaction of student and quality service in UTeM.

1.5 Scope, Limitation and Key Assumption

1.5.1 Scope

Quality level can be measured by many quality model. However, this research is using SERVQUAL model. To access quality level in UTeM there are a few factors that influence the quality assessment. Furthermore, these studies were conducted to investigate the relationship between the factors and service quality. The research is carried out in UTeM. The other universities are not included. Besides, the respondent for this research is student UTeM.

1.5.2 Limitation

The respondent for this studies were focusing on the student who studies in University Technical Malaysia Melaka (UTeM) only to answer the questionnaire. The time given also one of the limitation in order to finishing this study. Moreover, the cooperation of the respondent also becomes a limitation of this research because not all respondents easier to approach and tolerate while asking for a feedback.

However, this research is focusing on student UTeM who are taking diploma and degree in different faculties in UTeM. This is because majorities in student UTeM are taking diploma and degree. In addition, this study also focusing on the service that provided in UTeM only.

1.5.3 Key Assumption

The researcher assumes the respondents will honest while answering the questionnaire given. The researcher also assumes that the respondents will give full cooperation for this research. Lastly, the researcher assumes that this research is practical and useful for the University Technical Malaysia Melaka (UTeM) as a reference in order to improving the service quality of UTeM.

1.6 Important of Study

The aim of this study is to measure the quality of education level in UTeM by using SERVQUAL model. Student of UTeM are the respondent of this research. This is because nowadays, university in Malaysia is competing with each other to become the best university in Malaysia either public or private universities. The factors were included in questionnaire and the student was given a time while answering the questionnaire.

1.7 Research Significant

The research is important for UTeM while improving their quality education in UTeM. Although UTeM is being known by a country but still UTeM need to improve their quality as well to become the best university in Malaysia.

UTeM had provided to their entire student in three different places which is Durian Tunggal, Air Keroh and also Bandar.

1.8 Summary

In conclusion, measuring a service quality is one of the ways in order to improve the quality of education. These research is about to measure the quality education level in UTeM. Respondent are student UTeM. Quality assessment in UTeM is measured through SERVQUAL model. Besides, gap analysis is used in SERVQUAL model to figure out the perception and expectation regarding service quality that received by a student. Furthermore, developing a model to access quality assessment in UTeM is a complex matter due to identify an important problem which is identifying quality dimension. There are a few different way can be used while solving this issues but SERVQUAL model has been used around the world by a researcher as a tool for measuring service quality in higher education. In short, SERVQUAL model is suitable model to measure the service quality and it had been proven by a famous previous researcher that already used this model. SERVQUAL model become one of the widely adopted technology for measuring the service quality and nowadays the use of theoretical SERVQUAL model by a researcher is increasing rapidly (Francis, 2017).

CHAPTER 2

LITERATURE REVIEW

2.1 Background

A literature review are discussing on how secondary data is collected. The data is collecting through websites, library, publish writing such as journals and study case. Secondary data is needed before collect the primary data. Secondary data collected is relevant to this research. The purpose of a literature review is to view another researcher regarding quality assessment in a higher institute. This information acceptance will be additional sources in other to complete this research. According to bibliometrics analysis, 2012 recorded the highest ranking of journal producing about quality assessment in higher education is 60 journals. However, the number of journals decreases from year to year which is 10 journals producing in 2017.

2.2 Definition of Service Quality

Service quality is an interesting concept to debate in research literature because of the difficulties in defining and measuring it (Wisniewski, 2001). In sampling, service quality can be defined on how far the service qualities meet the customer satisfaction. Service quality becomes an attention for academician and also practitioners (Negi, 2009) and service quality can be defined as an overall assessment of service by customers itself (Eshghi et al. 2008).

According to Ghylin (2006), service quality with a higher quality will help a firm to deliver service with higher quality level by increase a customer satisfaction.

Moreover, service quality is not only can be accessed through end result but also can be seen during a service process that effects a consumer perceptions (Douglas & Connor, 2003). Customer perceptions may not equal to service quality, but it is a way for an industry to improve their quality level. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; Lewis and Mitchell, 1990).

In other word, an important tool for a firm to make them differentiate with their competitor is service quality (Ladhari, 2009). It is clear that service quality is an output of consumer views about the service dimension from the perspective of functional and technical (Gronroos, 1982).

2.2.1 Service Quality in higher a education

Service quality and student satisfaction are the most important concept that a higher institute needs to understand in order to improve their quality service. In order to improve their quality service, they must manage all service to enhance consumer perceived quality. Usually, higher institute education will provide a good skilled knowledge worker with all the necessary such as managerial, technical, professional and other skilled and they will provide facilities for a student to use while study.

The latest SERVQUAL model has 5 dimensions where it can helping managers to assess service quality provided by their institution and the result is that institution will have an ability for better design service quality that can satisfy their student. However, there are previous researchers that using only 3 dimension of SERVQUAL model which is Tangible, Responsiveness and Reliability. Besides, the facilities service given by UTeM staff is one of the service quality that needed by UTeM students.

2.3 Quality Service Using D-SETARA

D-SETARA is The Discipline Based Rating System that implements to assess the quality of teaching and learning in HEI. The level of D-SETARA is TIER 1until TIER 6 where TIER 6 is the highest and the best quality service level. The level for D-SETARA starting with TIER 1 which is weak, the next level is TIER 2 which is satisfactory, TIER 3 which is good, TIER 4 which is very good, TIER 5 which is excellent and also TIER 6 which is outstanding. Institute who reach TIER 6 have the best quality assessment. D-SETARA is implementing for measured the quality of service provided in an institute not as a competition in order to compete with another institute.

2.4 Dependent variable

Measuring the service quality can be easier if using SERVQUAL model where that can be targeted for improvement. However, there are a few model of framework that can be used in order to measure the quality level. There is some suggestion revision that had criticized the SERVQUAL model but it is still a valuable tool for measuring quality service (Anderson, 1995; Grapentine, 1998-1999, Teas, 1993). Service qualities are related to perceptions and expectations concept (Parasuraman et al., 1985, 1988; Lewis and Mitchell, 1990). Both expectations and perceptions include in gap analysis. Service quality is a dependent variable in SERVQUAL model where it is perceived by a customer.

2.4.1 How it relates to this research

Service quality considered good if the perception exceeds the expectation but if the level of perceptions and expectation are equal means the service result is poor (Vazques et al, 2001). SERVQUAL model is a wide application that is used in order

to measure consumer perception for a service quality in higher institute (Gronroos, 1982; Lewis and Booms, 1983; Parasuraman et al, 1985). In order to measure the service quality in UTeM, SERVQUAL model is used as a tool for measuring it. Respond from the respondent impact the quality level of quality service in UTeM.

2.5 Independent Variable

There are four dimensions of independent variable which is tangible, responsiveness, reliability and also empathy.

➢ Tangible

According to Zeithaml et al (1990), tangible is a physical facility, equipment and appearance personnel. This dimension focus on facilities provided, staff performance and also maintenance. In the context of this research, the researcher only focuses on UTeM facilities. There is a hug facility provided for a student including these important facilities which is:

I. Library

UTeM provides three libraries at different places which are at main campus, city campus and also technology campus. A library is a focus place where student always comes especially to study and finishing an assignment. Library provided a few facilities such as seminar room, viewing room, discussion room, online database area, audio/visual room, computer, open carrel where student can sit and study there at any time, locker to keep a thing, WiFi access, photocopying and printing service, self-check machine to borrow and return a book, WebOPAC to find a book, electronic info-board to view the latest update at library, iPad lending, hoverboard as a new vehicle provide in the library would be a new experience for a students.

II. Cafeteria

The cafeteria is an important facility that needed among student. There are 5 cafes provided in UTeM where three are cafes in main campus, one cafe at technology campus and another one cafe placed at city campus. Cafeteria provided a food at cheaper prices.

III.   Health Centre

UTeM health centre provides an excellent treatment for a patient in order to preserve and increase healthy condition among student. The service includes outpatient and emergency treatments rooms, ward and an ambulance. Student who would like to do medical checkups is welcomed to this centre service.

IV.   Shuttle Service

Shuttle service is provided for a student to move from one place to another. For example, a student who stays at Emerald Park needs to have shuttle service because of the distance from hostel to campus quite far. Moreover, shuttle service is provided during semester programmes, weekend activities and a final exam. Shuttle service with air-conditioner and soft sit were provided for their students.

V.   Wifi Spots

Wifi Spots always provided for a student to use it. Main campus in Induk are available to used this service everywhere and for campus technology and campus Bandar can used wifi inside the campus only.

➢ Reliability

Reliability can be defined as an ability to perform the service dependably and accuracy as promised (Van Iwaarden et al, 2003). For example, when student faces a problem, UTeM management are interest in solving that problem and also when they promise to do something they must do as a promised. This service were measured through reliability tools.

➢ Responsiveness

Willingness to help customers and provide a good service (Zeithaml et al, 1990). In other words, responsiveness is a speed of response and service provided for a student (Naik, 2010). The speed of respond from student complains is measured in this independent variable. In responsiveness, the employees must give the right information at the right time; the employee always helps the customer and always has a time to responding the student problem and request.

➢ Empathy

Empathy is a caring and individual attention that provided for their customer including a communication between staff UTeM and their student. Example of empathy is how an employee will understand what their student need, an