THE EXPECTATION AND PERCEPTION OF INTERNATIONAL STUDENT FOR DELIVERY SERVICE QUALITY IN INTERNATIONAL STUDENT CENTRE (ISC) IN PUBLIC UNIVERSITIES

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This thesis is dedicated to my beloved mother and father

For their endless love, support and encouragement

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ABSTRACT

Service quality has become an important part in all advanced organization’s strategic plan. Higher attention on service quality has resulted in increased profit. In the case of higher learning institution has possesses all the characteristics of service industry such as reliability, responsiveness, assurance and empathy. The main aim for this study was to examine the perception of international student for service quality delivered by International Student Centre (ISC) in public universities and secondary objective was to identify the gap between expectation and perception using the gap analysis. Data were collected using questionnaire and analyse using the descriptive statistic. Using the modified SERVQUAL as a measure, this study asked international student during 2015-2016 academic session in three public universities in Malaysia consist of University Technology Malaysia, Northern University of Malaysia and Islamic International University Malaysia to complete a service quality survey to compare their expectation and perceptions. Therefore, gaps in educational service quality at the higher education can be measured. The finding shows that the mean score of all dimension of perception were negative and the gap in the quality of service is large. International Student Centre (ISC) should improving their service to meet the customer satisfaction. Thus, improvements are required across all four dimension of service quality.

ABSTRAK

Kualiti perkhidmatan merupakan aspek yang penting dalam pelan strategic bagi sesuatu organisasi. Kesadaran yang tinggi terhadap kualiti perkhidmatan dapat meningkatkan keuntungan bagi organisasi. Institusi pengajian tinggi mempunyai semua ciri-ciri industri perkhidmatan, contohnya kebolehpercayaan, responsive, jaminan dan empati. Kajian ini bertujuan untuk mengkaji persepsi terhadap kualiti perkhidmatan yang disediakan oleh Pusat Pelajar Antarbangsa (ISC) di universiti awam dan objektif ke dua iaitu menganalisi jurang antara jangkauan dan persepsi dengan menggunakan analisis jurang. Data telah dikumpul dengan menggunakan soal selidik dan dianalisis menggunakan statistik deskriptif. Dengan menggunakan pendekatan SERVQUAL yang telah diubah suai, instrument borang soal selidik digunapakai untuk menanya soalan ke atas pelajar antarbangsa semasa sesi pembelajaran 2015-2016 dengan membanding antara jangkauan dan persepsi mereka terhadap perkhidmatan yang diberikan Pusat Pelajar Antarbangsa (ISC). Analisis terhadap data ini menggunakan kaedah analisis jurang yang wujud dalam kualiti perkhidmatan yang telah disampaikan. Hasil daripada kajian terhadap min persepsi mendapati bahwa kesemua dimensia adalah negative dan jurang kajian ialah besar. Pusat Pelajar Antarbangsa (ISC) perlu meningkatkan perkhidmatan mereka untuk memenuhi kepuasan pelanggan. Oleh itu, peningkatan kualiti perkhidmatan harus dilakukan bagi semua dimensi perkhidmatan kualiti.

TABLE OF CONTENT

CHAPTER	DESCRIPTION	PAGE
	DECLARATION OF SUPERVISOR	ii
	TITLE PAGE	iii
	DECLARATION OF WRITER	iv
	DEDICATION	v
	ACKNOWLEDGEMENT	vi
	ABSTRACT	vii
	ABSTRAK	viii
	TABLE OF CONTENT	ix
	LIST OF TABLE	xiii
	LIST OF FIGURE	xiv
	LIST OF SYMBOLS	xv
	LIST OF APPENDICES	xvi
1	INTRODUCTION	
	1.1 Background of Study	1
	1.2 Problem Statement	2
	1.3 Research Questions	4
	1.4 Research Objectives	4
	1.5 Scope of The Study	5
	1.6 Significance of the Study	5
	1.7 Research Methodology	5
	1.8 Chapter Organisation	6

2 LITERATURE REVIEW

2.1 Introduction 9
2.2 Facilities Management 9
2.3 Customer 10
  2.3.1 Internal customer 11
  2.3.2 External customer 11
2.4 Customer Expectation 12
2.5 Customer Perception 13
2.6 Service 13
  2.6.1 Service Concept 13
  2.6.2 Specification of the Service 14
  2.6.3 Availability of the Service 16
  2.6.4 Higher Education as a Service Industry 17
2.7 Quality 18
  2.7.1 Quality Dimension 19
    2.7.1.1 Technical Quality 19
    2.7.2.2 Functional Quality 19
  2.7.2 Total Quality Management 20
2.8 Service Quality 20
2.9 Managing Service Quality 23
  2.9.1 People / Interpersonal Element 24
  2.9.2 Service Process Element 25
  2.9.3 Importance of Service Quality 25
2.10 Customer Satisfaction 26
2.11 Summary 27

3 CASE STUDY : INTERNATIONAL STUDENT CENTRE (ISC)

3.1 Introduction 30
3.2 History of International Student Centre (ISC) 31
3.3 Objective of International Student Centre (ISC) 31
3.4 Main Function of International Student Centre (ISC) 32
3.5 Role of International Student Centre (ISC) 32
  3.5.1 Immigration Matters 32

3.5.2 Personal Bond 33

3.5.3 Insurances Matters 33

3.5.4 Student Welfare 33

3.5.6 Student Activities 34

3.6 Conclusion 34

4 RESEARCH METHODOLOGY

4.1 Introduction 35

4.2 Case Study 35

4.3 Questionnaire 36

4.3.1 The advantages of questionnaires 36

4.3.2 Structure of questionnaire 37

4.3.3 Description of section of the questionnaire 37

4.3.4 Distribution and collection of Questionnaire 39

4.4 Data Analysis 39

4.4.1 Frequency 39

4.4.2 Measure of central tendency 40

4.5 Summary 40

5 DATA ANALYSIS AND FINDINGS

5.1 Introduction 42

5.2 Respondent Information 42

5.2.1 Respondent University 44

5.2.2 Respondent gender 45

5.2.3 Age of respondent 45

5.2.4 Respondent level of study 46

5.2.5 Respondent length of stay 47

5.2.6 Respondent nationality 49

5.3 Data Analysis 49

5.3.1 Objective 1 : To examine the perceived quality of service that International Student Centre (ISC) provided for international student 50

5.3.2 Objective 2 : To identify the gap in the quality of service (expected + provided) 52

5.3.3 Gap Analysis 55
5.3.3.1 Mean Expectation, Mean Perception and Service gap 56
5.4 Summary 58

6 CONCLUSION AND RECOMMENDATION

6.1 Introduction 61
6.2 Summary of Objectives and Methodology 61
6.3 Summary of Findings 62
6.3.1 Objective 1 : To examine the perceived quality of service that International Student Centre (ISC) provided for international student 62
6.3.2 Objective 2 : To identify the gap in the quality of Service (expected + provided) 63
6.4 Limitation of The Study 65
6.5 The Recommendation for Future Research 66
6.6 Conclusion 66

REFERENCES 68
APPENDIX 71

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Providing prospective student with the new course and program and enhance the amount of new universities as well as the amount of students are important issues amongst universities in Malaysia. The reason as echoed by The Minister of Higher Education Malaysia, "*We are in a global world and Malaysia wants to be a global player. We need to share knowledge and need collaboration worldwide. So, our role is to produce the type of graduate that can fit into all these things*" (Oxford, 2010).The increase in the number of students including international student can be seen from available statistics. The number of students always increasing every year, the statistical data shows that in 1985 from 170,000 to 230,000 in 1990, in 2005 around 730,000 students (Hassan, 2006). There are more than 90,000 international students currently studying in institutions of higher learning in Malaysia (Abdullah, 2009; Yusliza, 2010; Yusliza&Chelliah, 2010).

Furthermore, Malaysia success in the development of education. In order to meet the demands of student especially international student, the universities must ensure that quality of program curriculum and related services that facilitate these student to start their learning process. Especially those from outside the country.

1.2 Problem Statement

Core business in education itself is teaching and learning system. The purpose of teaching is to improve and expand student learning.As an organization that emphasizes education to the student, educational institution should emphasize delivering of service quality for user.

The service students receive are various. One thing that should be the main concern in universities is the quality of education that they are provided for the students. However, the satisfaction of student also comes from the intangible part including the quality of the learning environment, the technology, the quality of support facility such as library services, health centre, accommodation, recreational and administrative facility.

According to Spreng (1996) stated that researcher on service quality issues have increased. The impact of service quality in general give aactual effect on customer satisfaction. Positive perception of customer on available facilities will give a report on the high level satisfaction.

Expectation are important in determining satisfaction on all available facilities including health centre, accommodation, recreational and administration (front desk). Customer judge actual quality according to their expectation (Antonacopoulou et al, 2000). Beside that Pasuraman et al (1985) stated, customer expectation are formulated by past experience of service, personal need, word of mouth and external marketing communication. On the other word, expectation depend on theneeds or wants of customer.

Perception of how a service was performed does not necessarily coincide with an organisation perception of how that service was performed (Zammuto et al, 1996). However, higher education will face the difficult issues in the managing the quality. All the evaluation of higher education using the tangible criteria (Hadikoemoro, 2011).

In managing these facilities, the principles of Total Quality Management focusing on costumer, involvement of employee and continuous improvement have become core values at many universities and colleges during the recent decade. To strengthen the issue, the researcher conducted a pilot study with the international student in University Technology Malaysia (UTM) and another universities such as Northern University of Malaysia (UUM) and Islamic International University Malaysia (IIUM).The result is 3 over 4 or 75% dissatisfied with the service provided by International Student Centre (ISC), while only 15% satisfied with it. Student dissatisfied and complain about unsystematic working process, hospitality of staff and also time management. In addition, the interview session with the staff of International Student Centre (ISC) concluded that there is no survey for student's satisfaction toward the service quality being provided was conducted before. International Student Centre (ISC) also did not provide any mechanism for student complain.

Higher education institution are increasingly recognizing that certain service delivery sector where service quality is an important strategic and business tool (Long et al, 1999, Valey, 1993). However, despite the awareness of Total Quality Management, the actual practice of Total Quality Management principles has been rare in higher education (Mc Carthy and Keefe, 1999).

Increase in the number of student especially international student is a new challenge to the university in portray quality in their service. Student affairs department for example as a front desk which is the first point to contact of student especially international student. This front desk provide information and represent the current state of the university.

To ensure all specific requirement, the front desk is important for international student. The front desk for international student are place and executed properly, which are provide assistance and advise for international student regarding immigration matters, ensure international student and their dependants have valid travelling document, to ensure international student welfare, their insurance, extracurricular activities and also the most important is to develop and implement policies toward improving service delivery which is the interest is learned (ISC, 2015).

The international Student Centre (ISC) also provide information in strategic and operational area and also review functional areas of the university that are closely tied to its mission of instruction, research and service. By providing information to a diverse for students, it will produce qualified student body and it will lead to the focuses student access and academic success of students (Gabbot, 2004).

1.3 Research Question

The research questions are as follows:

i. What is the state quality of service that International Student Centre (ISC) is providing for these international student?
ii. What is the gap in the quality of services that international student centre provided?

1.4 Research Objectives

Research question will be answer using the objectives of the study are as follows:

i. To examine the perceived quality of service that International Student Centre (ISC) provided for international student.
ii. To identify thegap in the quality of services (expected and provided).

1.5 Scope of the Study

To ensure that these research meet the objectives, the scope of research has been identified as follows:

i. Research area is International Student Centre in public universities in Malaysia
ii. Respondent of this study consist International student in public universities in Malaysia.

1.6 Significance of the Study

The result of the study can be guidance for the university to improve the quality of the service of the International Student Centre to create better performance. The benefit of the improvement effort result will be useful for the student.

1.7 Research Methodology

The study is expected to be carried out will be beneficial to the following parties:

i. International Students

From this study hopefully by providing good service, international student will get a comfortable to stay and can facilitate all activities that can support process of their study.

ii. The university

Through this study, University Technology Malaysia (UTM) as an educational organization, International Student Centre (ISC) as a front deskshould provide core business in term of services that provide information and represent the current state of the university.

iii. Research development

This study can be useful in education and information technology. Hopefully, with this study might develop a new branch of science.

1.8 Chapter Organization

In order to achieve the objective of research, this research consist of six chapters; preliminary stage, literature review, case study, research methodology, data analysis and findings, as well as conclusion and recommendation.

Chapter 1 - Introduction

Describes general overview of the study include the background of study, problem statement, research question, research objectives, scope of study, the significance of study, research methodology and the organization of chapter. This is the preliminary stage of the whole study.

Chapter 2 – Literature Review

This chapter will explain the definition and general idea of the related topic. The idea of the topic will be analyse from some references which are books, journal, internet, and so on.

Chapter 3 –Case Study

Described the field of the study, role of the International Student Centre (ISC) and type of the service for international student that have been provided.

Chapter 4 - Research Methodology

Methodology of this study shows the technique and the approach taken in the research and manufacture of this report. The stages are the literature studies, research methodology, data analysis and findings, as well as conclusion and recommendation.

Chapter 5 - Data Analysis and Finding

Research objective is important to help analysis the data. The result and findings will be based on research objectives. The result will be shows as a form of table, bar chart, and so on.

Chapter 6 – Conclusion and Recommendation

Conclusion will be generated based on the findings that has been determined in the previous chapter. The recommendation for the future research will be provided.

COMPARATIVE STUDY ON THE EXPECTATION AND PERCEPTION OF INTERNATIONAL STUDENT FOR DELIVERY SERVICE QUALITY IN INTERNATIONAL STUDENT CENTRE (ISC) BETWEEN PUBLIC UNIVERSITIES

STAGE 1

PROBLEM STATEMENT

RESEARCH QUESTION 1:
What is the state quality of service that ISC is providing for international student?

RESEARCH QUESTION 2:
what is gap in the quality of services that is provided by International student centre (ISC)?

?

RESEARCH OBJECTIVE 1:
To examine the perceived quality of service That ISC provided for international student.

RESEARCH OBJECTIVE 2:
Toanalyze the gap in the quality of services

STAGE 2

LITERATURE REVIEW

CASE STUDY: International Student Centre (ISC)

STAGE 3

DATA COLLECTION

Primary Data:
Questionnaire

Secondary Data:
Text books, Journal, Article,
Internet, Previous Research.

STAGE 4

DATA ANALYSIS AND FINDING

CONCLUSION AND RECOMMENDATION

STAGE 5

Figure 1.1 Flow Chart of Research Methodology

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