

APPENDIX 1

THE SURVEY INSTRUMENT - QUESTIONNAIRE

MBA RESEARCH PROJECT QUESTIONNAIRE

Research Topic: The Influence of Service Quality and Corporate Image on Student Satisfaction and Positive Word of Mouth in a Malaysian Private University

Dear Student,

I am a Master's student at the University of Malaya, under supervision of Associate Prof. Dr. Sharifah Latifah. This survey is conducted as part of a research project in partial fulfillment of the Master of Business Administration. The purpose of this research is to study the influence of service quality and corporate image on positive word of mouth in a fast growing, young private university, while evaluating the effect of student satisfaction, the mediator, on these relationships.

You have randomly been selected to take part in this study so every response is important. There is no right or wrong answer. Please rate according to how you truly feel about the corporate image of your current university and the actual service delivered by your current university. I greatly appreciate your time and effort in completing the questionnaire. The results of this survey will be treated with the strictest confidentiality and will be used only for academic purposes. No personal data will be tracked nor disclosed.

Thank you very much for your participation.

Yours Sincerely,

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Part A: Service Quality Survey

For each of the following statements about the service quality of your current university, please rate from a scale of 1 (Strongly Disagree) to 10 (Strongly Agree) by placing a mark “√”. There is no right or wrong answer. Please rate based on how you truly feel about the actual service you have received from the university.

No	Statement The University.....	Strongly Disagree										Strongly Agree									
		1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
		1	provides prompt service to students																		
2	has employees who are consistently courteous																				
3	has employees who deal with students in a caring fashion																				
4	provides services at the promised time																				
5	has employees who understand the needs of the students																				
6	has visually appealing materials associated with the service (eg., on campus signs)																				
7	has the student's best interest at heart																				
8	has employees who is willing to help students																				
9	is maintaining error-free records																				
10	always keep students informed about when services will be performed																				
11	provides services as promised																				
12	has employees who instill confidence in students																				
13	has employees who have the knowledge to answer students questions																				
14	is dependable in handling students' service problems																				
15	always ready to respond to students' requests																				
16	performs services right the first time																				
17	has visually appealing classrooms & campus																				
18	is giving students individual attention																				
19	has employees who have a neat professional appearance																				
20	has convenient business hours																				
21	has modern classroom facilities & equipment																				
22	makes students feel safe in their transactions																				

Part B: Corporate Image Survey

Kindly rate your level of agreement to each statement below concerning your view of the corporate image of your current university. Kindly mark your sincere response with this “√”. Please remember, there is no right or wrong answer.

No	Statement This University.....												
		Strongly Disagree					Strongly Agree						
		1	2	3	4	5	6	7	8	9	10		
1	is fun												
2	is friendly												
3	has high teaching quality												
4	is supportive												
5	has a wide range of courses												
6	has a high academic reputation												
7	is innovative												
8	has high prestige												
9	has good qualifications of academic staff												
10	is student-focused												
11	provides job-oriented courses rather than research-oriented courses												
12	is flexible in its entry options												
13	provides very difficult programme												
14	provides a local programme rather than an international study												
15	has a traditional rather than a modern approach												
16	provides practical courses rather than theoretical												
17	is long established rather than modern												
18	is preparing students for job world												

Part C: Rating Overall Quality, Overall Corporate Image, Satisfaction and Positive Word of Mouth

Based on your overall experience of your current university's service and your perception of its image, please answer the following questions by placing this mark "√" on the scale for each question.

No	Statement	Extremely Poor					Extremely Good				
		1	2	3	4	5	6	7	8	9	10
1	Overall, how is the quality of service provided by your university?										
2	Overall, how would you rate the corporate image of your university?										
		Very Dissatisfied					Very Satisfied				
		1	2	3	4	5	6	7	8	9	10
3	Overall, how satisfied are you with your university?										
		Not At All Likely					Extremely Likely				
		1	2	3	4	5	6	7	8	9	10
4	Would you say positive things about your university to other people?										
5	How likely are you to recommend your university to someone who seeks your advice?										
6	How likely are you to encourage friends and relatives to do business/study in this university?										

Part D: Other Measures

Please answer the following questions by circle on the scale for each question.

1 Which of the following most heavily influenced your decision to study in this university?

- (a) Family members
- (b) Friends who attended the university
- (c) University staff
- (d) Media/Advertising (through radio, television, newspaper, etc)
- (e) Education fair
- (f) Other, please specify_____

2 From whom did you come to know this university?

- (a) From family members
- (b) From friends who attended the university
- (c) From university staff
- (d) From media/advertising (through radio, Television, newspaper, etc)
- (e) From the education fair
- (f) Other, please specify_____

3. Please use the space below to make any comments you wish regarding this survey, or to elaborate on any of the questions you have answered.

Part E: Demographic Questions

The following are for collecting demographic data. For each item please circle one number.

1. Gender

- Male1
- Female2

2. Ethnicity:

- Malay1
- Chinese.....2
- Indian.....3
- Others (Please specify)_____

3. Age group:

- Less than 201
- 20-222
- 23-243
- 25-264
- 27-28.....5
- > 306

4. Faculty of study

- Faculty of Engineering and Science.....1
- Faculty of Accountancy and Management.....2
- Faculty of Creative Industries.....3
- Faculty of Arts and Social Science.....4
- Faculty of Science.....5
- Faculty of Engineering and Green Technology.....6
- Faculty of Information & Communication Technology.....7
- Faculty of Business and Finance.....8
- Institute of Chinese Studies.....9

5. Educational year in this university

- 1st year1
- 2nd year2
- 3rd year3
- 4th year4
- 5th year5
- 6th year and above6

6. Year in the university

- 1 year1
- 2 years2
- 3 years3
- 4 years4
- 5 years5
- 6 years and above.....6

7. Your parent's highest education (either father or mother):

- High School1
- Diploma2
- Bachelor Degree3
- Master Degree4
- Doctoral Degree5
- Others (Please specify)_____

8. Your family monthly income (gross):

- < RM 20001
- RM 2001 – RM 35002
- RM 3501 – RM 50003
- RM 5001 – RM 70004
- RM 7001 – RM 10,0005
- > RM 10,0006

Thank you for your time, cooperation and assistance!