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ABSTRACT

Customers are the lifeline of any public or private enterprise. Service quality can win or lose customers. However because of the nature of service which is intangible, service quality of each personnel differ from one another. As such, it is interesting to study the quality of services provided by the Student Affairs Department. This research aims to gather information concerning students' perception of customer service provided by Student Affairs Department, University of Malaya or also know as Hal Ehwal Pelajar (HEP), Universiti Malaya. At the same time, the study also identify major concerns of the undergraduates concerning the services provided by the department and the preference judgments rated by students about the department.

The survey was conducted via self-administrated questionnaire. The survey was conducted by Dr. Wan Azhar from the Faculty of Dentistry, in the beginning of the session 2001/02, in Kolej Kediaman UM. Forms were distributed during the college registration week. A total of 102 respondents completed and returned the questionnaires that were distributed.

Data collected was then analysed using SPSS version 9.05. The analysis of the findings were divided into demographics and personal characteristics of the sample and perceived satisfaction of each variable that determines the students'



perception on services provided by the department. The relationship between perceived customer satisfaction with gender, social background, frequency of interaction with support staff is then explored. The data also looked into the difference between perceived customer satisfaction among enthusiast and non-enthusiast of co-curriculum activities. Lastly the data were analysed using multivariate analysis to the relationship of variables when it is in a group. Sometimes a variable that is not significant when it is analysed alone, turned out to be significant when it is in a group.

The survey results indicate that students perceive that they have closer relationship with HEP personnel than college personnel. Overall technical knowledge of the HEP personnel is perceived to be satisfactory by the students. Using multivariate analysis, we are able to obtain 5 factors that determine customer service attributes in this study.

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