BIBLIOGRAPHY

Aldridge, S. and Rowley, J. (1998), "Quality Assurance in Education", Vol. 6, No. 4, pp. 197-204.

Anderson, E.A. (1995), "Measuring service quality at a university health clinic", International Journal of Health Care Quality Assurance, Vol. 8, No. 2, pp. 32-37.

Armistead,C. and Kiely, J. (2003), "Creating strategies for managing evolving customer service", Managing Service Quality, Vol. 13, No. 2, pp. 164-170.

Astin, A. (1975), "Preventing students from dropping out, San Francisco: Jossey Bass.

Avkiran, N.K. (1994), "Developing instrument to measure Customer Service Quality in Branch Banking", International Journal of Bank Marketing, Vol. 12, No. 6, pp. 10-18.

Babbar, S. (1992), "A dynamic model for continuous improvement in the management of service quality", International Journal of Operations & Production Management, Vol. 12, No. 2, pp. 38-48.

Baidek, A. J. & Kim, Sungwoo (1990), " Student perceptions of service quality in higher education", MCB University Press, Northeastern University.

Baidek, A. J. & Kim, Sungwoo (1999), "Students perception of elements of the higher education experience", Quality Assurance in Education, Vol. 8, No. 3, Northeastern University.

Bateson, J. (1979), "Why we need services marketing", in Ferrell, O.C. brown, S.W. and Lamb, C.W. (Eds), Conceptual and Theoretical Developments in Marketing, American Marketing Association, Chicago, IL.

Berenson, M. L. & Levine, D. M. (1992), "Basic Business Statistics: Concepts and Applications", Englewood Cliffs, New Jersey: Prentice Hall.

Berenson, M.L. & Levine, D.M.(1996), *Basic Business Statistics:concepts and applications*, 6th Edition, New Jersey: Prentice-Hall.

Berry, L.L, R.W. and Hirschman, E.C. (Eds), *Retailing Traditional and Non-Traditional Sources*, American Marketing Association, Chicago, IL.

Berry, L.L. (1980), "Perspectives on the reality of services in theory," in StampfHirsch, B. (1997), "Student Perceptions of University Policies Which Affect Their Personal", College Student Journal, v31, March 1997, pp. 72-75

Berry, L.L., Zeithaml, V.A. and Parasuraman, A. (1985), "Quality counts in services too" *Business Horizons*, May-June, pp. 44-52.

Bitner, M.J. (1990), "Evaluating service encounters: the effects of physical surroundings and employees responses", Journal of Marketing, Vol. 54, April, pp. 69-82.

Booms, B.H. and Nyquist. J. (1981), "Analysing the customer/firm communication component of the services marketing mix", Marketing of Services, American Marketing Association, Chicago, IL.

Brady, K.B., Cronin, Joseph J. Jr. (2001), "Customer Orientation-Effects on Customer Service Perceptions and Outcome Behaviors", Journal of Service Research, Volume 3, No. 3, February 2001, 241-251, Sage Publications, Inc.

Brady, M. and Cronin, J.J. Jr. (2001), "Customer Orientation-Effects on Customer Service Perceptions and Outcome Behaviours", Journal of Service Research, Vol. 3, No. 3, pp. 241-251.

Brian, Hirsch (1997), "Student Perceptions of university policies which affect their personal behaviors", College Student Journal, Vol 31 Mar 1997, pp. 72-75.

Burger, J.M. (2000), "Personality", 5th Edition, Wadsworth Thomson Learning, Belmont, USA.

Buttle, F. (1996), "SERVQUAL: review, critique, research agenda", European Journal of Marketing, Vol. 30, No. 1, pp. 8-32.

Cannon, J.P. and Jagsish, N.S. (1994), "Developing a curriculum to enhance teaching of relationship marketing", Journal of Marketing Education, Summer, pp. 3-14.

Cheong, Chow Sin (2001), " A study of Consumer Buying Behaviour in the selection of sauces", Master in Applied Statistics, University of Malaya.

Churchill Jr.,G.A. (1999), *Marketing Research: Methodology Foundations*, 7th Edition, Fort Worth, The Dryden Press.

Cronin, J.J. and Taylor, S. A. (1992), "Measuring service quality: a re-examination and extension", Journal of Marketing, Vol. 56, July, pp. 55-68.

Cronin, J.J. and Taylor, S. A. (1994), "SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality", Journal of Marketing, Vol. 58, January, pp. 125-31.

Cuthbert, P.F. (1996), "Managing service quality in HE: is SERVQUAL the answer? Part 2", Managing Service Quality, Vol. 6, No. 3, pp. 31-35.

Dean, A.M. (2002), "Service quality in call centers: implications for customer loyalty", Managing Service Quality, Vol. 12, No.6, pp. 414-423.

Earwaker, J. (1992), "Helping and Supporting Students", The Society for Research into Higher Education & Open University Press, Suffolk.

Fowley, J. "Customer Experience of Libraries". *Library Review*, Vol. 43 No.6, 1994, pp. 7-17.

Galloway, L. (1998), "Quality perceptions of internal and external customers: a case study in educational administration", The TQM Magazine, Vol. 10, No. 1, pp. 20-26.

Ghobadian, A., Speller,S. and Jones, M. (1994), "Service Quality – Concepts and Models", International Journal of Quality & Reliability Management, Vol. 11, No. 9, pp.43-66

Gronroos, C. (1978), "A service-oriented approach to the marketing of services", European Journal of Marketing, Vol. 8.

Gronroos, C. (1982), " A service quality model and its marketing implications", European Journal of Marketing, Vol. 18, No. 4, pp. 36-44.

Groth, J.C. and Dye, R.C. (1999), "Service quality: guidelines for marketers", Managing Service Quality, Vol. 9, No. 5, pp. 337-351.

Hair Jr, J.F., Anderson, R.E. & Tatham, R.L. (1987), *Multivariate Data Analysis*, New York:Macmillan.

Hair Jr, J.F., Anderson, R.E., Tatham, R.L. & Black, William C. (1998), *Multivariate Data Analysis*,5th Edition, Prentice-Hall International, Inc.

Hair Jr, J.F., Bush, R.P. & Ortinau, D.J. (2000), *Marketing Research: a practical approach for the new millennium,* Boston: Irwin McGraw Hill.

Hartline, Michael D. and O.C. Ferrell (1996), "The Management of Customer-Contact Service Employees: A Empirical Investigation", Journal of Marketing, Vol. 52, pp. 52-70.

Healey, J.F. (1999), *Statistics: a tool for social research*, 5th Edition, Belmont: Wadsworth Publishing Company.

Baidek, A. J. & Kim, Sungwoo (1999), "Students perception of elements of the higher education experience", Quality Assurance in Education, Vol. 8, No. 3, Northeastern University.

Bateson, J. (1979), "Why we need services marketing", in Ferrell, O.C. brown, S.W. and Lamb, C.W. (Eds), Conceptual and Theoretical Developments in Marketing, American Marketing Association, Chicago, IL.

Berenson, M. L. & Levine, D. M. (1992), "Basic Business Statistics: Concepts and Applications", Englewood Cliffs, New Jersey: Prentice Hall.

Berenson, M.L. & Levine, D.M.(1996), *Basic Business Statistics:concepts and applications,* 6th Edition, New Jersey: Prentice-Hall.

Berry, L.L, R.W. and Hirschman, E.C. (Eds), *Retailing Traditional and Non-Traditional Sources,* American Marketing Association, Chicago, IL.

Berry, L.L. (1980), "Perspectives on the reality of services in theory," in StampfHirsch, B. (1997), "Student Perceptions of University Policies Which Affect Their Personal", College Student Journal, v31, March 1997, pp. 72-75

Berry, L.L., Zeithaml, V.A. and Parasuraman, A. (1985), "Quality counts in services too" *Business Horizons,* May-June, pp. 44-52.

Bitner, M.J. (1990), "Evaluating service encounters: the effects of physical surroundings and employees responses", Journal of Marketing, Vol. 54, April, pp. 69-82.

PERPUSTAKAAN UNIVERSITI MALAYA

Booms, B.H. and Nyquist. J. (1981), "Analysing the customer/firm communication component of the services marketing mix", Marketing of Services, American Marketing Association, Chicago, IL.

Brady, K.B., Cronin, Joseph J. Jr. (2001), "Customer Orientation-Effects on Customer Service Perceptions and Outcome Behaviors", Journal of Service Research, Volume 3, No. 3, February 2001, 241-251, Sage Publications, Inc.

Brady, M. and Cronin, J.J. Jr. (2001), "Customer Orientation-Effects on Customer Service Perceptions and Outcome Behaviours", Journal of Service Research, Vol. 3, No. 3, pp. 241-251.

Brian, Hirsch (1997), "Student Perceptions of university policies which affect their personal behaviors", College Student Journal, Vol 31 Mar 1997, pp. 72-75.

Burger, J.M. (2000), "Personality", 5th Edition, Wadsworth Thomson Learning, Belmont, USA.

Buttle, F. (1996), "SERVQUAL: review, critique, research agenda", European Journal of Marketing, Vol. 30, No. 1, pp. 8-32.

Cannon, J.P. and Jagsish, N.S. (1994), "Developing a curriculum to enhance teaching of relationship marketing", Journal of Marketing Education, Summer, pp. 3-14.

Cheong, Chow Sin (2001), " A study of Consumer Buying Behaviour in the selection of sauces", Master in Applied Statistics, University of Malaya.

Churchill Jr.,G.A. (1999), *Marketing Research: Methodology Foundations*, 7th Edition, Fort Worth, The Dryden Press.

Cronin, J.J. and Taylor, S. A. (1992), "Measuring service quality: a re-examination and extension", Journal of Marketing, Vol. 56, July, pp. 55-68.

Cronin, J.J. and Taylor, S. A. (1994), "SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality", Journal of Marketing, Vol. 58, January, pp. 125-31.

Cuthbert, P.F. (1996), "Managing service quality in HE: is SERVQUAL the answer? Part 2", Managing Service Quality, Vol. 6, No. 3, pp. 31-35.
Dean, A.M. (2002), "Service quality in call centers: implications for customer loyalty", Managing Service Quality, Vol. 12, No.6, pp. 414-423.

Earwaker, J. (1992), "Helping and Supporting Students", The Society for Research into Higher Education & Open University Press, Suffolk.

Fowley, J. "Customer Experience of Libraries". *Library Review*, Vol. 43 No.6, 1994, pp. 7-17.

Galloway, L. (1998), "Quality perceptions of internal and external customers: a case study in educational administration", The TQM Magazine, Vol. 10, No. 1, pp. 20-26.

Ghobadian, A., Speller,S. and Jones, M. (1994), "Service Quality – Concepts and Models", International Journal of Quality & Reliability Management, Vol. 11, No. 9, pp.43-66

Gronroos, C. (1978), "A service-oriented approach to the marketing of services", European Journal of Marketing, Vol. 8.

Gronroos, C. (1982), " A service quality model and its marketing implications", European Journal of Marketing, Vol. 18, No. 4, pp. 36-44.

Groth, J.C. and Dyc, R.C. (1999), "Service quality: guidelines for marketers", Managing Service Quality, Vol. 9, No. 5, pp. 337-351.

Hair Jr, J.F., Anderson, R.E. & Tatham, R.L. (1987), *Multivariate Data Analysis*, New York:Macmillan.

Hair Jr, J.F., Anderson, R.E., Tatham, R.L. & Black, William C. (1998), *Multivariate Data Analysis*,5th Edition, Prentice-Hall International, Inc.

Hair Jr, J.F., Bush, R.P. & Ortinau, D.J. (2000), *Marketing Research: a practical approach for the new millennium*, Boston: Irwin McGraw Hill.

Hartline, Michael D. and O.C. Ferrell (1996), "The Management of Customer-Contact Service Employees: A Empirical Investigation", Journal of Marketing, Vol. 52, pp. 52-70.

Healey, J.F. (1999), *Statistics: a tool for social research*, 5th Edition, Belmont: Wadsworth Publishing Company.

Hill, F.M. (1995), "Managing service quality in higher education: the role of the student as primary consumer", Quality Assurance in Education, Vol. 3, No. 3, pp. 10-21.

HMSO (1994), "Asking Your Users: How to Improve Services through Consulting Your Consumers", HMSO, London.

Holbrook, M.B. (1994), "The nature of customer value: an axiology of services in the consumption experience", Service Quality: New Directions in Theory and Practice, Sage, Thousand Oaks, CA.

Horovitz, J. (1990), "How to Win Customers-Using Customer Service for a Competitive Edge", Longman, Harlow.

Hubbert, A.R., Sehorn, A.G. and Brown, S.W. (1995), "Service expectations: the consumer versus the provider", International Journal of Service Industry Management, Vol. 6, No. 1, pp. 6-21.

Keller,G. , Warrack, B. & Bartel, H.(1994), *Statistics for Management and Economics,* 3rd Edition, Duxbury Press, Wadsworth Inc.

Kotler, P. (1997),"Marketing Management: Analysis, Planning, Implementation and Control", 9th Edition, Upper Saddle River, New Jersey: Prentice Hall Inc.

Laporan Tahunan Universiti Malaya 1994/95-2001/02.

LeBlanc, G. and Nguyen, N. (1999), "Listening to the customer's voice: examining perceived service value among business college students", The International Journal of Education Management, Vol. 13, No. 4, pp. 187-198.

Lewis, B. (1993), "Service quality: definitions, determinants and measurement", Training for Quality, Vol. 1, No. 2.

Lewis, B.R. (1989), "Quality in the Service Sector: A Review", International Journal of Bank Marketing, Vol. 7, No. 5, pp.4-12.

Lovelock, C. (1994), "Product Plus: How Product Plus Service Equals Competitive Advantage", McGraw-Hill, New York, NY.

Low, J. (1988), "The Davis social environment – a report of student opinions", (ERIC Document Reproduction Service No. ED 299 919)

Macionis, John J. (2000), "Society-The Basics ", 5th Edition, New Jersey Prentice Hall Inc.

Malhotra, Naresh K. (1999), "Marketing Research-An Applied Orientation", 3th Edition, Prentice Hall International, Inc.

McQuarrie, F.A. (1991), "Student perceptions of management education: a gender based analysis", Proceedings of the Administrative Sciences Association of Canada, Business Education Department, pp. 86-94.

Morgan,D. & McDowell, L. (1979), "Patterns of Residence", The Society for Research into Higher Education, Guildford, Surrey.

Moxley, L.S. (1999), "Student Affairs Research and Evaluation: An Inside View", New Directions For Student Services, No 85, Spring 1999, pp.11-22.

Murphy, S.D., Eddy, J. & Spaulding, D.J. (1997), "College Residence Halls Research Study: Student Perceptions of resident assistants, Fellow residents and Residence Hall Living", College Student Journal, v31, Mar 1997, pp. 110-114.

Norusis, Marija J. (1999), SPSS: Guide to Data Analysis, Upper Saddle River, New Jersey.

Oldfield, Brenda M. and Baron, Steve (2000), "Student perceptions of service quality in a UK university business and management faculty", Quality Assurance in Education, Volume 8, Number 2, 2000, pp. 85-95, MCB University Press.

Oswald, S.L., Turner, D.E., Snipes, R.L. and Butler,D. (1998), "Quality Determinants and Hospital Satisfaction", Marketing Health Services, Spring 1998, pp. 19.

Pace, R. (1990), "The Undergraduates – A report of their activities and progress in college in the 1980s". Los Angeles: Centre for the Study of Evaluation, University of California.

Palmer, A. (1994), "Principles of Service Marketing", McGraw-Hill, London.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L., "SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality", Journal of Retailing, Vol. 64, No. 1, 1988, pp. 12-40.

Pascarella, E. & Terenzini, P. (1991), "How college affects students", San Francisco: Jossey-Bass.

Piercy, N.F. "The effects of customer satisfaction measurement: the internal market versus the external market". Marketing Intelligence & Planning, Vol 14 No.4, 1990, pp. 9-15.

Seligman, R. (1969), "Measuring the institutional stance on matters of student conduct", Los Angeles: Centre for the Study of Evalution, (ERIC Document Reproduction Service No. ED 035 386).

Sheth, J.N., Newman, B.I. and Gross, B.L. (1991),"Why we buy what we buy, a theory of consumption values", Journal of Business Research, Vol. 22, pp. 159-70.

Smith, A.M. and Lewis, B.R. (1989), "Customer Care in Financial Service Organizations", International Journal of Bank Marketing, Vol. 7, No. 5, pp. 13-22.

Solomon, M.R. Surprenant, C., Czepiel, J.A. and Gutman, E.G. (1985), "A role theory perspective on dyadic interactions: the service encounter", Journal of Marketing, Vol. 49, No. 1, pp. 99-111.

Soutar, G. and McNeil, M. (1996), "Measuring service quality in a tertiary institution", Journal of Educational Administration, Vol. 34, No. 1, pp. 72-82.
SPSS Base 7.5 Applications Guide (1997), North Michigan Avenue: SPSS Inc.

Starr, A., Betz, E., and Menne, J. (1971), College student satisfaction questionnaire (CSSQ) manual, Ames, IA: Iowa State University.

Sudman, S & Blair,E. (1998). "Marketing Research-A problem solving approach". *McGraw Hill* Companies .Boston.

Tan, D.L. (1986), "The assessment of quality in higher education: a critical review of the literature and research", Research in Higher Education, Vol. 24, No. 3, pp. 223-65.

Tucker,R.B. (1991), "Ten Driving Forces of Change". *Canadian Manager*, Vol 16 no.2, pp.16-17.

Wilson, R.M.S. & Gilligan, C. (1992), *Strategic Marketing Management: planning implementation and control*, Oxford: Butterworth Heinemann.

Yang, C.C. (2003), "Establishment and applications of the integrated model of service quality measurement", Managing Service Quality, Vol. 13, No. 2, pp. 310-324.

Zeithaml, V.A., Parasuraman, A. and Berry, L.L. (1990), "Delivering Service Quality: Balancing Customer Perceptions and Expectations", Free Press, New York, NY.

CHAN LI LIN

EGE 99025

A STUDY OF STUDENTS' PERCEPTION ON SERVICES PROVIDED BY THE STUDENT AFFAIRS DEPARTMENT, UNIVERSITY OF MALAYA

CHAN LI LIN

EGE 99025

A STUDY OF STUDENTS' PERCEPTION ON SERVICES PROVIDED BY THE STUDENT AFFAIRS DEPARTMENT, UNIVERSITY OF MALAYA

CHAN LI LIN

EGE 99025

A STUDY OF STUDENTS' PERCEPTION ON SERVICES PROVIDED BY THE STUDENT AFFAIRS DEPARTMENT, UNIVERSITY OF MALAYA