

Student Satisfaction Level of Quality Services Workshop Facilities in Malaysia Community College

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Abstract: *Student satisfaction is one of the most important things in an educational institution. Students also the main pulse for operating a system of education. Therefore, every requirement needed by students to be taken due consideration by the management of educational institutions in order to produce students who are qualified, competent and able to compete not only in the local job market but also internationally. This study was conducted to examine the level of student satisfaction for the quality services workshop facilities for Electrical Installation Certificate Program (PSPE) Community College in the Ministry of Education Malaysia (MOE) located in Malacca and Negeri Sembilan. This study uses quantitative survey methodology involving 109 students Community College Certificate (SKK) who has taken a continuous mode of study in community college. The data will be obtained through questionnaires and analyzed using the Statistical Packages for Science Version 20.0 (SPSS V20). The results showed there was no significant relationship between the level of student satisfaction in doing the activity in the workshop with the quality of service of existing workshop facilities. This suggests that service quality is not predictors for satisfaction in doing the activity in the workshop.*

Keywords: Quality, Satisfaction, Workshop, Community college, Servqual

1. Introduction

Quality of facilities offered to the customers is the ability of employee knowledge and determination to deliver products or services to customers with the level of quality assurance and product safety features that high [6],[11]. Passages of time and seasons have influenced trends or design requirements and customer needs. There is another view that says the wants and needs of the customer is a subjective matter. However, the reliability of a product to the needs and preferences of the customer is a dimension that should be given priority in the supply of a product or service [5]. Based on previous researchers, there are several dimensions of service quality that have been submitted. Among these dimensions are Sasser, Parasuraman, Gronroos and Johnston [2]. In this study, the dimensions of service quality developed by Parasuraman the SERVQUAL instrument is applied in the construction of the effectiveness of this research. Parasuraman service quality model is divided into five components which are classified under the quality dimension. Five dimensions were tangibles, reliability, responsiveness, assurance and empathy [1].

2. Background of the Problem

Effectiveness of the teaching and learning process in the workshop is a key indicator that can accurately measure the success of high-quality talent for the country. Through Quinley [12] in the student satisfaction survey conducted in Yavapai College found that there is a proportional relationship between student satisfaction with the quality of teaching, infrastructure, support services and overall atmosphere of the college. This means that if the variables are in good condition, then the student satisfaction was high and if the opposite is the case then the student satisfaction is low. According to Royo [9] study concerning factors that influence students' examination results in the school find facilities quality engineering drawing workshop, to improve

the quality of test results for students in the subjects of engineering drawings. If seen in a study done by previous researchers, there are situations that indicate the quality of workshop facilities are in their grief. Royo [9] found that wood workshop dusty conditions and warm in the University Technology Malaysia has made students feel uncomfortable when doing practical work in the workshop. In addition, the noise produced by the machine in the wood workshop also affects the sense of hearing students. This is also supported by a study done by Nazri [3] where he found that student satisfaction only in a satisfactory condition in the aspects of safety management in the electrical workshop in Johor Bahru Polytechnic. From the above statement it can be concluded that the quality of the workshop facilities is important because it can affect a student's level of satisfaction [4]. High level of student satisfaction will reflect the good quality of an educational institution especially community colleges.

3. Statement of the Problem

Based on the back ground that means a lot, it was found that the main problem is the quality of the workshop facilities still lack skills training institutes be given appropriate attention. Past research also found that the quality of workshop facilities can affect a student's academic achievement [9]. Therefore, the study of the status of student satisfaction on the quality of facilities at community colleges should be conducted to determine the level of student satisfaction. The findings will help improve the related party or take further action to achieve the goal of providing a more comfortable workshop facility to increase student achievement in technical skills in particular electrical wiring.

4. Research Questions

In this study, analyze and raise a number of questions related to student satisfaction in the Community College of the

quality of existing facilities based on the five dimensions of SERVQUAL. Accordingly, there are a number of specific research questions as follows:

- (i) To what extent is the level of student satisfaction on the quality of service of existing workshop facilities based on the five dimensions of SERVQUAL?
- (ii) Is there a significant relationship between the levels of student satisfaction in doing the activity in the workshop with the quality of service of existing workshop facilities?

5. Customer Quality Model

Quality means a characteristic physical and non-physical nature that form the basis of an item or service or one of the differences in nature [10]. It means the quality is not only seen in physical form but if seen from the perspective of ISO 9000, the quality is the overall characteristics of an entity (products and services) to meet customer needs expressed or implied. Parasuraman [1] states the Service Quality Gap Model are shown in Figure 1. Through this model there are five gaps faced by an organization to meet customer expectations based on experience accessed by the customer.

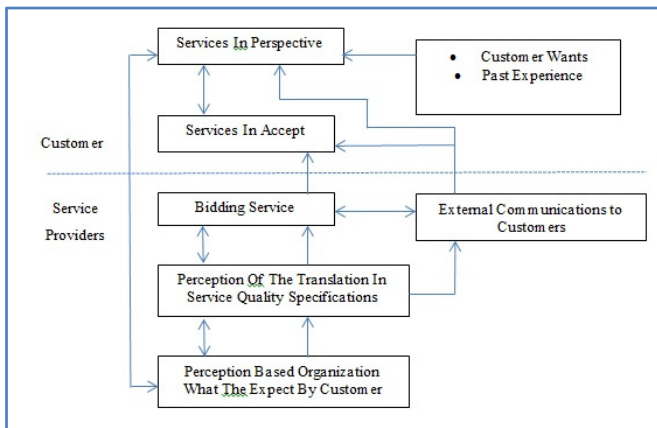


Figure 1: Service Quality Gap Model

6. Methodology

6.1 The selection of the respondent

The respondent consists of 109 students (n = 36, men; n = 73, female) community college selected sampling method of purpose if respondents from among certain students only. This sampling method is suitable for use in this study given the respondents you need would be from among the students who use the workshop facilities in the College.

6.2 Procedures for Data Collection

An official letter sent to the Director of Community College in order to obtain permission to conduct studies on the students of the college. With the approval of the Director of the College, researchers in collaboration with Quality Unit College set a date that is suitable for distributing questionnaires to students. Respondents are required to answer the questionnaire at that time and handed it back after the completion of answer. A questionnaire circulated to

respondents up to quite a number of respondents needed and when circulating them, researchers describe briefly the purpose of the study and how to answer the questionnaire

6.3 Instrument

SERVQUAL instrument [1] used to assess service quality workshop facilities that are available to the student's community college. SERVQUAL was chosen because it has been used extensively by researchers as an approach to measuring quality of service 4 based on a comparison between the expectations and experiences of respondents against a service. This instrument consists of 34 items to the expectations and 34 items also to experience divided into five dimensions. Respondents should indicate their consent for each statement on a scale of one to seven, where one labelled as 'very disagree' while seven labelled as 'very agree'. To determine the level of quality of service, the difference between a score of experience and the expected score will be taken where positive values for such differences show experience exceeding expectations which reflects good quality.

7. Finding

Of the 109 respondents, 67 percent (n = 73) were female while 33 percent (n = 36) are men aged between 17 to 19 years old (M = 18.62, SD = .51). Respondents are Malay is the most populous of 82 per cent (n = 97), followed by Chinese by 9.2 percent (n = 10) and people of India by 1.8 percent (n = 2). Meanwhile, respondents from among students of SMK 1 was the most populous of 66.1 per cent (n = 72), followed by SMK2 students at 22 per cent (n = 24) and students majoring in SMK3 at 11.9 per cent (n = 13).

7.1 Descriptive Analysis

Respondents' level of satisfaction in doing workshop activities is relatively high which is determined based on the mean value of 5.19 with a standard deviation of 1.63. For service quality workshop facilities, the overall mean score expectations exceeded were found to score experience that leads to a negative difference. This negative difference indicates that a service quality workshop facility in community college is somewhat low, but it depends on the negative value obtained. For the overall quality of service, the difference is score with a standard deviation of 1.03. For the quality of services according to dimensions, the largest negative value obtained by the dimension of reliability (M = -2.0, SD = 1.53), followed by the dimensions of the tangibles (M = 1.30, SD = 1.49), dimensions of empathy (M = -1.25, SD = RM1.47), dimensions of the assurance (M = -1.11, SD = 1.95) and dimensions of responsiveness (M = -.77, SD = 1.27).

7.2 Analysis of the Correlation

Pearson Product Moment Correlation coefficient is used to determine the relationship between the level of satisfaction of students in workshop activities with overall quality of service as well as the dimensions-dimensions of the quality of service. Correlation is determined by the relationship between the mean score for satisfaction mean score differences for the overall quality of services and each

dimension-dimension. Based on analysis, only one dimension only showed a significant positive relationship with students' level of satisfaction of the dimensions of the appearance. Therefore, H_2 accepted because there is a positive relationship between the level of satisfaction of students in workshop with service quality workshop facilities for the dimensions of the tangibles, $r(109) = .17$, $p < .05$. This finding suggests that the higher the score differences for the dimensions of the appearance then the higher the level of satisfaction of students in doing workshop activity in community college. Meanwhile, the dimensions of responsiveness also showed a significant relationship with the level of satisfaction of students, $r(109) = -.16$, $p < .05$. This correlation analysis also shows that there is a significant positive relationship between the level of student satisfaction with the overall quality of service, $r(109) = -.01$, $p > .05$; dimensions of reliability, $r(109) = .08$, $p > .05$; dimensions assurance, $r(109) = -.13$, $p > .05$; and dimensions of empathy, $r(109) = -.01$, $p > .05$. These findings led to the rejection of H_1 , H_3 , H_4 , H_5 and H_6 because there is no evidence for it.

8. Conclusion

Generally the findings of this study show that service quality workshop facilities in community college level low inferred from a score of negative differences between the score of experience and the expected score. Based on SERVQUAL Model, the level of service quality can be illustrated through the gap that exists between experience and expectations while the gap is explained by a score of six to six negative. The best service quality level access if the score difference is zero happens when the customer experience of the services received is equal to their expectations of the services provided. Difference scores indicate positive customer experience exceeds their expectations because service providers give more than what they were expecting. While the negative difference scores showed the customer did not receive services as they expect that reflects the quality of the service is at a level that low. Reverse the findings, found all the dimensions of quality of service shows a negative difference between -0.7 to -2.0. As has been explained, the greater the negative value for the score difference then increasingly low quality of service for a particular dimension. Therefore, as a whole although quality of community college workshop facilities is relatively low, but it would be fair because the downside is still small. However, service provider's workshop in community college can improve the quality of their services by improving several aspects especially the dimensions of reliability because the dimensions show the negative value of a relatively large compared to other dimensions. SERVQUAL Model states that service providers that have high reliability are able to implement the promised services accurately and not depend to other parties. Thus, to improve the quality of services for the dimensions, service providers workshop facilities in community college can improve some aspects as follows:

- Always provide the service as promised
- Always ready to tackle the problem of students related to workshop facilities

- Always ensure that all equipment and facilities ready for use on time

Although these findings do not support a lot of previous research, it's actually clear can help service providers workshop facilities in community college in identifying their strengths and weaknesses in the provision of such services to students. However, any improvements that can be done is not to increase the level of satisfaction of students on the other hand possible to other aspects such as recognition from top management or other reasons deemed appropriate by the service provider. Scope for study in the future, is in back up so that all elements that involve students in a college community in take about as instrument studies. For example curriculum, counselling and so on. This is important to ensure satisfaction students on a level good.

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