

**EVALUATION OF OSSC SERVICE QUALITY:  
A CASE STUDY OF INSANIAH  
UNIVERSITY COLLEGE**

**By**

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**2017/1438H**

## ABSTRACT

Services quality is very important to determining the level of customer expectation, perception, and satisfaction after they are using the products and services offered by the organizations. Good service quality can affect the customers' perception and satisfaction toward products and services that will help to improve the image and performance of an organization. But, failure to fulfill customers' expectation and satisfaction will lead to dissatisfaction and bad impression to the organization itself in the long term such as complaints and grievances. This is also affecting the reputation and image of an organization itself. The main purpose of this study is determining students' perception toward service quality at One Stop Student Centre (OSSC), INSANIAH University College. Three hundred and fifty one (351) respondents which are KUIN main campus students with active status participated in this survey. Questionnaires are being used in this survey and the analysis of finding analysis is based on descriptive statistics. The findings showed that five (5) dimension of service quality namely tangible, reliability, responsiveness, and empathy is moderate. Based on multiple regression analysis showed that the hypothesis  $H_1$  (Tangible),  $H_3$  (Responsiveness), and  $H_5$  (Empathy) is significant relationship with an overall service quality while  $H_2$  (Reliability) and  $H_4$  (Assurance) has no significant relationship with an overall service quality. So, these outcomes are very useful for OSSC management in planning their strategy to improving the services and reduce the weakness also give the best services to students.

**Keywords :** Student Perception and Satisfaction, Service Quality Dimension, Service Quality Model.

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