

MEASURING CUSTOMER SATISFACTION IN RESIDENTIAL COLLEGES, UNIVERSITY OF MELAKA

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ABSTRACT

Hostel are provided for students, i.e., customers have a place to relax and socialise with people who are close to them. The construction of hostels is very important in ensuring the comfort of customer facilities. Customer comfort is very important because when customers are comfortable, it will have an impact on UNIMEL's ability to attract new customers as well as provide customer satisfaction in the institution. Customer satisfaction plays a very important role in business because when a product or service can meet the needs and wants of the customer, the customer will repeat the purchase of the product. The data obtained were analysed using Statistical Package for Social Science (SPSS) Version 22 software. There are three independent variables studied by the researcher, namely the tangible dimension and reliability dimension. The researcher found that the results of the study showed only the tangible dimension has significant value and affects customer satisfaction in the residential college, while the reliability dimension does not affect customer satisfaction in the UNIMEL residential college. The tangible dimension is the one that most influences customer satisfaction with UNIMEL Residential College. The tangible dimension is the one that most influences customer satisfaction at UNIMEL Residential College, with a beta value of 0.345. Therefore, the researcher has submitted suggestions that can help UNIMEL improve the shortcomings found in the new residential college at UNIMEL. Therefore, the researcher has submitted suggestions that can help UNIMEL improve the shortcomings found in the new residential college at UNIMEL.

Keywords: Customer Satisfaction, Residential College, Customer

MENGUKUR KEPUASAN PELANGGAN DALAM KOLEJ KEDIAMAN UNIVERSITI MELAKA

ABSTRAK

Asrama disediakan untuk pelajar iaitu pelanggan mempunyai tempat untuk merehatkan diri dan bersosial dengan orang yang berada berdekatan dengan mereka. Pembinaan asrama amat penting dalam memastikan keselesaan fasiliti pelanggan dipenuhi. Keselesaan pelanggan amat penting kerana apabila pelanggan selesa, ia akan memberi impak kepada pihak Universiti Melaka (UNIMEL) untuk menarik pelanggan baharu sekaligus memberikan kepuasan pelanggan dalam Institusi. Kepuasan pelanggan memainkan peranan sangat penting dalam perniagaan kerana apabila produk atau perkhidmatan dapat memenuhi keperluan dan kehendak pelanggan, pelanggan akan mengulangi pembelian produk berkenaan. Data-data yang diperolehi telah dianalisis menggunakan perisian Statistical Package for Social Science (SPSS Versi 22). Terdapat dua pembolehubah tidak bersandar yang dikaji oleh pengkaji iaitu dimensi nyata dan dimensi kebolehpercayaan. Pengkaji mendapati hasil dapatan kajian menunjukkan hanya dimensi nyata mempunyai nilai yang signifikan dan mempengaruhi kepuasan pelanggan di Kolej Kediaman manakala dimensi kebolehpercayaan tidak mempengaruhi kepuasan pelanggan di Kolej Kediaman UNIMEL. Dimensi nyata adalah yang paling mempengaruhi kepuasan pelanggan terhadap Kolej Kediaman Unimel dengan nilai beta paling tinggi iaitu 0.345. Oleh itu, pengkaji telah mengemukakan cadangan-cadangan yang dapat membantu pihak UNIMEL untuk penambahbaikan kekurangan yang terdapat di Kolej Kediaman baharu di UNIMEL.

Kata Kunci: *Kepuasan Pelanggan, Kolej Kediaman, Pelanggan*

INTRODUCTION

Universiti Melaka (UNIMEL), whose previous name was Kolej Universiti Islam Melaka (KUIM), was established in 1994 as a private university college and is fully owned by the Melaka State Government established under the IPTS Act of 1996. Its official establishment on July 1, 2009, as a university college also proves the commitment of the state government to developing an educational agenda and achieving excellence in knowledge. On April 8, 2021, KUIM was upgraded to a full university. Residential college are built with some formal institutions or features and where customers have access to university recreation facilities (Khozaei, Ayub, Hassan & Khozaei, 2010). Residential college are provided for customers, i.e., customers have a place to relax and socialise with people who are close to them. Hostel construction is very important in ensuring customer comfort is met. Customer comfort is very important because when customers are comfortable, it will have an impact on UNIMEL's ability to attract new customers.

A customer is an individual or business that buys another company's goods or services. Customers are important because they drive revenue, and without them, a business cannot continue to exist. All businesses compete with other companies to attract customers, either by aggressively advertising their products, by lowering prices to expand their customer base, or by developing unique products and experiences that customers love.

The definition of satisfaction given by Anwar & Abdullah (2021) is "a person's experience of happiness as a result of comparing certain services or products, or even transition". Customer satisfaction plays an important role in business. This is because when a product or service can meet the needs and wants of the customer, the customer will likely repeat the purchase of the item involved. In the context at UNIMEL, customers are people to whom UNIMEL needs to pay attention in meeting the needs and wants of customers. The customer will repeat the purchase, which means there will be other customers who will use the service provided and who will always influence others to buy the service provided.

Good influence from UNIMEL customers can attract more customers to continue customer service at UNIMEL. The concept of "positive word of mouth" or "word of mouth" can have a positive effect on UNIMEL because it can increase the number of the company's customers and can achieve the vision and mission formed. (Sir, N. M. 2012).

PROBLEM STATEMENT

One of the main problems for this new residential college is that there are customers who talk about dissatisfaction with the facilities provided. This statement is supported by Reduan and Haryati (2018), who state that the facilities provided have not yet reached a satisfactory level and need to be considered. In fact, this problem is supported in a report by the Ministry of Higher Education Malaysia (2012) related to issues and problems in the development of customer facilities in residential colleges, namely:

- i. Aspects of the customer's physical space: not meeting the standards of the economic planning unit;
- ii. Aspects of the room's basic amenities: declining quantity and quality of amenities;
- iii. Aspects of support facilities: the support facilities provided cannot help the customer's development aspect;
- iv. Aspects of facilities for disabled customers: not meeting national and international standards;
- v. Aspects of administrative facilities: the need for complex facilities and administrative space that conforms to standards. Further research related to the issue of discomfort is also raised on individual websites and electronic media statements.

By distributing simple, randomly selected questionnaires to customers that included two questions about customer satisfaction with the services provided at the residential college in UNIMEL along with recommendations, the researcher has conducted a study to further strengthen the statement of the stated problem. The researcher has conducted study on customer satisfaction based on the research that has been done to support the assertion of this problem. According to the report, 60.9%, or 65 customer, are dissatisfied with the services offered, and vice versa. Numerous guests expressed dissatisfaction, citing the hot room's circumstances as well as the fact that the placement price was excessively high and inappropriate for the state of the room that could hold four people. Customers have also complained that UNIMEL treats them like inmates at a boarding school. Because the given trash cans are too small to hold the available rubbish, the degree of sanitation in the residential college area is likewise subpar.

The researcher also received complaints from customers that the level of cleanliness found in residential colleges is not very good in terms of cleanliness. This statement is supported by (Nuzul Akhtar Baharudin, Siti Khadijah Rusli & Suhaila Nadzri, 2017). BKPM is entrusted to provide quality services to customers, especially in the aspects of safety, cleanliness, provision of infrastructure and conducive housing, staff service to customers, and BKPM's responsibility in solving problems in residential colleges. The level of cleanliness of the food found in the residential college is not very clean, according to the information shared by the respondents who live in the residential college.

According to statistics on July 13, 2019, food poisoning cases showed an increase of 23.69%, which is 401 cases to 496 compared to last year, where a total of 16 incidents occurred in educational institutions. The problem of food poisoning will affect the customer's learning because it will disrupt his or her attendance. According to Nariza Mat and Yusof Boon (2010), residential colleges are the perfect place to shape the development of customers toward achieving educational goals.

Customer comfort is very important in a residential college because if the customer is comfortable, it will affect the customer's results in the exam. In addition, comfort can also provide privacy to and can improve the quality of life of customers while in residential college. The part of the customer's room that accommodates four people in the room does not provide comfort to the customer. In addition to hygiene problems, theft cases are also a problem that can be seen in residential colleges, according to Lindner, Savic, Sitnikov, Budhiraja, Liu, Jokinen, Tiihonen, and Hodgins (2016), who also explain the diagnosis for problematic behaviour is indexed with behaviour patterns that are antisocial, including breaking the rules and norms of society, bullying, theft, and physical assault during childhood and adolescence. The negative problems experienced by this customer will affect the customer in academics and the customer's own personality.

This problem of theft will be followed by other customers if strict action is not taken against the customer. Even with one access card and one room key, the problem of theft will still occur due to customer carelessness. This study was conducted to examine customer satisfaction with the safety,

cleanliness, and infrastructure facilities available at customer residential colleges in UNIMEL. This study can help UNIMEL make improvements to the services provided in residential colleges.

OBJECTIVE

Based on the problems that have been described, this study aims to:

- i To identify the relationship between the tangible dimensions of the residential college and customer satisfaction at the University of Melaka.
- ii. To identify the relationship between the dimensions of reliability at the residential college and customer satisfaction at the University of Melaka.
- iii. To identify the most dominant reliability of the residential college at the University of Melaka.

PREVIOUS STUDIES

The Kamus Dewan Fourth Edition has explained that a dormitory is a residential building for certain groups such as school students, students, nurses, and others. Dormitories can be said to be a place for customers to relax and a place for them to study other than in the classroom. Accommodation includes not only a place to live but the entire place of learning, accommodation, and socialization. The development of a customer is influenced by the objectives of the educational institution, the size of the dormitory, the faculty and administration of the educational institution, and the culture that is formed or practised among the customers (A.B. Nuzul, K.R. Siti, and N. Suhaila, 2017).

Customer satisfaction is an important element in determining the quality of products and services provided by an institution. According to Che Azemi & Mat Hassan (2010) and Reduan & Haryati (2017), in theory, the level of customer satisfaction with the facilities and services provided by educational institutions can be met when needs and wants are met appropriately. In addition, customer satisfaction is a business philosophy demonstrating the ability and responsibility of meeting the needs of customers, predicting and managing their prospects, and emphasizing the significance of making value for them (Lager, 2018). Customer satisfaction is very important in institutions of higher learning because, through it, the institution can attract customers to study there, and the level of satisfaction can identify whether the facilities and services provided by UNIMEL meet the customer's needs or not.

While most research related to customer satisfaction is focused on the customer's perspective, the problem of producing a typical explanation for customer satisfaction is faced by most researchers, thus providing a need for customer satisfaction theory to be selected and adapted in order to explain the meaning of customer satisfaction (Omar, Mat, & Imhemed, 2012; Khairi & Ahmed, 2017). Through the following statements, most researchers state that customer satisfaction depends on how the staff handle and manage customer problems.

Tangibles are defined as "the appearance of physical facilities, equipment, personnel, and communication materials" (Sabir et al. 2021), Physical appearance is the appearance of the equipment, the appearance of the personnel, and the look of the building and renovation. In the tangible dimension refers to the assessment of the organization's ability and maintaining the component (Kotler, Ang, Leong & Tan, 2008 and Dina & Suhartiningsih 2018). The researcher can see the customer's satisfaction with the service provided, whether it is fast or slow in handling the problem, and how the service is provided to the customer. (Jayaraman, et al, 2010 & Ariff, S, J., Muhammad, A, B., and Shishi, K, P., 2016) defined that significant factors that can give appearance to the company are representative facilities, equipment and communication. The authors state that there is a positive and more significant correlation with customer satisfaction. The statement given shows whether the equipment found in the residential college or the equipment used by the staff to handle customers in the residential college is sufficient or not.

Reliability analysis is an important predictor of customer outcomes, such as customer satisfaction, as supported by Parasuraman et al. 1988; Berry et al. (1985; Zeithaml et al. (1990); and Azman et al. (2017). Through the statement given, it shows customer satisfaction. (Salman et al., 2011, and Ariff, Muhammad, and Shishi, 2016) argue that the level of reliability of a service is based on the expected standards and promises by the service provider. This statement can help support the level of

customer trust in the staff or services provided at the residential college. This is because customer information is private, and UNIMEL needs to take good care of that information. Through the dimension of reliability, we can get a good view of the management found in residential colleges. The management of the cleanliness section inside the residential college or outside the residential college can help customers in ensuring cleanliness is always under strict control.

METHODOLOGY

Research methodology is an important part that is used to ensure that research is carried out using authentic methods and procedures. In addition, research methodology is also used to achieve the objective of a study based on valid and reliable data. Research methodology is a technique for collecting and analysing data in order to produce evidence that can support a study. Methodology describes how a problem is studied and why certain methods and techniques are used. The purpose of the methodology of this study is to help the researcher understand in more detail the methods used to obtain the information related to the study.

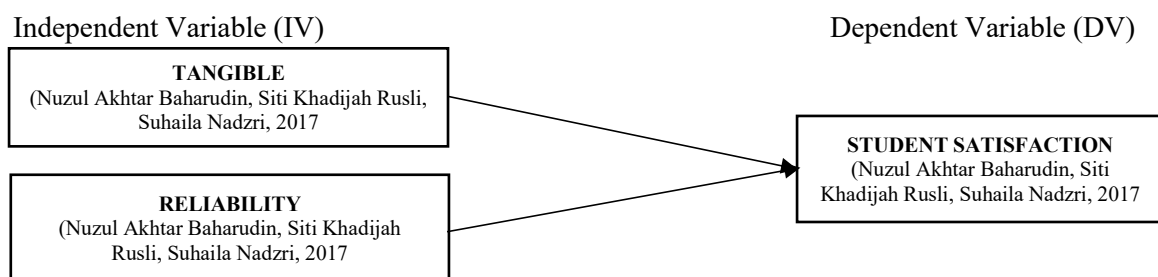


Figure 1.1 Study Concept Framework

This study used reliability analysis, validity analysis, and multiple regression analysis. The researcher used a simple random sampling method because this study was carried out at UNIMEL and focused on all customers at UNIMEL. This study was conducted to see the relationship between tangible dimensions and reliability of customer satisfaction at the Residential College at UNIMEL.

The researcher used a questionnaire to collect data from the respondents by having them answer the given questionnaire. Through the questions given, the researcher can see the results chosen by the respondents. Researchers use quantitative regression methods to obtain what they want. This method is done in order to collect data that will be analysed to achieve the objectives of the study. This questionnaire has 5 parts, which are: Part A, which refers to the demographics of the respondents; Part B, which refers to the tangible dimension; Part C, which refers to the reliability dimension question; and Part D, which is a question related to customer satisfaction. Each item in the questionnaire will be measured using a five-level likert scale for respondents to indicate their level of agreement with the given statement, where 1 indicates strongly disagree and 5 indicates strongly agree.

Table 1: Distribution Of Questionnaire Questions

Aspect	Number of Questions
Section A: Respondent Demographic Information (Mohd Reduan Buyung, Haryati Shafii, 2018)	6
Section B: Tangible Demension (Nuzul Akhtar Baharudin, Siti Khadijah Rusli, Suhaila Nadzri, 2017 & Khyati Shetty Datta and Julie Vardhan 2017)	5
Section C: Dimensions of Reliability (Nuzul Akhtar Baharudin, Siti Khadijah Rusli, Suhaila Nadzri, 2017 & Khyati Shetty Datta and Julie Vardhan 2017)	5
Section D: Level of Customer Satisfaction (Nuzul Akhtar Baharudin, Siti Khadijah Rusli, Suhaila Nadzri, 2017)	5

The number of customers available at UNIMEL is 3349. The researcher's focus is on all customers at UNIMEL. There are 7 faculties at UNIMEL, namely the *Fakulti Keilmuan Islam (FKI)*,

Fakulti Inovasi Perniagaan Dan Teknologi (FIPT), Fakulti Sains Sosial (FSS), Fakulti Pengurusan Hospitaliti dan Pelancongan (FPH), Fakulti Undang-Undang Governan Dan Hubungan Antarabangsa (FUG), Fakulti Kejururawatan Dan Sains Kesihatan (FKSK), Fakulti Teknologi Maklumat dan Media Digital (FTMD), Fakulti Bahasa Dan Pendidikan (FBP). The researcher will distribute the questionnaire by using a 'google form' and will distribute it to customers who are selected at random, a total of 74 people. Survey questions on the level of customer satisfaction with the residential college will be given randomly. The determinant of the sample size in this study is based on the formula of Tabachnick and Fidell (2013), which is $N > 50 + 8m$. The total number of independent variables in this study is 2.

$$N > 50 + 8m$$

$$N = \text{sampel}$$

$$M = \text{number of variables}$$

$$N > 50 + 8(2) = 67$$

Therefore, in total, the researcher will select a total of 74 respondents randomly for this study.

DATA ANALYSIS AND RESEARCH RESULTS

Descriptive Analysis

In this study, a total of 74 customers who used UNIMEL's new dormitory facilities were involved. The majority of the respondents who were involved were female: 62 (83.8%), while the male respondents were only 12 (16.2%) who were involved were female: 62 (83.8%), while the male respondents were only 12 (16.2%). According to age, the majority of respondents in this study were 64 respondents, ie (86.5%) aged 19 to 21 years, which is the highest percentage. Then followed respondents aged 22-24 years, totaling 9 people (12.2%), and respondents aged 25-27 years, totaling only one (1.4%).

Table 2: Descriptive Analysis

DEMOGRAPHICS		NUMBER (N)	PERCENTAGE (%)
GENDER	Men	62	83.8
	Female	12	16.2
AGE	19 years to 21 years	64	86.5
	22 years to 24 years	9	12.2
	25 years to 27 years	1	1.4
NATION	Malay	74	100.0
RELIGION	Islam	74	100.0
RESIDENTIAL BLOCK	Ummu Salamah	37	50.0
	Ummu Habibah	5	6.8
	Zainab	16	21.6
	Hafsah	4	5.4
	Bukhari	12	16.2
TOTAL		74	100

All of the respondents who answered this questionnaire were 100% Malay, totaling 74 people. The majority of respondents who answered the questionnaire were Muslims, with a total of 74 respondents, and we recorded 100%. Respondents who live in the residential block found in UNIMEL are divided into two parts: the block for male customers and the block for female customers. As for the frequency of blocks for female customers, Ummu Salamah has 37 people (50%) while respondents who live in Ummu Habibah have 7 people (6.8%). Next, in Zainab's residential block, it showed a frequency of 16 respondents (21.6%), and Hafsah's block recorded a frequency of 4 people

(5.4%), which is the least number of respondents who answered. There is only one male block that is used, which is Bukhari's block, which recorded a total of 12 people (16.2%). The highest frequency in answering this questionnaire was in Ummu Salamah's residential block, which were 37 people.

Table 3: Correlation Analysis

		Satisfaction (DV)	Tangible (IV1)	Reliability (IV2)	
DV	Korelasi Pearson	1	.711**	.739**	.804**
	Sig. (2-tailed)		.000	.000	.000
	N	74	74	74	74
IV 1	Korelasi Pearson	.711**	1	.498**	.584**
	Sig. (2-tailed)	.000		.000	.000
	N	74	74	74	74
IV2	Korelasi Pearson	.739**	.498**	1	.862**
	Sig. (2-tailed)	.000	.000		.000
	N	74	74	74	74
IV3	Korelasi Pearson	.804**	.584**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	74	74	74	74

The most significant independent variable is the one that refers to the customer satisfaction, which recorded the highest value of 0.804 among all independent variables. This happens because the customer is confident and trusts the service received from the staff at UNIMEL.

Table 4 : Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	.618	.999		
Dimensi Nyata	.345	.070	.367	4.920	.000
Dimensi Kebolehpercayaan	.172	.109	.188	1.577	.119

The tangible dimension is the factor that most influences customer satisfaction at the Residential College at UNIMEL. This has been proven by the results of the study, which show that the beta value for the tangible dimension has the highest value of 0.345, while the reliability dimension has a result of 0.172, indicating that it does not affect the dependent variable.

Therefore, the tangible dimension shows a significant relationship with customer satisfaction because the significance value is less than 0.05, but the reliability dimension does not show a significant relationship with customer satisfaction because the significant value is greater than 0.05. Through the results of this study, the researcher has shown that the dimension that most affects customer satisfaction with the Residential College at UNIMEL is the tangible dimension, with a beta value of 0.345, while reliability shows a beta value of 0.172.

SUMMARY AND RECOMMENDATION

Overall, through this study, it was found that the findings show the tangible dimension that most affects customer satisfaction towards the Residential College at UNIMEL shows the highest beta value of 0.345, while the reliability dimension shows a beta value of 0.172. Next, through regression analysis is to determine whether the hypothesis is accepted or not if the significant value is less than

0.05 and will be accepted as a null hypothesis. Through this study, the researcher found that the results show that only the tangible dimension has a significant value and affects customer satisfaction at the Residential College at UNIMEL, while the reliability dimension does not affect customer satisfaction at the Residential College at UNIMEL.

The researcher found that the tangible dimension can be categorised as having a strong influence on the level of customer satisfaction with the residential college at UNIMEL. This study is proven by previous studies stated by Jayaraman et al. (2010) and Ariff, Muhammad, and Shishi (2016), which state that significant factors that can give an appearance to the company are representative facilities, equipment, and important communication in the college residence because it can help if there is any chaos or an unexpected problem.

However, there is one independent variable that does not affect customer satisfaction with the residential college at UNIMEL, which is the reliability dimension. This study has been supported by Fadilah M., N., Safura A., S., and Khairuddin K. (2014), which shows the lowest mean score, is reliability, as much as 3.10. This may be because the reliability features offered are less than the existential or real factors such as punctuality of arrival, systematic customer service, and fast and smooth service.

To help customers achieve their level of satisfaction with the residential college, UNIMEL needs to provide complete facilities. For example, providing enough fans for each room in the residential college. In addition, additions to the infrastructure for customer facilities such as laundry rooms, areas to hang clothes, walkways from the residential college to the main building of UNIMEL, and most importantly, UNIMEL needs to provide a suggestion box for customers to express their opinions to UNIMEL.

In addition, UNIMEL needs to ensure the safety of customers at the residential college is maintained and their privacy is also guaranteed by UNIMEL. The stated security is in terms of closed circuit cameras that can ensure security and increase security to the customer's room which is a privacy space for them and make sure there is a fire extinguisher at each door of the customer's room, because if there is a sudden fire the customer can control the situation by using the fire extinguisher. Hopefully UNIMEL can take care of the welfare of customers while they are in residential college.

Next, good service from UNIMEL staff can give satisfaction to customers because they feel the staff respects and understands their feelings. For example, everything related to the staff's treatment of customers should only be done by the staff; for example, a fellow in a residential college cannot give relief to the exco in a residential college to give relief to a customer if the customer is not in the room. Apart from that, make sure that the promise given to the customer is fulfilled, such as fulfilling the infrastructure in terms of giving free wifi at every level because the coverage in the residential college area is bad and it has an impact on the customer's ability to do the assignment given by the lecturer.

Finally, the researcher requests that UNIMEL focus on every proposal to repair the deficiencies found in the residential college so that the payment given is commensurate with the equipment or infrastructure as well as the area inside the residential college. This study has provided clues to several areas of further research that can be carried out in the future. The same study can also be done to identify other variables that may be related to the level of customer satisfaction, such as responsiveness and attentiveness.

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