



UNIVERSITI PUTRA MALAYSIA

***INTERNATIONAL STUDENTS' EXPERIENCES OF HOSPITALITY
SERVICE IN MALAYSIAN RESEARCH UNIVERSITIES***

SITI NURHIDAYAAH BINTI TUKIMIN

FEP 2016 38



**INTERNATIONAL STUDENTS' EXPERIENCES OF HOSPITALITY SERVICE
IN MALAYSIAN RESEARCH UNIVERSITIES**

By

SITI NURHIDAYAAH BINTI TUKIMIN

**Thesis Submitted to the School of Graduated Studies,
Universiti Putra Malaysia, in Fulfilment of the
Requirements for the Degree of Master of Science**

May 2016

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

**INTERNATIONAL STUDENTS' EXPERIENCES OF HOSPITALITY SERVICE
IN MALAYSIAN RESEARCH UNIVERSITIES**

By

SITI NURHIDAYAAH BINTI TUKIMIN

May 2016

Chairman : Mass Hareeza Ali, PhD
Faculty : Economics and Management

This study aims to determine the relationship between hospitality service delivery dimensions and international students' satisfaction where it focuses on the services provided by faculty and hostel. This research is able to enlarge the body of knowledge in the service management by exploring the international students' experience in the context of service delivery. The services consist of service quality dimensions (tangible, reliability, responsiveness, assurance and empathy) and servicescape dimensions (ambient condition, space/function and sign, symbol and artifact).

Quantitative method has been used to gather the data. The data collection has been done through distributing questionnaires towards international students using convenience sampling technique. The questionnaires were distributed in three Malaysian research universities in Klang Valley namely Universiti Putra Malaysia, Universiti Kebangsaan Malaysia and Universiti Malaya. A total of 400 questionnaires were distributed with 383 respondents participated in this research.

The hospitality services delivery dimensions were tested for its reliability strength and the results showed that all dimensions were highly reliable. Factor analysis and multiple regressions were conducted to analyze the data and to test the hypotheses. Multiple regressions were used to achieve both first and second objectives which were to determine the relationship amongst hospitality service delivery (service quality and servicescape) and international students' satisfaction. The regression result for faculty services showed that tangible, empathy and responsiveness dimensions of service quality were the major component that influenced the students' satisfaction while space and function of servicescape dimensions were the major component that influenced the students' satisfaction.

Meanwhile, the regression result for hostel services showed that reliability and empathy dimensions of service quality were seen to be the greatest influence on students' satisfaction. Ambient and sign, symbol and artefact dimensions of servicescape for hostel service were represented to be the main variables that influenced students' satisfaction.

Finally, descriptive statistic which involved frequency distribution was used to achieve the third objective which was to measure the level of satisfaction towards hospitality service delivery. The result showed that only 25.1% international students were highly satisfied with the hospitality service delivery, 36.6% respondents were low level of satisfaction and the remaining 38.4% of the respondents were in a medium level of satisfaction.

These findings were aimed to guide the Ministry of Higher Education to tackle several problems faced by these institutions. Thus, it can assist them in delivering better services towards the students in order to achieve the main objective of Malaysia higher education which is to attract more international students to study in Malaysia by the year 2020 (MOHE, 2011).

Abstrak tesis yang dikemukakan kepada Senate of Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**PENGALAMAN PELAJAR ANTARABANGSA TERHADAP PERKHIDMATAN
HOSPITALITI DI UNIVERSITI PENYELIDIKAN MALAYSIA**

Oleh

SITI NURHIDAYAAH BINTI TUKIMIN

Mei 2016

Pengerusi : Mass Hareeza Ali, PhD
Fakulti : Ekonomi dan Pengurusan

Kajian ini bertujuan untuk menentukan hubungan antara dimensi perkhidmatan hospitaliti penghantaran dan kepuasan pelajar antarabangsa di mana kajian ini memberikan tumpuan kepada perkhidmatan yang disediakan oleh fakulti dan asrama. Penyelidikan ini mampu untuk meluaskan pengetahuan dalam pengurusan perkhidmatan dengan meneroka pengalaman pelajar antarabangsa dalam konteks penyampaian perkhidmatan. Penyampaian perkhidmatan adalah terdiri daripada dimensi kualiti perkhidmatan (ketara, kebolehpercayaan, responsif, jaminan dan empati) dan dimensi servicescape (keadaan ambien, ruang / fungsi dan tanda, simbol dan artifak).

Kaedah kuantitatif telah digunakan untuk mengumpul data. Pengumpulan data telah dilakukan melalui mengedarkan soal selidik kepada pelajar antarabangsa yang menggunakan persampelan rawak mudah. Soal selidik telah diedarkan di tiga universiti penyelidikan Malaysia di Lembah Klang iaitu Universiti Putra Malaysia, Universiti Kebangsaan Malaysia dan Universiti Malaya. Sebanyak 400 soal selidik telah diedarkan dengan 383 responden terlibat dalam kajian ini.

Perkhidmatan hospitaliti dimensi telah diuji dari segi kekuatan kebolehpercayaan dan hasilnya menunjukkan bahawa semua dimensi adalah sangat dipercayai. Analisis faktor dan regresi berganda telah dijalankan untuk menganalisis data dan menguji hipotesis. Analisis regresi berganda telah digunakan untuk mencapai objektif pertama dan kedua yang bertujuan untuk menentukan hubungan antara penyampaian perkhidmatan hospitaliti (kualiti perkhidmatan dan servicescape) dan kepuasan pelajar antarabangsa. Hasil regresi untuk perkhidmatan di fakulti menunjukkan bahawa dimensi nyata, empati dan responsif dimensi di dalam kualiti perkhidmatan adalah komponen utama yang mempengaruhi kepuasan pelajar manakala dimensi ruang dan fungsi servicescape adalah faktor utama dalam mempengaruhi kepuasan pelajar.

Sementara itu, hasil regresi bagi perkhidmatan asrama menunjukkan bahawa dimensi kebolehpercayaan dan empati dalam kualiti perkhidmatan telah dilihat sebagai pengaruh yang paling besar terhadap kepuasan pelajar. Ambien dan tanda, simbol dan artefak dalam servicescape pula merupakan komponen yang paling besar mempengaruhi kepuasan pelajar.

Akhirnya, Statistik deskriptif kekerapan telah digunakan untuk mencapai objektif ketiga dalam menentukan tahap kepuasan terhadap penyampaian perkhidmatan hospitaliti. Hasil kajian menunjukkan bahawa hanya 25.1% pelajar antarabangsa yang sangat berpuas hati dengan penyampaian perkhidmatan hospitaliti, 36.6% responden mempunyai kepuasan rendah dan baki 38.4% daripada responden berada pada paras yang sederhana kepuasan.

Dapatan kajian juga boleh memberi bimbingan kepada Kementerian Pelajaran Tinggi Malaysia dalam mengatasi masalah yang dihadapi oleh institusi-institusi dalam menyampaikan perkhidmatan yang lebih baik kepada pelajar antarabangsa disamping untuk mencapai matlamat pendidikan tinggi Malaysia iaitu untuk menarik lebih ramai pelajar antarabangsa untuk belajar di Malaysia menjelang tahun 2020 (MOHE, 2011).

ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah S.W.T for all HIS blessing and mercy by always giving me the courage and strength to accomplish this piece of work. All glory to HIM and to our beloved Prophet Muhammad S.A.W peace and blessings of Allah S.W.T upon HIS family and companions.

First of all, I would like to take this opportunity to extend my sincere gratitude and deepest appreciation to my dearest family, especially to both parents as well as my beloved siblings for their unconditional love and support as they have given me tremendous encouragement and moral support to finish my Master's program in Universiti Putra Malaysia. My warmest thanks to my fiancé for his patience, encouragement, understanding and love as fully supported me during times of excitement and moment of disappointment.

This study would not have been possible without valuable assistance and guidance from many individuals and members. Especially to the members of the supervisory committee, Dr. Mass Hareeza Ali and Dr. Abdul Rashid bin Abdullah for their guidance, patience and support throughout the course of the study. I am deeply indebted to Dr. Mass Hareeza Ali, chairperson of the supervisory committee who always has time to provide positive direction and constantly reminds me of the light at the end of the tunnel. She has kindly offered her knowledge and experience, provides constructive feedback that helps me shape a feasible research topic and kept me focused. Thank you from the bottom of my heart.

Finally, I would like to thank all my lecturers and postgraduate friends at Universiti Putra Malaysia for their assistance, advises, motivations and supports in my research and writing efforts throughout the duration of my study.



© COPYRIGHT UPM

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Mass Hareeza Ali, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Abdul Rashid Abdullah, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

BUJANG BIN KIM HUAT, PHD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- This thesis is my original work;
- Quotations, illustrations and citations have been duly referenced;
- This thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- Intellectual property from the thesis and copyright of the thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- Written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- There is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (revision 2012-2013) and the Universiti Putra Malaysia (research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: Siti Nurhidayaah Binti Tukimin (GS39028)

Declaration by members of Supervisory Committee

This is to confirm that:

- The research conducted and the writing of this thesis was under our supervision;
- Supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (revision 2012-2013) are adhered to.

Signature: _____

Name of
Chairman of
Supervisory
Committee:

Mass Hareeza Ali, PhD

Signature: _____

Name of
Member of
Supervisory
Committee:

Abdul Rashid Abdullah, PhD

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER	
1 INTRODUCTION	
1.1 Introduction	1
1.2 Education in Malaysia	1
1.3 Service Quality in Higher Education	2
1.4 Research Universities (RUs) in Malaysia	2
1.5 The Definition of Hospitality	3
1.6 International Students Statistic in Malaysia	3
1.7 Problem Statement	4
1.8 Objectives	6
1.9 Research Questions	6
1.10 Definition of Terms	6
1.10.1 Service Quality	6
1.10.2 The Dimensions of Service Quality	7
1.10.3 Servicescape	7
1.10.4 The Dimension of Servicescape	7
1.11 Satisfaction	7
1.12 Chapter Summary	8
2 LITERATURE REVIEW	
2.1 Introduction	9
2.2 Services Industry in Malaysia	9
2.3 Students of Higher Education	10
2.4 International Service Quality in Higher Education	11
2.5 Service Quality Model	13
2.5.1 Determinants of Service Quality	14
2.5.1.1 Tangible	15
2.5.1.2 Reliability	15
2.5.1.3 Responsiveness	16
2.5.1.4 Assurance	16
2.5.1.5 Empathy	16
2.6 Servicescape Dimensions	17
2.7 Hospitality Service Delivery	19
2.8 The Relationship between Service Quality and Satisfaction	20
2.9 Gaps in Literature Review	21
2.10 Theory of Satisfaction	22
2.11 Theoretical Framework	23
2.11.1 The Proposed Conceptual Model	24

2.12	Hypothesis Development	26
2.12.1	Dimension of Service Quality	26
2.12.2	Dimensions of Servicescape	29
2.13	Chapter Summary	32
3	RESEARCH METHODOLOGY	
3.1	Introduction	33
3.2	Research Design	33
3.3	Research Setting	33
3.4	Sampling Design	34
3.4.1	Population and Sample	35
3.4.2	Sample Size	36
3.5	Sampling Technique	37
3.6	Research Instruments	38
3.7	Instrument Development	38
3.8	Pilot Study	42
3.9	Data Analysis	43
3.9.1	Factor Analysis	45
3.9.2	Regression Analysis	45
3.10	Reliability and Validity Analysis	45
3.11	Chapter Summary	46
4	ANALYSIS AND RESULT	
4.1	Introduction	47
4.2	Response rate	47
4.3	Respondents' characteristics Descriptive Analysis	48
4.4	Reliability Analysis	51
4.5	Validity analysis	52
4.6	Multiple Regression Analysis	59
4.7	Level of Satisfaction	64
4.8	Chapter Summary	64
5	DISCUSSION AND CONCLUSIONS	
5.1	Introduction	65
5.2	Summary of Findings and Results	65
5.3	Implications of the Research	70
5.4	Limitation and Challenges of Study	70
5.5	Suggestions for the Future Research	71
	REFERERENCES	72
	APPENDICES	87
	BIODATA OF STUDENT	109
	LIST OF PUBLICATIONS	110

LIST OF TABLES

Table		Page
1.1	The Criteria of Research University	2
1.2	Postgraduate International Students Enrolment in Year 2009-2013	3
1.3	International Student Enrolment in Year 2010-2014	4
1.4	Projected International Students at Malaysian Higher Education Institutions (2009-2020)	4
2.1	Projected International Students at Malaysian Higher Education Institutions (2009-2020)	11
2.2	Dimensions of Servicescape	18
3.1	Postgraduate International Students Enrollment in Year 2009-2013	34
3.2	International Students Enrolment in Year 2010-2014	36
3.3	Table for Determining Sample Size from a given population	37
3.4	Scale Items and Source for Service Quality	39
3.5	Scale Items and Source for Servicescape	41
3.6	Scale items and source of Satisfaction	41
3.7	Coefficient Alpha on Variables ($n=34$)	43
3.8	Summary of techniques of Data Analysis employed in the current study	44
4.1	Response Rate	47
4.2	Respondents' Demographic Profile	49
4.3	Coefficient Alpha ($n=383$)	51
4.4	Summary KMO and Bartlett's Test	52
4.5	Rotated Component Matrix of Service Quality: Faculty Facilities	53
4.6	Rotated component Matrix of Servicescape: Faculty Facility	55
4.7	Rotated Component Matrix of Service Quality: Hostel Facilities	56
4.8	Rotated Component Matrix of Servicescape: Hostel Facilities	58
4.9	Regression Analysis of Service Quality: Faculty Facility	59
4.10	Regression Analysis of Servicescape: Faculty Facility	60
4.11	Regression Analysis of Service Quality: Hostel Facility	61
4.12	Regression Analysis of Servicescape: Hostel Facility	63
4.13	Level of Satisfaction	64
5.1	Summary of hypotheses test for the conceptual framework of students' satisfactions: Faculty facility	66
5.2	Summary of hypotheses test for the conceptual framework of students' satisfactions: Hostel facility	67

LIST OF FIGURES

Figure		Page
2.1	Expectancy Disconfirmation Model	13
2.2	The Determinants of Service Quality	17
2.3	The Dimensions of Servicescape	23
2.4	The Proposed Conceptual Framework	25
3.1	International students' enrollment in Malaysian Public Universities	35
3.2	Sample Size Calculator	36



LIST OF ABBREVIATIONS

EFA	Exploratory Factor Analysis
GDP	Gross Domestic Product
HEDPERF	Higher Education Performance
KMO	Kaiser Meyer Olkin
MOE	Ministry of Education
MOHE	Ministry of Higher Education
RU	Research University
SERVQUAL	Service Quality
SERVPERF	Service Performance
UKM	Universiti Kebangsaan Malaysia
UM	Universiti Malaya
UNESCO	United Nations Educational, Scientific and Cultural Organization
UPM	Universiti Putra Malaysia

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter discusses the background of the research regarding hospitality service delivery in Malaysian research universities. Then, it is followed with the problem statement and objectives of the study. Furthermore, the contributions of the research which will affect the hospitality service delivery will be discussed from different stakeholder's perspective.

1.2 Education in Malaysia

As stated in the National Education Blueprint (2013), Malaysia is ranked to be the third in the ASEAN countries, among international students who wished to pursue their studies in Masters and PhD levels. In the year 2012, Malaysia achieved an education gross enrollment rate of 48% with more than 1.2 million students, including all public universities, private universities, polytechnics, community colleges and private colleges (Malaysia Educational Blueprint, 2013). The development in social and economic, culture and sustainability depends on its ability to enhance the success of national education system, rapidly and effectively, as well as significant needs of the country.

The Ministry of Education changed the earlier scheme to a cohesive education system, as a respond to the aspirations of the nation, economic progress and development of technology in order to change the philosophy and focus over the year (Moe, 2011). Malaysia faced many challenges in providing quality education system (Malaysia Education Blueprint, 2013). In order to overcome these problems, Malaysia suggested three goals to achieve a quality educational system. First is to advance the integration and policy of the country. Second is to meet the high level manpower needs of the country and the third is to build a thriving community, with control and modern technology. Furthermore, Malaysia is aspiring to become a regional center of educational excellence through the setting up of both private and public universities. It is important to gauge into the areas in the society which are lack of a very good basis for higher learning.

Jalali (2011) stated that private universities' objective is to provide an alternative route of higher education for those who wanted to pursue their studies but failed to enter public and private universities. Traditionally, public universities are responsible in providing market for students and graduates. Hence, in order to achieve Malaysia's goal to become a regional center of educational excellence, both local and private universities have to improve the level of quality in the education industry, which can attract more international students to come to Malaysia.

1.3 Service Quality in Higher Education

Cheung (2011) mentioned that the service quality in higher education is a very important element in the education industry. Basically, the service quality is an involvement of a person's experience when using services provided by an organization or institution. It is supported by Yeo (2008) which emphasized that higher education in the service industry is the main focus of higher education institution because the institution provides quality learning experiences for students. Quality in education is determined by the extent to which the needs and expectations of students are satisfied with the services delivered (Tham & Kam, 2008).

Brochado (2009) compared five alternatives for measurement of service quality in higher education, namely service quality (SERVQUAL) importance-weighted SERVQUAL, service performance (SERVPERF) importance-weighted SERVPERF and higher education performance (HEdPERF). Based on the findings, from those five alternative measurements of service quality, only SERVPERF and HEdPERF measurements are the best scale to measure the quality of service in higher education.

1.4 Research Universities (RUs) in Malaysia

Research University (RU) refers to the university with a high focus on making a new research, generating new knowledge and producing PhD holders in a broad range of disciplines (Rahman, et al., 2012). RU is a public university that has been recognized by the Cabinet on 11th October 2006 in order to become a leading research and educational hub. The recognition of an RU is based on eight selection criteria adopted from several leading international rating agencies. The eight criteria as is shown in Table 1.1 as below;

Table 1.1: The Criteria of Research University

NO	CRITERIA	WEIGHTAGE
1	Quantity and quality of researchers	25
2	Quantity and quality of research	30
3	Postgraduate quantity	10
4	Postgraduate quality	5
5	Innovation	10
6	Professional service and awards	7
7	Network and link	8
8	Support facilities	5
		100

(Source: Rahman et al., 2012)

There are five research universities (RUs) in Malaysia, namely Universiti Putra Malaysia (UPM), Universiti Kebangsaan Malaysia (UKM), Universiti Malaya (UM), Universiti Sains Malaysia (USM) and Univesiti Teknologi Malaysia (UTM). In Malaysia, it is hoped that the recognition that was given to these five universities will act as a stepping stone in the effort to formulate a strategy to enhance and strengthen the position of local public higher education institutions at international level. Yet, RUs have to strive harder towards improving its ranking amongst the leading universities in the world. This is also coherent with the aim of the national

higher education strategic plan to have at least three higher education institutions listed within the top 100 universities and one among 50 universities in the world by the year 2020.

The objectives of this research university is firstly, to increase research and development and commercialization activities, secondly, to increase the number of postgraduate and post doctorate students, thirdly, to increase the number of academic staff with PhD qualification, fourthly, to create and strengthen the center of excellence and lastly, to increase the number of foreign students and elevate the international ranking of Malaysian higher education institutions (National Educational Blueprint, 2013).

1.5 The Definition of Hospitality

The definition of hospitality has been extensively described by many researchers. For example, Hanks (1989) defined hospitality as respectable in welcoming the guests. Cassee (1983) in his study, determined hospitality as a harmonious mixture of tangible and intangible components, such as food and drink, bed, the atmosphere and the environment as well as the staff's behavior. Also, the researcher strained that the concept of hospitality consists of more than classical ideas such as providing good food and prepare meals at home.

However, this definition was subsequently modified by Hepple, Kipps and Thomson (1990) where hospitality is defined as a harmonious mixture of food, drink and shelter, physical environment and human behavior and attitudes. Furthermore, Tideman (1983) defined hospitality as a method of production in which the guests are satisfied to the utmost of their needs, it is where the supply of goods and services in quantity and quality required by the guests at an acceptable price. Jones (1996) commented on the term that hospitality has emerged as a way of hoteliers and caterers as well as the industry to be perceived.

Hepple et al. (1990) reviewed the concept of hospitality based on the following characteristics;

1. Hospitality is conferred to some guests
2. The transmission of hospitality is interactive
3. Hospitality comprises a blend of both tangible and intangible factors
4. The host provides for the guest's security, the guest's psychological comfort and the guest's physiological comfort.

1.6 International Students Statistic in Malaysia

The table 1.2 below shows postgraduate international students' enrollment in Malaysian research universities between 2009 and 2013.

Table 1.2: Postgraduate International Students Enrollment in Year 2009-2013

Year	2009	2010	2011	2012	2013
Postgraduate International Students	14194	15686	17496	18260	19643
Total Percentage (%)	-	10.51%	11.54%	4.36%	7.57%

(Source: The Department of Educational Planning and Research Division, Ministry of Higher Education 2014)

Statistics data released by the Department of Educational Planning and Research Division (2014) indicated that the enrollment of postgraduate international students in Malaysian research universities in the year of 2009-2013 is increasing year by year. Based on Table 1.2, it shows that in 2009, the number of postgraduate international students enrolled was 14,194 students and it increased in 2013 as it consisted of 19,643 students with 7.57%. In 2010, the enrollment of international students was 15,686 with 10.51% and it increased to 17,496 students with 11.54% in 2011. The number of international students enrolled in 2012 also increased to 18,260 students, but the students' enrollment percentage was reduced to 4.36% in year 2012.

Table 1.3: International Student Enrollment in Year 2010-2014

Year	2010	2011	2012	2013	2014
Postgraduate Students at UPM, UKM & UM	8,884	9,263	9,223	10,565	9,829
Total Percentage (%)	-	4.27%	-0.43%	14.55%	-6.97%

(Source: The Department of Educational Planning and Research Division, Ministry of Higher Education, 2014)

Table 1.3 shows the numbers of international postgraduate students enrolled at Malaysian research universities in the Klang Valley namely UPM, UKM and UM. In this research, the author will gather information from these three universities as a sample. The enrollment of international students into these three universities from year 2010 until 2014 are in a fluctuation manner by which, in year 2010 to 2011, the number of international students enrolled increased from 8884 to 9263 students. However, in 2012, the number of international students' enrollment was reduced to 9223. Even though, the number was reduced, its reduction is in a small number. In 2013, the enrollment of international students was 10,565 students, which increased by 1342 students, however, it was reduced in 2014 to 9829 students.

1.7 Problem Statement

Malaysia has been ranked as 9th destination country in the world to be the choice of international students who intend to further their studies at the highest level (BERNAMA, 2015). The quality of service at institutional education is one of the pull factors for international students who want to study in Malaysia. However, Malaysia Education Blueprint (2013) stated that Malaysia is facing difficult challenges in providing a good quality education system. Based on National Education Blueprint (2013), Malaysia needs to improve the brand of higher education in the country despite that the Malaysia's higher education system now has become the major source of revenue in Malaysia.

Table 1.4: Projected International Students at Malaysian Higher Education Institutions (2009-2020)

Year	2009		2010		2011		2012		2015	2020
	Public	Private	Public	Private	Public	Private	Public	Private		
Projections	19895	54474	22741	61589	25587	68704	28433	75819	15000	20000
Total	74369		84330		94291		104252			

(Source: http://www.mohe.gov.my/web_statistik/)

According to the Ministry of Education Malaysia (MOHE), Malaysia is recognized as an international students' higher education destination. Malaysia aims to attract 200,000 international students to study in Malaysia in 2020 (MOHE, 2011). Table 1.4 shows projected international students at Malaysian higher education institutions (2009-2020). Yet, dealing with the international students creates additional responsibilities and expectations for Malaysian universities. Based on Rasli et al. (2012), Malaysia is one of the most advanced developing countries in South East Asia with the challenges of globalization and internationalization of education. One of the challenges faced by the Malaysian government is to attract international students to study in Malaysia. Furthermore, by realizing the important contribution of education services to the national economy, the government is seeking to make Malaysia as an international hub and center of excellence in education.

The issues of ensuring the service delivery experience of international students in higher education level has received great attentions by many researchers and institutions (Ministry of Higher Education, 2011; Richards & Abdul Aziz, 2011; Verbik & Lasanowski, 2007; Abel et al., 2011; Bayraktaroglu & Atrek, 2010). However, Verbik and Lasanowski (2007) reported that if Malaysia wants to compete the world's leading destination for international education, they need to improve their service delivery towards international students. It is where the higher education institution should concern about the academic facilities, the cost of accommodation and the quality of the instructors in the academic areas (Ford, Joseph & Joseph, 2006).

Rajab et al. (2011) stated that the higher learning institutions have the responsibility of maintaining their international students' satisfaction. As suggested by Helgesen and Nasset (2007), an institution administrator should give more attention on the quality service that they provide in order to increase the students' satisfaction level as they are their main customers and their views are imperative and important. Adewunmi et al. (2011) stated that the academic productivity is highly dependent on the indicators such as the facilities available and the support services. The strong area that should be taken into consideration is the physical environment such as students' accommodation in universities (Ajayi, 2015). Najib et al. (2011) stated that students' academic capabilities can be expanded through good facilitation of physical environment at their residence halls. Moreover, it was supported by Hassanain (2008) that necessary educational outcomes and mutual interests among students can be fostered through adequately planned residential facilities.

A number of authors reported that the perceptions of international students experience in service delivery at public universities in Malaysia are only at a moderate level (Rasli, Shekarchizadeh & Iqbal, 2012; Siang, 2012; Rajab, Abdul Rahman & Shaari, 2011). Shekarchizadeh, Rasli and Hon-Tat (2011) stated that those international postgraduate students in five Malaysian universities showed a negative perception in educational service quality. The researchers strongly suggested that by understanding the concept of customers' experience in the higher education service delivery is the best strategy initiative to recruit international students. As stated by Jalali, Islam & Ku Ariffin, (2011), there is a relationship between service quality and satisfaction, but it is not exactly equal to customers' satisfaction and the study found out that the services prepared by the university are moderate as compared to from students' perspectives.

1.8 Objectives

The research aims to ascertain the relationship between the service quality and servicescape performance on international students' satisfaction. The investigation is conducted from the international students' point of views. However, this study basically focuses on two areas in three research universities which are faculty and hostel facilities. Therefore, the general objective of this research is to identify the international students' experience towards hospitality service delivery in Malaysian research universities. Specific objectives of the research are as follows:

1. To determine the relationship amongst the SERVQUAL variables towards students' satisfaction.
2. To determine the relationship amongst the Servicescape variables towards students' satisfaction.
3. To measure the satisfaction level towards the quality of the hospitality service delivery in Malaysian research universities.

1.9 Research Questions

The research objectives outlined in previous section serve as an important guideline for this study. The purpose of outlining research questions is mainly to focus on the research investigation in seeking answers. Thus, based on the research objectives above, research questions are formulated as follow;

- I. What are the relationships of SERVQUAL variables towards students' satisfaction?
- II. What are the relationships of Servicescapes variables towards students' satisfaction?
- III. What are the students' satisfaction levels towards the quality of the hospitality service delivery in Malaysian research universities?

1.10 Definition of Terms

1.10.1 Service quality

According to Fitzsimmons and Fitzsimmons (2008), the assessment of service quality is made during the service delivery process to the customers. The customers' contact is referred to the moment of truth, an opportunity to satisfy or the customers' dissatisfaction. Parasuraman et al. (1990) identified five principal dimensions of service quality that customers use to judge the service quality, namely tangible, reliability, responsiveness, assurance and empathy especially in declining relative importance among customers.

1.10.2 The Dimensions of Service Quality

- Tangible** : The appearance of physical facilities, equipment, personnel and communication materials.
- Reliability** : The ability to perform the promised service both dependably and accurately.
- Responsiveness** : The willingness to help customers and to provide prompt service.
- Assurance** : The knowledge and courtesy of employees as well as their ability to convey trust and confidence.
- Empathy** : The provision of caring, individualized attention to customers.

1.10.3 Servicescape

Bitner (1992) defined servicescape or physical environment as the supporting service facility that influences both customers' and employees' behaviours and it should be designed with an image that is consistent with the service concept. The mixture of environmental dimension consists of ambient conditions, space and function and sign, symbol and artifact. These dimensions described the servicescape as a holistic environment by customers and employees.

1.10.4 The Dimension of Servicescape

Ambient condition: the background of the environment such as temperature, lighting, noise, music and scent that affect all five of our senses.

Space and function: the arrangement of furnishings and equipment and the relationship among them that create a visual and functional landscape in delivering of service.

Sign, symbol and artifact: the physical environment that serves as explicit and implicit signals that communicate acceptable norms of behaviors.

1.11 Satisfaction

According to Fitzsimmons and Fitzsimmons (2008), student' satisfaction is defined as the comparison between perception of perceived services and the expectation of the service performances which derived from the services that they received. Kotler and Clarke (1987) however defined satisfaction as an outcome of the interaction between expectation and performance process. Satisfaction is the function of relative level of both expectation and performance, which is felt and seen as the performance, which intentionally causes satisfaction (Kanji, Malek & Tambi, 2010). Another study by Ilias et al. (2008) assumed that satisfaction actually includes issues of perceptions and experiences among students during their college years. Conversely, Fitri and Hasan (2008) mentioned that satisfaction does cover issues of students' perceptions and experiences during their college years. Therefore, in this study, international students' satisfaction will be studied in the contact of Malaysian Higher Education Research University.

1.12 Chapter Summary

In summary, this chapter provides brief explanations of the study that covers problem statement, research objectives, research questions and significance of the study in order to justify the reasons of conducting this research. Moreover, the current study also defines the important terms that are related to the study, such as service quality and servicescape. It can be concluded that the current study is carried out in order to conduct a comprehensive approach in studying the relationship between the hospitality service delivery that consists of service quality and servicescape towards international students' satisfaction. By determining the factors that may affect international students' perception, higher education institution could enhance the service management and performance in organizations in order to brand the higher institutions in Malaysia towards world's level reputation.



REFERENCES

- Abdullah, F. (2005). HEdPERF versus SERVPERF: The quest for ideal measuring instrument of service quality in higher education sector. *Quality Assurance in Education*, 13(4), 305–328.
- Abdullah, F. (2006a). Measuring service quality in higher education: HEdPERF versus SERVPERF. *Marketing Intelligence & Planning*, 24(1), 31–47.
- Abdullah, F. (2006b). Measuring service quality in higher education: three instruments compared. *International Journal of Research & Method in Education*, 29(1), 71–89.
- Abili, K., Thani, F. N., Mokhtarian, F., & Rashidi, M. M. (2011). Assessing quality gap of university services. *Asian Journal on Quality*, 12(2), 167–175.
- Abubakar, M. A., Kasim, R., & Mamman, M. (2015). Students' residential college assessment through user experience as a component of service excellence. *International Journal of Business and Social Science*, 5(2), 1–10.
- Adewunmi, Y., Omirin, M., & Famuyiwa, F. (2011). Post-occupancy evaluation of postgraduate hostel facilities, Facilities. *International Journal of Business and Social Science*, 29 (3), 149- 168.
- Ajayi, M. (2015). Students' satisfaction with hostel facilities in federal university of Technology, Akure Nigeria. *European Science Journal*, 11(34), 402–415.
- Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management*, 25(2), 170–192.
- Aldridge, S. & Rowely, J. (1998). Measuring customer satisfaction in higher education. *Quality Assurance in Education*, 6(4), 197–204.
- Alexandris, K., Zahariadis, P., Tsorbatzoudis, C., & Grouios, G. (2004). An empirical investigation of the relationships among service quality, customer satisfaction and psychological commitment in a health club context. *European Sport Management Quarterly*, 4(1), 36–52.
- Altinay & Paraskevas, (2008), A. (2008). *Planning research in hospitality and tourism*. Oxford: Elsevier.
- Alves, H. & Raposo M (2010). The influence of university image on students' behaviour. *International Journal of Educational Management*, 24 (1), 73-85.
- Amin, Muslim, Yahya, Zatilaziya, Ismayatim, Wan Faizatul Aniza, Nasharuddin, Siti Zaroha, & Kassim, Emilia. (2013). Service quality dimension and customer satisfaction: An empirical study in the Malaysian hotel industry. *Services Marketing Quarterly*, 34 (2), 115-125.

- Angell, R. J., Heffernan, T. W., & Megicks, P. (2008). Service quality in postgraduate education. *Quality Assurance in Education*, 16 (3), 236-254.
- Armstrong, R. W., Mok, C., Go, F. M., & Chan, A. (1997). The importance of cross-cultural expectations in the measurement of service quality perceptions in the hotel industry. *International Journal of Hospitality Management*, 16 (2), 181–190.
- Ariffin, A. A. M., & Maghzi, A. (2012). A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors. *International Journal of Hospitality Management*, 31(1), 191–198.
- Arokiasamy, A. R. A. (2012). Service quality and student s' satisfaction at higher learning institutions. *International Journal of Educational Management*, (3), 1–16.
- Asubonteng, P., McCleaty, K.J. & Swan, J.E. (1996). SERVQUAL revisited: A critical review of service quality. *Journal of Service Marketing*, 10 (6), 62-81.
- Azirah, S., & Omar, B. (2011). Customer satisfaction on servicescape towards re-patronage intention: A study of hotels and resorts in Ayer Keroh Melaka. *Institute of Research, Development and Commercialization*, Universiti Teknologi MARA 2011
- Babakus, E. & Boller, G.W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of Business Research*, 2 (3), 253-68.
- Babakus, E., & Mangold, W. G. (1992). Adapting the SERVQUAL scale to hospital services: An empirical investigation. *Health Services Research*, 26(6), 767–786.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioural intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Baker, J. (1987). The role of the environment in marketing service: The consumer perspective. *The Service Challenge: Integrating for Competitive Advantage*, John A. Czepiel, Carole A, Congram, and James Shanahan, eds. Chicago: American Marketing Association, 79-84.
- Bashir, S., Irshad, H. S., Samidi & Juhari, (2012). Students' perception on the service quality of Malaysian universities hostel accommodation. *International Journal of Business and Social Science*, 3(15), 213–222.
- Bayraktaroglu, G., & Atrek, B. (2010). Testing the superiority and dimensionality of SERVQUAL vs SERVPERF in higher education. *Quality Management Journal*, 17, 47–59.
- Beaumont, D. J. (2012). Service quality in higher education : The students' viewpoint, (May).

- BERNAMA, (2014). Retrieved February 14, 2015 from <http://www.themalaysianinsider.com/malaysia/article/malaysia-ranks-9th-destination-of-choice-for-further-studies-says-minister>.
- BERNAMA, (2013). Retrieved February 20, 2013 from <http://www.freemalaysiatoday.com/category/business/2013/02/20/services-sector-to-reach-70-of-gdp-by-2015/>.
- Berry, Zeithaml & Parasuraman, (1990). Five imperatives for improving service quality. *Sloan Management Review*, Summer, pp. 29-38.
- Bhandari, R., & Blumenthal, P. (2009). *Global student mobility: Moving towards brain exchange*. In R. Bhandari & S. Laughlin (Eds.). Higher Education on the Move: New Developments in Global Mobility (pp. 1–15). New York: AIFS Foundation.
- Bigne, E., Moliner, M. A., & Sancez, J. (2003). Perceived service quality and satisfaction in multi service organizations: the case of spanish public services. *The Journal of Services Marketing*, 17(4), 420 - 442.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.
- Bitner, M. J., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer contributions and roles in service delivery. *International Journal of Service Industry Management*, 8(3), 193–205.
- Black, K. (2011). *Applied business statistics: Making better business decisions (6th Ed.)*. John Wiley & Sons, Inc.
- Bojanic, D. C., & Drew Rosen, L. (1994). Measuring service quality in restaurants: An application of the servqual instrument. *Journal of Hospitality & Tourism Research*, 18(1), 3–14.
- Brochado, A. (2009). Comparing alternative instruments to measure service quality in higher education. *Quality Assurance in Education*, 17(2), 174–190.
- Brotherton, B. (1999). Towards a definitive view of the nature of hospitality and hospitality management. *International Journal of Contemporary Hospitality Management*, 11(4), 165–173.
- Bryman, A., & Cramer, D. (2009). *Quantitative data analysis with SPSS 14, 15 & 16*. New York: Routledge.
- Bryman, A., (2004). *Social research methods (2nd ed.)*. New York: Oxford University Press Inc.
- Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of Marketing*, 30 (1), 8-32.

- Burgees, J. (1982). Perspective on gift exchange and hospitable behavior. *International Journal of Hospitality Management*, 1(1), 49-57.
- Budiendra, R. P., Wandebori, H., & Marketing, A. S. (2012). Influence of facility and service quality on faculty of pharmacy student satisfaction. *2nd International Conference on Business, Economics, Management and Behavioral Sciences (BEMBS'2012)*, 70-74.
- Carman, James M. (1990). Consumer Perceptions of service quality: An assessment of the servqual dimensions. *Journal of Retailing*, 66(1), 33-55.
- Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-828.
- Chen, S.H., Yang, C.C., & Shiau, J.Y.: The application of balanced scorecard in the performance evaluation of higher education. *The TQM Mag*, 18(2), 190-205 (2006).
- Chin Wei, C., & Sri Ramalu, S. (2011). Students satisfaction towards the university: Does service quality matters. *International Journal of Education*, 3(2), 1-15.
- Cheng, Y. T., & Tam, W. M. (1997). Multi-models of quality in education. *Quality Assurance in Education*, 5(1), 22-31.
- Cheung, A. C. K., Yuen, T.W.W., Yuen, C. Y. M., & Cheng, Y. C. (2011). Strategies and policies for Hong Kong's higher education in Asian markets. *International Journal of Educational Management*, 25(2), 144-163.
- Clark, N., & Sedgwick, R. (2005). *International students: It's a buyer's market*. *World Education News and Reviews*.
- Cook, C., & Thompson, B. (2000). Reliability and validity of servqual scores used to evaluate perceptions of library service quality. *Journal of Academic Librarianship*, 26(4), 248-258.
- Costello, A. B., & Osborne, J. W. (2005). Best Practices in exploratory factor analysis. *Practical Assessment Research & Evaluation*, 10 (7).
- Creswell, John W (2009). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, (3rd Eds), Los Angeles: Sage Publications, Inc.,
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality , value , and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218.
- Cronin, J. J. Jr., & Taylor, S. A. (1992). Measuring service quality: A re-examination and extension. *Journal of Marketing*, 56, 55-68.
- Cuthbert, P. F. (1996). Managing service quality in HE: Is SERVQUAL. *Managing Service Quality*, 6(3), 31-35.

- Delgado-Márquez, B. L., Hurtado-Torres, N. E., & Bondar, Y. (2011). Internationalization of higher education: Theoretical and empirical investigation of its influence on university institution rankings. *Globalisation and Internationalisation of Higher Education*, 8(2), 265–284.
- Deng, WJ, Yeh, ML, & Sung, ML. (2013). A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American Customer Satisfaction Index. *International Journal of Hospitality Management*, 35, 133-140.
- DeVellis, R. (2003). *Scale development: Theory and applications* (2nd ed.) Thousand Oaks, CA: Sage.
- Durvasula, S., Lysonski, S., & Madhavi, A. D. (2011). Beyond service attributes: Do personal values matter. *Journal of Services Marketing*, 25(1), 33–46.
- Elkhani, N. (2012). Review on “ Expectancy Disconfirmation Theory ” (EDT): Model in B2C E-Commerce. *Journal of Information Systems Research And Innovation*, 95–102.
- Edvardsson, B., Gustafsson, A., & Roos, I. (2005). Service portraits in service research: A critical review. *International Journal of Service Industry Management*, 16(1), 107–121.
- Fitri, H., & Hasan, A. (2008). Service quality and student satisfaction: A case study at private higher education institutions. *International Business Research*, 1(3), 163–175.
- Fitzsimmons, J. A., & Fitzsimmons, M. J. (2008). *Service Management-Operation, Strategy, Information Technology, Sixth Ed.* New York: McGraw Hill International Edition.
- Ford, J. B., Joseph, M., & Joseph, B. (2006). Importance-performance analysis as a strategic tool for service marketers: The case of service quality perceptions of business students in New Zealand and the USA. *The Journal Of Services Marketing*, 13 (2).
- Fornell, C. (1992). A national customer satisfaction borometer: the swedish experience. *Journal of Marketing*, 56, 6–21.
- Franklin, K. K. & Shamwell, D. W. (1995). Disconfirmation theory: An approach to student satisfaction assessment in higher education. *The Mid-South Educational Research Association Conference*, 1–21.
- Gallifa, J., & Batalle, P. (2010). Student perceptions of service quality in a multi-campus higher education system in Spain. *Journal of Quality Assurance in Education*, 18(2), 156-170.
- Ghobadian, A., Speller, S., & Jones, M. (2007). Service quality: concepts and models. *International Journal of Quality & Reliability Management*, 11, 43-66.

- Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. *Journal of Strategic Information Systems*, 19(3), 207–228.
- Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 32, 4-20.
- Hadikoemoro, S. (2002). *A comparison of public and private university students' expectations and perceptions of service quality in Jakarta, Indonesia*. Nova Southern University, Davie, FL.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th Eds). Upper Saddle River, NJ: Prentice Hall, Inc.
- Ham, C. L. (2003). *Service Quality, Customer Satisfaction and Customer Behavioral Intentions*. Nova Southeastern University.
- Ham, L., & Hayduk, S. (2003). Gaining competitive advantages in higher education: Analysing the gap between expectations and perceptions of service quality. *International Journal of Value-Based Management*, 16 (3), 223-242.
- Hanks, P. (Ed.) (1989). *The Collins Concise Dictionary Plus*. Collins; Glasgow.
- Hanaysha, J., Abdullah, H., & Warokka, A. (2011). Service quality and students' satisfaction at higher learning institutions: The competing dimensions of Malaysian universities' competitiveness. *The Journal of Southeast Asian Research*, 1–10.
- Harris, L and Eze, C. (2008). Servicescape and loyalty intentions: An empirical investigation. *European Journal of Marketing*, 42, 390-422.
- Hassanain, M. A. (2008). On the performance evaluation of sustainable student housing facilities. *Journal of Facilities Management*, 6 (3), 212-225
- Heitmann, Mark, Lehmann, Donald R, & Herrmann, Andreas. (2007). Choice goal attainment and decision and consumption satisfaction. *Journal of Marketing Research*, 44(2), 234-250.
- Helgesen, O. & Nettet, E. (2007). What Accounts for Students' Loyalty. *International Journal of Educational Management*. 21(2). 126-43
- Hemington, Nigel (2007). From service to experience: Understanding and defining hospitality. *Service Industries Journal*, 27(6) 747–755.
- Hepple, J., Kipps, M., & Thomson, J. (1990). The concept of hospitality and an evaluation of its applicability to the experience of hospital patients. *International Journal of Hospitality Management*, 9(4), 305–318.
- Hightower, R., Brady, M. K., & Baker, T. L. (2002). Investigating the role of the physical environment in hedonic service consumption: An exploratory study of sporting events. *Journal of Business Research*, 55, 697-707

- Holder, M., & Berndt, A. (2011). The effect of changes in servicescape and service quality perceptions in a maternity unit. *International Journal of Health Care Quality Assurance*, 24(5), 389–405.
- Hooper, D., Coughlan, J., & Mullen, M. R. (2013). The servicescape as an antecedent to service quality and behavioral intentions. *Journal of Services Marketing*, 27(4), 271–279.
- Hutchinson, J., Lai, F., & Wang, Y. (2009). Understanding the relationships of quality, value, equity, satisfaction and behavioral intentions among golf travelers. *Tourism Management*, 30(2), 298–308.
- Idrus, N. (2011). Challenges facing higher education as a service industry in a developing country. *International Journal of Services, Economics and Management*, 3(1), 104–121.
- Ilias, A., Hasan, H. F. A., Rahman, R. A. & Yaso, M. R (2008). Student satisfaction and service quality: any differences in demographic factors. *International Business Research*, 1(4), 131-143.
- Jain, R., Sinha, G., & Sahney, S. (2011). Conceptualizing service quality in higher education. *Asian Journal on Quality*, 12(3), 296–314.
- Jalali, A., Islam, M. A., & Ku Ariffin, K. H. (2011). Service satisfaction: The case of a higher learning institution in Malaysia. *International Education Studies*, 4(1), 182–192.
- Jeon, S., & Kim, M. (2012). The effect of the servicescape on customers' behavioral intentions in an international airport service environment. *Journal of Business Management*, 6(3), 279–295.
- Jones, P. (1996b). *The Hospitality Industry*, in Jones, P. (Ed.), Introduction to hospitality operations, Cassell, London, pp. 1-20.
- Joseph, M., Yakhou, M., & Stone, G. (2005). An educational institution's quest for service quality: Customers' perspective. *Quality Assurance in Education*, 13(1), 66–82.
- Kayastha, A. (2011). *A Study of Graduate Student Satisfaction towards Service Quality of Universities in Thailand*. Webster University.
- Kandampully, J., & Suhartanto, D. (2003). The role of customer satisfaction and image in gaining customer loyalty in the hotel industry. *Journal of Hospitality & Leisure Marketing*, 10, 3–25.
- Kanji, G. K., Malek, A., & Tambi, B. A. (2010). Total quality management in UK higher education institutions. *Total Quality Management*, 10, 129- 153.
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144–156.

- Kiran, K. (2010). Service quality and customer satisfaction in academic libraries: Perspectives from a Malaysian university. *The Journal of Services Marketing*, 59(4), 261–273.
- Knight, B. J. (2002). *Trade in Higher Education Services: The Implications of GATS* (pp. 1–25). United Kingdom.
- Knight, J. (2007). Cross-border higher education: Issues and implications for quality assurance and accreditation. *Higher Education in the World 2007*, 134–146.
- Knutson, B., Stevens, P., Wullaert, C. & Yokoyama, F. (1990). LODGSERV: A service quality index for the lodging industry. *Hospitality Research Journal*, 14(2), 227-284.
- Kontic, L. (2014). Measuring service quality in higher education: The case of Serbia. *International Conference MakeLearn 2014: Human Capital without Borders: Knowledge and Learning for Quality of Life*, 645–654.
- Kotler, P. & Clarke, R.N. (1987). *Marketing For Health Care Organizations*. Englewood Cliffs, NJ: Prentice-Hall.
- Kristensen, K., Martensen, A., & Grønholdt, L. (1999). Measuring the impact of buying behaviour on customer satisfaction. *Total Quality Management & Business Excellence*, 10, 602-614.
- Kuo, Y.-F., Wu, C.-M., & Deng, W.-J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887–896.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.
- Lai, W. T., & Chen, C. F. (2011). Behavioral intentions of public transit passengers-The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18(2), 318–325.
- Lau, M. M., Cheung, R., Lam, A. Y. C., & Chu, Y. T. (2013). Measuring Service quality in the banking industry: A Hong Kong based study. *Contemporary Management Research*, 9(3), 263–282.
- Lee, H., Lee, Y., & Yoo, D. (2000). The determinants of perceived service quality and its relationship with satisfaction. *The Journal of Services Marketing*, 14(3), 217.
- Lee, M. C. & Hwan, I. S. (2005). Relationships among service quality, customer satisfaction and profitability in the Taiwanese banking industry. *International Journal of Management*, 22(4), 635-648.
- Lee, S. Y., & Kim, J. H. (2014). Effects of servicescape on perceived service quality, satisfaction and behavioral outcomes in public service facilities. *Journal of Asian Architecture and Building Engineering*, 13(1), 125–131.

- Lee, T.H. (2010). Assessing visitors's experience at hot spring recreation area in Taiwan. *International Journal of Tourism Research*, 12, 192-203
- Lee, Y. H., & Chen, T. L. (2005). Travelling motivation and satisfaction of tourists: an ampirical study of toroko national park in Taiwan. *The business review, Cambridge*, 4, 175-181.
- Liljander, V., & Strandvik, T. (1997). Emotions in service satisfaction. *International Journal of Service Industry Management*, 8(2), 148–169.
- Lim, Y. M., Yap, C. S., & Lee, T. H. (2011). Destination choice , service quality, satisfaction , and consumerism: International students in Malaysian institutions of higher education. *African Journal of Business Management*, 5(5), 1691–1702.
- Lin, I. Y. (2004). Evaluating a servicescape: The effect of cognition and emotion. *International Journal of Hospitality Management*, 23(2), 163–178.
- Loqueloque, L. A. (2014). Influence of intangible service quality and service scape on customer satisfaction in the coffee shop industry. *Proceedings of 6th Asia-Pacific Business Research Conference, Korea*, 19 - 20 May, 2014
- Lovelock, C., & Gummesson, E. (2004). Whither services marketing : In search of a new paradigm and fresh perspectives. *Journal of Service Research*, 7(1), 20–41.
- Lucas, A. (2003). The determinants and effects of slot servicescape satisfaction in a Las Vegas hotel casino. *UNLV Gaming Research & Review Journal*, 7(1), 1–19.
- Malaysian Higher Education Statistics (2013). Retrieved July 5, 2014 from http://www.mohe.gov.my/web_statistik/.
- Malaysia Education Blueprint, (2013). *Malaysia Education Blueprint 2013 - 2025. Education*.
- Marczyk, G., Dematteo, D., & Festinger, D. (2005). *Essentials of research design and methodology*. New Jersey: John Wiley & sons.
- Mavondo, F.T., Tsarenko, Y., & Gabbott, M., (2004). International and local student satisfaction: resources and capabilities perspective. *Journal of Marketing for Higher Education* 14(1) 41-60.
- Mei, A. W. O., Dean, A. M. & White, C. J. (1999). Analysing service quality in the hospitality industry. *Managing Service Quality*, 9, 136-43.
- Miles, P., Miles, G., & Cannon, A. (2012). Linking servicescape to customer satisfaction: exploring the role of competitive strategy. *International Journal of Operations & Production Management*, 32(7), 772–795.
- Ministry of Higher Education, (2011). *Internationalization Policy for Higher Education Malaysia*, (pp. 1–103). Retrieved July 5, 2014 from http://www.mohe.gov.my/web_statistik/.

- Ministry of Higher Education, (2014). *Data for Public HEI for International Students' Enrolment 2014*. The Department of Educational Planning and Research Division. Retrieved June 2014, from <http://www.moe.gov.my/en/>.
- Munteanu, C., Ceobanu, C., Bobâlca, C., & Anton, O. (2010). An analysis of customer satisfaction in a higher education context. *International Journal of Public Sector Management*, 23(2), 124–140.
- Nadiri, H., Kandampully, J., & Hussain, K. (2009). Students' perceptions of service quality in higher education. *Total Quality Management & Business Excellence*, 20(5), 523–535.
- Najib, N.U.M., Yusuf, N. & Osman, Z. (2011b). Measuring satisfaction with student housing facilities. *American Journal of Engineering and Applied Sciences*, 4(1), pp. 52-60.
- Nguyen, N. (2006). The collective impact of service workers and servicescape on the corporate image formation. *International Journal of Hospitality Management*, 25(2), 227–244.
- Ng, I. C. L., & Frobes, J. (2009). Education as service: the understanding of university experience through the service logic. *Journal of Marketing for Higher Education*, 19(1), 38–64.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.) New York: Mc Graw-Hill
- Oliver, R.L., Rust, R.T. & Varki, S. (1997). Customer delight: Foundations, findings et managerial insight. *Journal of Retailing*, 73 (3), 311-336.
- O'Neil, M. (2001). *Measuring service quality and customer satisfaction*. In J.Kandampully, C. Mok, & B. A. Sparks, *Service quality management in hospitality, tourism and leisure* (pp. 159-191). New York: The Hayworth Hospitality Press.
- Ostrom, A.L., Bitner, M.J., Brown, S., Burkhard, K., Goul, M., Daniels, V., Demirkan, H. & Rabinovich, E. (2010). Moving forward and making a difference: research priorities for the science of service. *Journal of Service Research*, 13, pp. 4-36.
- Owlia, M.S., & Aspinwall, E.M. (1996). A framework for the dimensions of quality in higher education. *Quality Assurance in Education*, 4(2), 12–20.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49 , 41–50.
- Parasuraman, A.; Zeithaml, V. A. & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.

- Parasuraman, Berry & Zeithaml, (1990). An empirical examination of relationships in an extended service quality model. *Marketing Science Institute Research Program Series*, 90-122.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1993). Research note: More on improving service quality measurement. *Journal of Retailing*, 69(1), 140-147.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for future research. *Journal of Marketing*, 58, 111-24.
- Petruzzellis, L., D'Uggento, A. M. & Romanazzi, S. (2006). Student satisfaction and quality of service in Italian universities. *Managing Service Quality*, 16(4), 349-364.
- Qiang, Z. H. A. (2003). Internationalization of higher education towards a conceptual framework. *Policy Futures in Education*, 1(2), 248–270.
- Radin Umar, R. S. (2009). Student mobility in Malaysia. Regional Seminar on Student Mobility in SEA (pp. 1–5).
- Rahman, M. S., Khan, A. H., & Haque, M. (2012). A conceptual study on the relationship between service quality towards customer satisfaction: Servqual and Gronroos' s service quality model perspective. *Asian Social Science* 8(13), 201–210.
- Rajab, A., Abdul Rahman, H., & Shaari, R. (2011). The international students' perception towards the education quality. *International Journal of Social Sciences and Humanity Studies*, 3(2), 49–58.
- Rapert, M.L. & Wren, B.M. (1998). Service quality as a competitive opportunity. *Journal of Service Marketing*, 12, 223-33.
- Reimer, A., & Kuehn, R. (2005). The impact of servicescape on quality perception. *European Journal of Marketing*, 39.
- Richards, C., & Abdul Aziz, M. I. (2011). Malaysia and education hubs. *Going Global International Higher Education Conference*.
- Robinson, S. (1999). Measuring service quality: current thinking and future requirements. *Marketing Intelligence & Planning*, 17(1), 21–32.
- Robinson, L.S., Callan, R.J., 2005. UK conference delegates' cognizance of the importance of venue selection attributes. *Journal of Convention&Event Tourism* 7 (1), 77–95.

- Rossiter, G.M. 1995, Introduction: *Towards Critical Studies in Australian Catholic Education*, in H. Raduntz (Ed.) *Potential and Opportunity : Critical Issues for Australian Catholic Education into the 21st Century* , Auslib Press, Blackwood S.A.
- Saaditul Ibrahim, Shamsinar Md Sidin & Wong Chee Meng (2000). *Customer satisfaction towards service quality of higher education in Malaysia*. Seminar FEP 2000 Pulau Pinang, 20 - 23 October 2000.
- Salehuddin, N., Othman, M., Abdul Karim, M. S., & Ghazali, H. (2012). Influence of Foodservice Quality on Customer Satisfaction in Universities of Klang Valley Malaysia: Locals Vs Internationals. *4th Asia-Euro Conference 2012 in Tourism, Hospitality & Gastronomy*, 9(1), 1–11.
- Salkind, N. J. (1997). *Exploring research (3rd ed)*. Upper Saddle River, NJ: Prentice Hall
- Salmuni, W., Mustafa, W., Hareeza, M., Hamid, A., Wai, K., & Abdul, R. (2016). Investigating the Relationship among Service Quality, Emotional Satisfaction and Favorable Behavioral Intentions in Higher Education Service Experience. *Social and Behavioral Sciences*, 224, 499 – 507
- Samori, Z., & Rahman, F. A. (2013). *Towards the Formation of Shariah Compliant Hotel in Malaysia: An Exploratory Study on Its Opportunities*. The 2013 WEI International Academic Conference Proceedings, (July 2012), 108–124.
- Seth, N. & Deshmukh, S.G. (2005). Service quality models: a review. *International Journal of Quality & Reliability Management*, 22(9), 913-949.
- Shan, B. Y., Nik Ahmad Ridzaffi Taqriz Shah, & Suat, O. B. (2013). International student's perception on Malaysia as a destination for tertiary hospitality and tourism education. *Interdisciplinary Journal of Contemporary Research in Business*, 5(5), 435–456.
- Shashikala, R., & Suresh, A. M. (2013). Building consumer loyalty through servicescape in shopping malls. *Journal of Business and Management (IOSR-JBM)*, 10(6), 11–17.
- Shekarchizadeh, A., Rasli, A., & Hon-Tat, H. (2011). SERVQUAL in Malaysian universities: perspectives of international students. *Business Process Management Journal*, 17, 67–81.
- Siang, L. C. (2012). Analysis of the satisfaction on programme of studies among international students. *Prosiding Perkembangan*, 2 (VII, Jilid 2 (2012), 1019–1031.
- Sirat, M. (2008). The Impact of september 11 on international student flow into Malaysia: Lessons learned. *Ijaps*, 4(1), 79–95.
- Siu, N. Y.-M., Wan, P. Y. K., & Dong, P. (2012). The impact of the servicescape on the desire to stay in convention and exhibition centers: The case of Macao. *International Journal of Hospitality Management*, 31(1), 236–246.

- Skogland, I., & Siguaw, J.A. (2004). Are your satisfied customers loyal. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 221-234.
- Smith, A., & Reynolds, N. (2009). Affect and cognition as predictors of behavioral intentions towards services. *International Marketing Review*, 26(6), 580–600.
- Soutar, G. & McNeil, M. (1996). Measuring service quality in a tertiary institution. *Journal Administration*, 34(1), 72-82.
- Spreng, R. A., Mackenzie, S. B., & Olshavsky, R. W. (1996). Re-examination of the determinant of customer satisfaction. *Journal of Marketing*, 60(July 1996), 15–32.
- Spreng, R. A. & Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing*, 72(2), 52-64.
- Spreng, R. & Chiou, J. (2002). A cross-cultural assessment of the satisfaction formation process. *European Journal of Marketing* 36, (7/8). 1-8.
- Stock, J.R. & Lambert, D.M. (1992). Becoming a ‘World Class’ company with logistics service quality. *The International Journal of Logistics Management*, 3, 73-81.
- Sunanto, S., Taufiqurrahman, T. & Pangemanan, R. (2007). An analysis of university service quality gap and student satisfaction in Indonesia. *The International Journal of Knowledge, Culture and Change Management*, 7, pp. 1-10.
- Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). The relationship between service quality and customer satisfaction – a factor specific approach. *Journal of Services Marketing*, 16(4), 363–379.
- Sykes, A. O. (1986). An introduction to regression analysis. *Chicago Working Paper in Law & Economics*.
- Tahar, E. B. M. (2008). Expectation and perception of postgraduate students for service quality in UTM.
- Taylor, S. a., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers’ purchase intentions. *Journal of Retailing*, 70(2), 163–178.
- Tideman, M. C. (1983). *External Influences On The Hospitality Industry*, in Cassee, E.H. and Reuland, R. (Eds). The Management of Hospitality, Pergamon, Oxford, pp. 1-24.
- Tham, S. Y., & Kam, A. J. Y. (2008). Internationalizing higher education: Comparing the challenges of different higher education institutions in Malaysia. *Asia Pacific Journal of Education*, 28(4), 353–367.

- The Economic Planning Unit (2010). *Tenth Malaysia Plan (2011-2015)*. Prime Minister's Department, Malaysia.
- The Star Online. (2014). Retrieved August 18, 2014 from <http://www.thestar.com.my/business/business-news/2014/08/18/malaysias-services-sector-to-contribute-more-to-economy/>
- Theodorakis, N., Kambitsis, C., Laios, A., & Koustelios, A. (2001). Relationship between measures of service quality and satisfaction of spectators in professional sports. *Managing Service Quality*, 11(6), 431–438.
- UNESCO (2006), *Global Education Digest*, UNESCO, Montreal.
- Usman, A. (2010). The impact of service quality on students' satisfaction in higher education institutes of Punjab. *Journal of Management Research*, 2(2).
- Veal, A. (2006). *Research Methods for leisure and tourism*. Essex: Peason Education Limited
- Verbik, B. L., Lasanowski, V., & Education, B. H. (2007). International student mobility : patterns and trends. *The Observatory on Borderless Higher Education*, 20-24 44(September).
- Vesel, P., & Zabkar, V. (2009). Managing customer loyalty through the mediating role of satisfaction in the DIY retail loyalty program. *Journal of Retailing and Customer Services*, 16, 396-406.
- Wallin Andreassen, T., & Lindestad, B. (1998). Customer loyalty and complex services. *International Journal of Service Industry Management*, 9(1), 7–23.
- Wakefield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of Services Marketing*, 10(6), 45–61.
- Westbrook, K. W., Grant, C. C., Rafalski, E., & Babakus, E. (2015). Patient-family centred care: Measuring perceived service quality following a critical care services experience. *Journal of Health Management*, 17(3), 304–315.
- Williams, B., & Brown, T. (2012). Exploratory factor analysis : A five-step guide for novices, *Australasian Journal of Paramedicine* 8(3).
- Woodside, A., Frey, L. and Daly, R. T. (1989) Linking service quality, customer satisfaction and behavioural intention. *Journal of Health Care Marketing*, 9, pp. 5-17.
- Woodruff, R. B., Clemons, D. S., Schumann, D. W., Gardial, S. F., & Burns, M. J. (1991). The standards issue in CS/D research: A historical perspective. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 4, 103–109.

- Wu, C. H. J., & Liang, R. D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 28(4), 586–593.
- Yee, C. P., Hazlin, A., & Mokhtar, A. (2013). International students' learning experiences at private higher education institutions in Malaysia. In *Proceeding of the Global Summit on Education*, Vol. 2020, pp. 11–12.
- Yeo, R. K. (2009). Service quality ideals in a competitive tertiary environment. *International Journal of Educational Research*, 48(1), 62–76.
- Zairi, Mohamed. (2000). Managing customer satisfaction: A best practice perspective. *The TQM Magazine*, 12(6), 389–394.
- Zehrer, A., Crofts, J. C., & Magnini, V. P. (2011). The perceived usefulness of blog postings : An extension of the expectancy- disconfirmation paradigm. *Tourism Management*, 32(1), 106–113.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and strategies in services marketing. *Journal of Marketing*, 49, 33–46.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zeithaml, Valerie A, Berry, Leonard L, & Parasuraman, Ananthanarayanan. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.
- Zeithaml, V. A., & Bitner, M. J. (2004). *Services Marketing: Integrating Customer Focus across the Firm* (Third Eds). New York: McGraw Hill.
- Zhang, H., & Chow, I. (2004). Application of importance performance model in tour guide's performance: Evidence from mainland Chinese outbound visitors in Hong Kong, *Tourism Management*, 25, 81-91.
- Zhou, Y., Jindal-Snape, D., Topping, K., & Todman, J. (2008). Theoretical models of culture shock and adaptation in international students in higher education. *Studies in Higher Education*, 33(1), 63–75.

STUDENT'S BIODATA

Siti Nurhidayaah binti Tukimin comes from Skudai, Johor Bahru. Born on the 1st August 1989 and currently she is 27 years old. She started her early education at Sekolah Kebangsaan Kangkar Pulai, Johor Bahru. Her secondary education was at Sekolah Menengah Kebangsaan Kangkar Pulai, Johor Bahru and she has taken Sijil Tinggi Pelajaran Malaysia (STPM) at Sekolah Menengah Kebangsaan Skudai, Johor Bahru. After finishing her higher secondary education, she enrolled to Universiti Putra Malaysia (UPM) in Serdang, Selangor on year 2009. Four years under Bachelor Business Administration (BBA) with Major in Hospitality and Recreation she graduated from her first degree in October 2013. After graduated, she pursued her master on 10th February 2014. She registered for her Master at Universiti Putra Malaysia by taking Master of Science in Hospitality at Faculty of Economics and Management, under the supervision of Dr. Mass Hareza Ali@Hamid.

LIST OF PUBLICATIONS

Mass Hareeza, Wan Salmuni & Siti Nurhidayaah, (2014). The relationships among service personal value, service value and service quality in higher education service delivery. *Australian Journal of Basic and Applied Science*, 8 (23), Special issue 2014, 329-325.

Siti Nurhidayaah Tukimin, Mass Hareeza Ali & Suhaimi Ab Rahman (2014). Muslim friendly Services in malaysian hotel. *The Nature of Service Management*: UPM Press: ISBN 978-967-344-512-7 – Dec 2015, 1-14.

Siti Nurhidayaah Tukimin, Mass Hareeza Ali, Hamimah Hassan, Nawal Hanim Abdullah and Muhammad Shahrim Abdul Karim (2015). *Hospitality Service Delivery in Malaysia Research University*. *Global Management Literature*: UPM Press: ISBN 978-967-344-512-7 – Dec 2015, 15-37.

Nadzirah Mohammed, Mass Hareeza Ali and Siti Nurhidayaah Tukimin (2014). E-Ticketing Purchase Intention among Academician. *The Nature of Service Management*: UPM Press: ISBN 978-967-344-421 – 2, Dec, 2014, 46-66.

Siti Nurhidayaah Tukimin, Mass Hareeza Ali and Suhaimi Ab Rahman. Muslims' Awareness towards Halal Food Concept. *The Nature of Service Management*: UPM Press: ISBN 978-967-344-421 – 2, Dec, 2014, 184-200.

Suhaimi, A.R, Azmawani, A.R, Mass Hareeza, A., and Siti Nurhidayaah T. Halal Awareness among Muslim Consumers in East Coast Malaysia (Kelantan). Paper presented at *Malaysia International Halal Research and Education Conference 2014*, Putrajaya.