

**MEMAHAMI KEPERLUAN PELAJAR PENYELIDIKAN SISWAZAH FTSM
MENGUNAKAN SERVQUAL DAN MODEL KANO**
(Understanding the Needs of Graduate Research Students in FTSM
Using SERVQUAL and Kano Model)

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ABSTRAK

Sebagai sebuah universiti penyelidikan, Universiti Kebangsaan Malaysia (UKM) menitik beratkan aktiviti penyelidikan termasuk pelajar penyelidikan yang mengikuti pengajian Siswazah. Justeru, keperluan pelajar Siswazah perlu diukur bagi mencerminkan iltizam UKM untuk menjadi antara universiti penyelidikan terbaik di negara ini. Kaji selidik merupakan satu cara mengukur kualiti perkhidmatan dengan mendapatkan maklum balas daripada pelajar Siswazah. Kajian ini bertujuan untuk menentukan keperluan pelajar Siswazah terhadap perkhidmatan berkaitan di Fakulti Teknologi dan Sains Maklumat (FTSM) menggunakan Model Kano. Pemilihan Model Kano adalah disebabkan model tersebut menetapkan prioriti dalam memberikan perkhidmatan terbaik. Instrumen kaji selidik dibina berasaskan instrumen SERVQUAL yang tertumpu kepada lima dimensi penting bagi mendapat maklum balas berkenaan kerjasama daripada penyelia, keselesaan di bilik penyelidikan dan perkhidmatan yang diberikan oleh staf daripada Unit Pengajian Siswazah (UPS). Responden bagi kaji selidik ini ialah 96 orang pelajar Sarjana dan Doktor Falsafah tanpa mengira pelajar tempatan atau antarabangsa. Hasil analisis menggunakan Model Kano mendapati satu-satunya aspek yang perlu berjalan lancar bagi memastikan keperluan pelajar Siswazah dipenuhi adalah komunikasi antara penyelia dan pelajar. Kaji selidik ini juga mendapat beberapa cadangan berguna bagi tujuan penambahbaikan terhadap perkhidmatan di FTSM. Melalui kaji selidik seperti ini, tahap kepuasan pelajar Siswazah dapat diketahui dengan lebih jelas dan pihak pentadbiran FTSM dapat meningkatkan tahap perkhidmatan yang diberikan di FTSM pada satu tahap yang lebih baik.

Kata kunci: kualiti perkhidmatan; tahap kepuasan; instrumen soal selidik; universiti awam

ABSTRACT

As a research university, Universiti Kebangsaan Malaysia (UKM) has placed strong emphasis on research activities including research by students pursuing graduate studies. Hence, the need of graduate students should be measured to reflect the commitment of UKM to be among the best research universities in the country. Survey research is one of the approaches to measure the service quality by getting feedback from graduate students. This study aims to determine the needs of graduate students regarding services provided by the Faculty of Information Science and Technology (FTSM) using Kano Model. Kano Model is selected due to its ability to set priorities in providing the best service. Survey instrument uses SERVQUAL model which focuses on five key dimensions to obtain students' feedback on supervisors cooperation, comfort in research room and services provided by the staff of Graduate Studies Unit. Responses were obtained from 96 Masters and PhD students, including international ones. Results using Model Kano suggest that the only aspect that needs to be improved to ensure students' needs are fulfilled is related to communication between supervisors and students. The survey also secures some useful suggestions for improving the services in FTSM. Findings from this survey may provide FTSM administration with important information regarding satisfaction level of graduate students including suggestions to improve to a better level.

Keywords: service quality; satisfaction level; survey instrument; public university

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