ABSTRACT

"All the things you do to achieve quality and provide excellent service are unimportant if you do not work to satisfy the customer", Gerson (1993)

This study reports the development of the student's satisfaction index towards the co-curricular trainer in Universiti Utara Malaysia (UUM). The rationale for measuring students' satisfaction is to help the management of Co-curricular Centre in UUM to understand the students' perception towards their co-curricular trainer. It is also hoped that the results of this study will provide some feedback and input to Co-curricular Centre in its attempt to design the questionnaires for trainer's evaluation. In this study, the theoretical framework of students' satisfaction (known as SSCT model) was developed based on relevant literature and theoretical considerations adopted from the American Customer Satisfaction Index (ACSI) model. A survey based on the SSCT model was conducted to 400 co-curricular students by considered six latent variables which are student's expectation towards the trainer, perceived quality, perceived value, student satisfaction (SSCT), trainer image and student's confidence in questionnaire. The structural equation modeling technique employed to estimate the indexes for all the latent variables and the fit indices for model evaluation are discussed. The results of this study provide the relationship in theoretical framework for students' satisfaction (SSCT model) is corresponding to the existing model (ACSI model). At this point, the SSCT model can be implemented as a stuctured model for measuring students' satisfaction towards the co-curricular trainer eventhough the perceived quality does not have a direct effect on perceived value since the fit indices of the model is good fit. All the index scores for each Co-curricular Unit are above 65% except for the index score by Music Arts unit.

Keywords: Co-Curricular Trainer, Students' Satisfaction, Modeling, Indexing, Exploratory Factor Analysis, Confirmatory Factor Analysis, and Structural Equation Model.