

Quality Educational Management

Hairuddin Ali

IIUM PRESS
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA



QUALITY EDUCATIONAL MANAGEMENT

Hairuddin Ali



IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
©IIUM Press, IIUM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

ISBN: 978-967-418-012-6

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN. BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan

TABLE OF CONTENT

CHAPTER 1: 1-10

What the Students Expects and Perceive about Trustworthiness?

CHAPTER 2: 11-20

What the Students Expects and Perceive about Trustworthiness?

CHAPTER 3: 21-32

Crime Scene Prevention: A Study of Effective Security Management at International Islamic University Malaysia (IIUM)

CHAPTER 4: 33-50

Leadership and Islamic Management: Basis for Quality Education

CHAPTER 5: 51-68

Leadership and Islamic Management: Basis for Quality Education

CHAPTER 6: 69-88

What You See is Not What You Get: a Case of the Quality of Services

CHAPTER 7: 89-98

An Investigation of Post Graduate Students and Academic Staff Affectionate Relationship

CHAPTER 8: 99-118

Students' Satisfaction toward Service Quality in Admission & Records Department, Centre For Foundation Studies, International Islamic University Malaysia

CHAPTER 9: 119-137

Students' Satisfactions towards Library Service Quality at a Local Higher Learning Institution

CHAPTER 10: 139-154

THE EFFECTS OF TEACHING AND LEARNING STYLES ON THE ACHIEVEMENT OF A RESEARCH UNIVERSITY STATUS

✓ **CHAPTER 11: 155-167**

The Quest for Quality Services: Does SERVQUAL Perfectly Measure the University Services?

CHAPTER 12: 169-188

What Customers Expect and Perceive From a University Services?

CHAPTER 8

Students' Satisfaction toward Service Quality in Admission & Records Department, Centre For Foundation Studies, International Islamic University Malaysia

Raja Noor Ashikin Binti Raja Alias

Hairuddin bin Mohd Ali

Institute of Education

International Islamic University Malaysia

Introduction

Education has played an important role in shaping the abilities and attitudes of the learner. It is seen as a process of teaching, training and learning, especially in schools or colleges in order to improve knowledge and develop skills. (Oxford Advanced Learners Dictionary, 2005). According to Najib, Rahim, Johari & Ali (2011), education is a process to train the thinking, the physical and moral human being to be human and be good citizens.

Nowadays, there has been concern about offering a good quality on education for teaching and learning process. According to Michalska-Cwiek (2009), quality can be understood as something which can be improved while Juran and Gryna (1988) mentioned that quality means those features of products which meet customer needs. Therefore, quality can improve whatever procedures, processes of businesses or services that have been carried out by the organizations or in the educational context.

Quality must be consciously managed in order to satisfy quality demands. (Vlasic, Vale & Puhar, 2009). In education, quality is the skill of building the abilities of assimilating the knowledge in the area of educational needs and the implementation of this knowledge to creating mechanisms allowing them to fulfill the expectations of customers and educational services (Michalska-Cwiek 2009). Basically, the quality that needs to be measured does not only include its processes or procedures but also needs to focus on humans because any human activities can be referred to as the quality of the product. Thus, the quality of education should involve the academic and administrative staff, students, instructors or any stakeholders that are interested in dealing with the educational institutions. This is acknowledged by other researchers who studied on humans involved in the process of quality management in education such as Michalska-Cwiek (2009), Vlasic, Vale & Puhar (2009) and Gueorguiev (2006)

However, in order to maintain and monitor the quality, it is a need to develop a system to monitor on the quality assurance and quality control for the institutional education to manage its key process. Many institutional educations nowadays have taken into consideration in implementing the quality management system based on the ISO 9000 into their teaching and learning process.

Even though many benefits can be obtained through implementing the quality management system based on the ISO 9000, there are some issues that have been raised up nowadays whether the educational institutions have achieved their target to provide service quality to their customers. One issue that needs to be discussed is on how well the customers are satisfied with the service quality provided by the educational of higher institutions. This has motivated has motivated the researcher to conduct a research to find out the expectation and perceptions the students about the service quality at the institution of higher learning. The