

# Quality Educational Management

Hairuddin Ali

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# **QUALITY EDUCATIONAL MANAGEMENT**

**Hairuddin Ali**



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# **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 9

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

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#### INTRODUCTION

Academic library is an important part at higher learning institution because the library complements the need of students at higher learning institution. The core concept of higher learning institution is to provide and spread knowledge and well updated practices (Abdul Hakim Mohammed et.al, 2006). Thus, the higher learning institution which provides library facility and managed it well will achieve the objective which is providing quality services that fulfill customer expectation level. Students requirement can be fulfill by providing services which fulfill student expectation. Providing well library facility service will support the education activities. A good facility supports the educational enterprise (Buckley, et.al, 2003). Satisfaction and needs always change and different through time and year. Sensitivity on customer satisfaction is a dimension to be mentioned in providing product or services. As a service organization, academic libraries are faced with the problem of the satisfaction of library customers and how to measure and evaluate the services. Presently, higher education institutions are trying to evaluate and develop the service quality and libraries as supporting unit also need to develop their quality and need to take positive steps to assure the customers quality service. In the library setting, SERVQUAL was used to assess library quality service continually and it seems that culture of assessment in libraries had strong international dimensions as there is much potential for international collaboration on assessing library service quality (Kyrillidou & Hipps, 2000).

Customer satisfaction is the expression in which shows user needs, wants, and satisfactions that will meet or exceeded the expectation, resulting in continuing loyalty (Marra, 1989). A customer will feel satisfied when their experience matches with their expectation. On the other hand, a customer will feel dissatisfied when their experience falls below the expectation. Thus, the customer whom experiences are exceeding their expectation will be very satisfied. According to Denton (1989); (Paczkowski, Kotler, & Armstrong, 1999); (Oliver, 1997); Stamatis (1996), customer satisfaction is the abilities to meet customers' expectations. If services outcome not the same with customer expectations so they will not be satisfied. This is connected with customer perceptions. Hence, library as a service provider need to identify the customer hierarchy to estimate quality of customer expectations. Moreover, they need to make strategic plan and analyzed response on customer in which loyal, extremely satisfied and delighted customer. The approach that can be applied is doing the research on assessment efficient to customer. Customer satisfaction is also an evaluation on characteristics or product in which provide or offer the level of happiness of customer which is meet their need (Schneider & White, 2003). It also reliable result from perceived services.

It means that, if customer feel quality exceeded their needs, wants and expectation, customer satisfaction will shows the value higher. In contrast, if customer feels quality does not exceed their needs, wants and expectation, customer satisfaction will shows least