

STUDENTS' LEARNING SATISFACTION AND LEADER MEMBER EXCHANGE
(LMX): A QUANTITATIVE STUDY ON PRIVATE HIGHER EDUCATIONAL
INSTITUTIONS

BY

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DECLARATION

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. The work was done under the guidance of Professor Dr Faridah Ibrahim and Miss Amli Hazlin at the Infrastructure University Kuala Lumpur.

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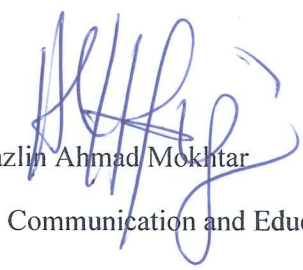
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ABSTRACT

In today's strong competitive environment, organizations in every industries struggle to maintain a concrete state of survival and financial growth. This concern is shared by the Higher Education Institution (HEI) as HEI, is also considered to be a form of an organization. Customer's satisfaction is crucial in order to achieve overall success in the market. The competition among the organization in today's strong competitive society foster the organization to put more effort on how to gain customers trust, satisfaction and loyalty in order to achieve competitive advantage, sustain and survive in the business. The purpose of this study is to apply Leader Member Exchange (LMX) theory in examining student's learning satisfaction. A questionnaire was used to identify the relationship between the LMX and student's learning satisfaction, and the items of questionnaire for this study are modified from Liden and Maslyn (1998) 12-item LMX multidimensions scale and student survey 6 items (Arbaugh 2000) and University satisfaction scale by Hussian and Bhamani (2012). A total of 250 students participated in this study. A Pearson correlation analysis was conducted by using SPSS software. The results of the study indicated that all of the hypotheses were accepted. Here, the study showed all the dimensions of LMX (affect, loyalty, contribution and professional respect) were significant and positively related to the learning satisfaction of student.

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

In today's strong competitive environment, organizations in every industries struggle to maintain a concrete state of survival and financial growth. This concern is shared by the Higher Education Institution (HEI) as HEI, is also considered to be a form of an organization. According to a research done by Wan (2007) in the year 2007, there are more than 500 private universities and 20 public universities in Malaysia that provide higher education learning service to students, both local Malaysians and foreigners. As the years pass, it can safely be concluded that there will be an increase in the numbers of HEI in Malaysia, thus resulting a stronger competition in the education sector. Higher education is a highly intangible service in the market, as the customers who are students experience learning services provided by the educational institutions (Goi, 2013). Hence, in order to stand out and achieve overall success in the market, the ability to identify customers' satisfaction is crucial.

In various previous studies conducted on students' learning satisfaction, researchers proved that the quality of the engagement and relationship in the learning environment correlates to the student's satisfaction (Greiner, 2000; Knight, 2002; Wu et al., 2015). Moreover, learning satisfaction has also been seen to be related to affection among instructors and students (Topala & Tomozii, 2014) which later leads to a joy that the student experiences when learning.

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