



**CLIENT'S SATISFACTION TOWARDS CLEANING SERVICE PROVIDED
BY THE CLEANING SERVICE FIRM IN SCHOOLS AT PADAWAN AREA:
A CASE STUDY ON ZONA ENTERPRISE**

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DECLARATION OF ORIGINAL WORKS



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“ DECLARATION OF ORIGINAL WORKS”

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Hereby, declare that,

- This work has not previously been accepted for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

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ABSTRACT

Customers' satisfaction has been a very prominent issue in marketing. It is very important to deliver high level of service quality which in turn will create satisfied customers who will keep patronizing our business and generate profitability for us, Kotler (2000)

The objective of this study is to estimate the satisfaction level of customers toward the service cleaning provided by Zona Enterprise by using eleven (11) determinants as proposed by Ghobidian et. al. The eleven determinants are responsiveness, reliability, security, courtesy, competence, understanding the customers, customization, access, communication, tangible and credibility.

Besides obtaining customers satisfaction level by using the determinants, this research also determined which of the determinants had the strongest impact on customers' satisfaction as perceived by the customers. Through that way, the researcher was able to know the determinants that the customers perceived as having a strong influence on satisfaction.

The findings shows that almost three quarter ofl the respondents were satisfied with the cleaning service provided by Zona Enterprise with the percentage of satisfaction amounted to 70.8%. Respondents were very satisfied with the determinants access and tangibles while quite dissatisfied with Understanding the customers and also tangibles. For the ranking part, the respondents ranked Reliability as the determinant that has the strongest impact and influence on customers' satisfaction with total score of 394. Meanwhile, Customization is on the lowest rank with total score of 323.

1. INTRODUCTION

1.1 INTRODUCTION TO ZONA ENTERPRISE

Zona Enterprise is a company registered as a sole proprietor on 7 March 2000 and is owned by Puan Normah Binti Sidi. Zona Enterprise is a wholly owned Bumiputra company and its principal business activities are:

- General Contractor(Cleaning service, Grass cutting and building contractor)
- Suppliers for Electrical goods , Airconditioning and ration.

Currently, Zona Enterprise are doing cleaning service in school at Padawan area. Zona Enterprise was awarded the contract by Jabatan Pendidikan to do the cleaning service and Grass cutting at 30 schools which make up of 10 secondary and 20 primary school.

At present Zona Enterprise employs (5) permanent staffs and (60) contract workers . For contract workers, their service are only required until the contract awarded are expired.

Zona Enterprise major clients are the Jabatan Pendidikan which make up of 80 % of total annual income.