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# THE OCCUPANT'S SATISFACTION ON QUALITY WORK OF SERVICE PROVIDERS APPOINTED BY MANAGEMENT CORPORATION

Nurul Ashikin Mat Sori <sup>1</sup> and Siti Nadiah Mohd Ali <sup>2</sup>

Department of Estate Management, Faculty of Architecture, Planning and Surveying  
Universiti Teknologi Mara Perak Branch, Seri Iskandar 32610, Perak Darul Ridzuan  
Email: ashikinck95@gmail.com <sup>1</sup>, nadiyah16phd@gmail.com <sup>2</sup>

## **Abstract:**

It is important to know the level of the occupant's satisfaction with quality of work from service provider as it is related to the occupant's comfort with the services provided by the apartment. The quality of work from service providers can determine the satisfaction of an occupant. The objective of this research is to rank the level of satisfaction towards the services provided by the service providers and to determine the level of the occupant's satisfaction with quality of work from service providers appointed by the Management Corporation. This research uses the quantitative method and data have been collected by using questionnaires in order to achieve the objectives of the research. The questionnaires were distributed among the occupants of D' Perdana Apartment Sri Cemerlang Kota Bharu Kelantan. Data was analyzed using Statistical Package for Social Sciences (SPSS) and Microsoft Excel to know the results. At the end of the research, the result shows the satisfaction level of the occupants on quality of work of the service providers is good. The occupants live comfortably and get good quality of service at the apartment. The service providers have to ensure the occupants are always satisfied with their service and fulfill the needs of occupants related to the service.

**Keywords:** Strata building, Management corporation, Service providers, Building services, Satisfaction

## **1.0 INTRODUCTION**

Management Corporations are bodies that are formed to manage sub-divided buildings and common property in terms of management and maintenance in the strata development (Building and Common Property Act 2007). The quality of service provided is important to study because the service quality has become an aspect of the occupant's satisfaction (Woon, 2016). The Management Corporation will appoint service providers to provide their services but there are several issues faced by them. The problems are lack of behavior and lack of attention for the customers' needs and wants (Hoffman & Thomas 1992), lack of communication style (Mohr and Nevin, 1990) and lower quality of work (Cheba et al., 2005). Therefore, the purpose of this study is to study the occupant's satisfaction towards quality of work from service providers appointed by Management Corporation.

## **2.0 LITERATURE REVIEW**

The literature review will define some terms used in the research and will describe these terms clearly to ensure the readers understand the aims of this research. The main objective of this chapter is to enable the researcher obtains additional and new knowledge on conducting the research. Other than that, the researcher will also find new findings from the research and compare it with the previous research.

### **2.1 The Important Term**

According to Sarpin and Weideman (1999) the service provider is a process appointed outside the company in contracting to give a service performed by staff. The service providers have to ensure the occupants are satisfied with their work. Satisfaction has been defined by Kotler (2000) as the feeling of pleasure and disappointment because the result received for the performance is different when it is



compared to the expectation. This concept is adopted by two definitions, which are facility and service quality. Facility is a place or a piece of equipment provided for a particular purpose and facilitates business activity or accommodates the services and premises required (Williams, 1996). Service quality is a fit when meeting customer needs and customer satisfaction by services and uses (Parasuraman et al., 1988).

### 2.1.1 Management Corporation

Management Corporation is a body that is formed to manage sub-divided buildings and common properties in terms of management and maintenance of strata developments (Building and Common Property Act, 2007). Management Corporation is a body corporate with perpetual succession, a common seal and may hold property. It is also a separate legal entity for all proprietors of individual parcel or lot in the strata scheme (Strata Titles Act 1985,).

### 2.1.2 Strata Building

A strata building is a building that consists of parcel units and subdivided into many parcels and accessory parcels, with some having provisional blocks. The strata building comprises common property in the development (Mazliza et al., 2015). There are four types of strata buildings for residential in our country which are flats, condominiums, apartments and service apartments. All the buildings are multi storey buildings (National Property Information Centre, 2010).

## 2.2 Types of Service Quality

A model for service quality was developed by Parasuraman et al. (1988) named SERVQUAL which is based on five dimensions which are tangible, reliability responsiveness, assurance and empathy. Based on previous research, tangible refers to the physical characteristics associated with it (Mohsin and Chris, 2005) while Finn and Lamb (1991) stated that reliability is connected with the ability to perform a good service accurately and dependably. According to Parasuraman et al. (1988), responsiveness refers to customer service by providing efficient and fast service by a firm and employees to efficiently exhibit willingness to solve customer problems and requests. Assurance is providing confidence to customer by diverse features such as a firm's record of good behavior from employees and displaying certification of specific knowledge (Parasuraman et al. , 1988) . Lastly, empathy can be referred to providing customer with personal service by the service firm's readiness to care about customers' wellbeing (Halil and Kashif, 2005).

### 2.2.1 Building Services

Various types of building services that service provider provides for their client. According to the Malaysian Property Management Standards (2010), the common types of building services are:

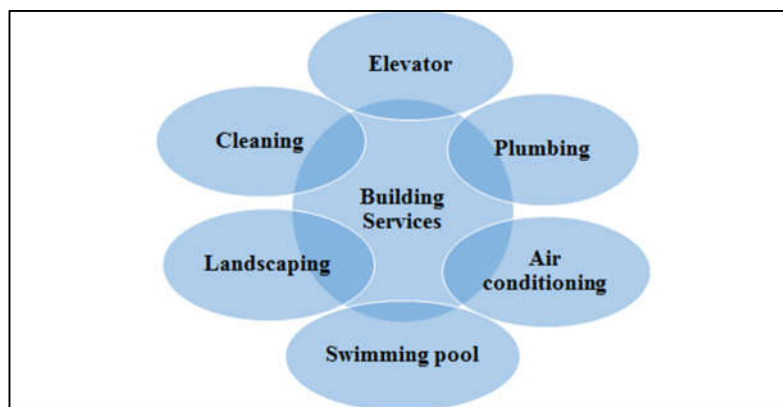


Figure 1: Types of Building Services

### 2.2.2 Elevator

An elevator may be defined as a power-driven permanent equipment that is attached to a building and it is also installed at the structure. Based on a study by Adekomaya (2015), the elevator must always be inspected and periodically maintained to ensure the working condition is good based on schedule. The scheduled checks must be recorded for any damage or failure. The repair work must be done if there is any damaged equipment in the elevator and the action must be fast because it affects the usability of the elevator. Any replacement work required must also be done promptly. According to Gray (1991), the scope of work in terms of maintenance for service providers is divided into two, which are preventative maintenance and comprehensive maintenance. In preventive maintenance, the service provider has to make regular visits to the site to check, adjust the elevator equipment and lubricate. It must also take immediate action by attending to call-outs due to breakdowns. In comprehensive maintenance, they need to regularly replace and repair the necessary elevator equipment.

### 2.2.3 Plumbing

The occupant should report any problems related to plumbing to the person responsible in that sector as soon as possible because any delay may cause harm to the occupant and also to the building (Kaplinski, 2013). The works of plumbing is not daily because it is only needed as per request but the service providers must stand-by 24 hours per day, 7 days per week and 365 days annually. The scope of works for service provider in plumbing is more towards maintaining, repairing and replacing such as repair of leaks in plumbing/piping systems, patching or repairing of sanitary drain blockages, pumps, leak sealing, sewer system, underground plumbing or pipe repairs and replacement of various plumbing equipment (Trudeau, 2015).

### 2.2.4 Swimming Pool

A swimming pool may be defined as a structure together with the building and intended for swimming, bathing and others (Lakes, 1996). The water in a swimming pool has to be clear without any debris or chemical. The services given by the service provider for swimming pool is more towards inspection, cleaning, repairing and maintaining. All the works must be done based on the schedule and the guideline. Perkins (1989) stated that general services provided for swimming pools are checking and maintaining the treated water level, checking pumps, filters, piping, recording chlorine results, checking water temperature, recording PH tests in logbooks, checking water clarity, cleaning and scrubbing the side walls, bottom and pool deck of the pool. The service provider will also take suitable actions if there are any complaints by the occupants about the swimming pool.

### 2.2.5 Landscaping

Landscaping is an area for beautification of outdoor terrain through the process of planting flowering plants, grass, shrubs and trees that are the main parts in exterior works and gardening for parks, walkways and residential or non-residential buildings ( IbisWorld, 2002). The landscaping services must follow their schedules and scopes of work. The landscaping need to be maintained to ensure the condition is still good (Davesgarden, 2002). The scopes of work for service providers is mowing the grass and maintenance of landscaping, periodic fertilization, weeding and repairs, trimming of bushes, trees and hedges and trimming the areas surrounding the trees and bushes.

### 2.2.6 Cleaning

Cleaning helps to protect our health and it prevents from getting a disease (Parker, 2007). Cleaning services should cover all common areas of the building like car parks, guard house, sewerage plant, corridors, and staircases, refuse area and others. The general services in cleaning are all the interior and exterior surfaces of the building, wiping and removing any marks from waste bins and replacing bin liners, vacuuming all the carpeted areas in the building, removing all rubbish to the right places, dusting

off all the fittings, furniture, windows and doors, sweeping and mopping the main thoroughfares, the floors, stairs and toilets, washing and lathering dry all glass, mirrors and tiles, washing and drying using suitable polish for uncarpeted areas and wiping any crockery, glassware, and cutlery (Wilson, 1989).

#### 2.2.7 Air Conditioning

The installation, maintenance and repair of the air conditioning system is costly. However, the air conditioning systems must always be maintained, repaired, inspected and cleaned to ensure it can work in a good condition (Olanrewaju, 2008). Large buildings must have their own service provider to take care of the air conditioning system because not just anybody can maintain it; only trained professional personnel can do it. The general scope of work by the service provider in an air conditioning system are maintaining and repairing if it breaks down, cleaning all the equipment based on schedule, repairing split unit if necessary, cleaning of filters, visually inspecting the compressor, and checking the capacitors. The service provider is also required to service, repair, and plan shifting and maintenance works on window units, split units and others. All work must be prompt and based on schedule if there are no emergency cases (Springer and Dakin, 2013).

### 3.0 METHODOLOGY

In order to achieve the objectives of this research, a set of questionnaire was developed and distributed to the apartment occupants at D'Perdana Apartment Sri Cemerlang Kota Bharu, Kelantan. The total population of the apartment building is 250 persons. According to Israel (1992), the suggested number of samples for 250 people in the population is 72 respondents. From the total of the sample respondents, only 68 people returned the questionnaire; making the data still valid. The data is collected through face-to-face survey forms placed at the management office.

There are three sections in the questionnaire, which are demographic profile, rank satisfaction and Likert scale ranking. The rank satisfaction part will refer to Objective 1 and Likert Scale refers to Objective 2. In rank satisfaction section, the respondents need to put the number in the blank space based on their satisfaction while in Likert scale section, they need to circle the scale. The questionnaire was based on a five-point Likert-scale. It acts as an instrument to put the level of agreement by respondents into some ranges. The Likert scale ranking is categorized into 1 until 5 in order to evaluate the degree of perception for each respondent based on the objectives in this questionnaire survey. The Likert scale symbolized 1 as "Very unsatisfied", 2 as "Unsatisfied", 3 as "Fair", 4 as "Satisfied" and 5 as "Very satisfied". The Likert scale gauges the level of agreement by respondents.

A number of variables are posed to respondents in order to verify the findings for this research on satisfaction level of service. All information gathered from the respondents is analyzed by using descriptive statistical methods under Statistical Package for Social Sciences (SPSS) Version 21. The data performed by the mean score then states the level of satisfaction based on distribution of scores by level.

### 4.0 ANALYSIS AND FINDINGS

The data was analyzed to identify the rank of satisfaction towards the services provided at an apartment building. The results are as shown below:

Table 1: Analysis of type of services provided

Bil	Services	Ranking and Priority						Total	Total Point	Rank
		1	2	3	4	5	6			
		6 point	5 point	4 point	3 point	2 point	1 point			
1	Elevator	7	6	8	11	12	24	68	185	5
		42	30	32	33	24	24			
2	Plumbing	2	6	13	19	17	11	68	196	4
		12	30	52	57	34	11			
3	Swimming Pool	28	18	13	4	3	2	68	330	1
		168	90	52	12	6	2			
4	Landscaping	17	18	7	12	7	7	68	277	2
		102	90	28	36	14	7			
5	Cleaning	10	15	21	12	5	5	68	270	3
		60	75	84	36	10	5			
6	Air Conditioning	3	2	7	9	24	23	68	154	6
		18	10	28	27	48	23			

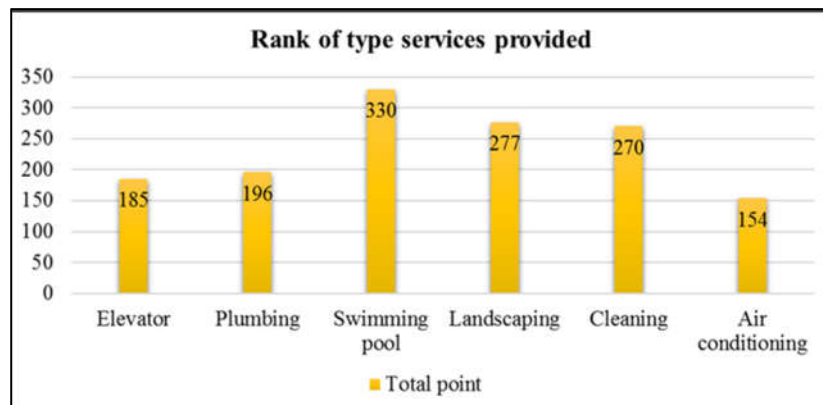


Figure 2: Analysis of the rank of type of services provided

The main purpose of Section B in the questionnaire is to identify the rank of satisfaction towards the services provided at an apartment building. The type of services consists of six types, which are elevator, plumbing, swimming pool, landscaping, cleaning and air conditioning. All the types of services were chosen by the respondents based on their needs. After making an analysis, it was determined that the respondents are most satisfied with the swimming pool service with 330 points and followed by landscaping service with 277 point. Meanwhile the third service the respondents are most satisfied with is cleaning service with 270 point while fourth is plumbing service with 196 points. Finally, the fifth place is elevator service with 185 point and lastly the air conditioning service with 154 point. A conclusion that can be made in this section is that the respondents are more satisfied with swimming pool service as compared to the other services.

Table 2: Result of second objective

TYPES OF SERVICES	MEAN	AVERAGE MEAN	LEVEL OF SATISFACTION
<b>1) Elevator</b>			
<ul style="list-style-type: none"> <li>Service provider ensures the safety of occupants while doing repairing or maintenance works</li> <li>The service given after the complaint is made</li> <li>Repairing is done in a short period of time</li> </ul>	3.22 2.97 2.97	3.05	Moderate
<b>2) Plumbing</b>			
<ul style="list-style-type: none"> <li>The replacement of damaged component is done quickly</li> <li>Improvement of plumbing was made by service provider after receiving the complaint</li> <li>The maintenance of plumbing by service provider is very efficient and high quality</li> </ul>	2.93 3.12 3.22	3.09	Moderate
<b>3) Swimming pool</b>			
<ul style="list-style-type: none"> <li>The condition of the water in the swimming pool is always clear without any debris and chemical</li> <li>The service provider always make inspection and cleaning on the swimming pool according to the schedule</li> <li>The efficiency on repairing and maintenance have been done by a good and knowledgeable team.</li> </ul>	4.03 3.94 3.81	3.93	High
<b>4) Landscaping</b>			
<ul style="list-style-type: none"> <li>The landscaping area is always in a good condition</li> <li>The service provider always mows the grass and maintains the landscaping at the apartment</li> <li>The team of service provider is very efficient for landscaping and creative for design of landscaping at the apartment</li> </ul>	3.75 3.75 3.46	3.66	High
<b>5) Cleaning</b>			
<ul style="list-style-type: none"> <li>The building appears to be in a clean condition; indoors and outdoors</li> <li>Mopping area in the apartment in the right time</li> <li>Wipe and remove any garbage from waste bins everyday</li> </ul>	3.56 3.49 3.40	3.48	Moderate
<b>6) Air conditioning</b>			
<ul style="list-style-type: none"> <li>Service of air conditioning done according to schedule</li> <li>Service all the air conditioning in the whole apartment and always making improvements</li> <li>All the air conditioning be maintained by professional worker and fast action</li> </ul>	3.26 3.10 3.16	3.17	Moderate

Table 2 shows the result to determine the level of occupant's satisfaction on quality of work of service providers appointed by Management Corporation. In this result, it will reveal the frequency and mean to

measure the levels of satisfaction among the occupants in the apartment. According to Table 2, it can be seen that the highest level of satisfaction for the service at the apartment are swimming pool and landscaping. It can be concluded that these two types of services being provided at the apartment building received high satisfaction among respondent. Notwithstanding these, the respondents decided that the service for elevator, plumbing, cleaning and air conditioning are at moderate level of satisfaction. Overall based on all types of services, the providers have provided good services to the occupants.

## 5.0 CONCLUSION

The conclusion of this study after making the analysis and receiving the findings show that the occupants at D'Perdana Apartment are very satisfied with the swimming pool service. Results show moderate score for the other services meaning that occupants are also satisfied with the other facilities but not as highly satisfied as they are with swimming pool service. The service providers can also make improvements on their services to ensure the occupants give high level of satisfaction with their quality of work in the apartment. This research can give significance to everyone especially to the service providers to make their service better in the future. So, all the objectives of this research are achieved when the respondents give feedback and answered the questionnaires.

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