



**SERVICE QUALITY AND CUSTOMER
SATISFACTION
IN FACILITY MANAGEMENT SERVICES:
A CASE STUDY ON TOTAL IFM SDN BHD**

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ABSTRACT

The importance of service quality by implementing Facility Management services in healthcare industries has been a growing interest whether in private or government departments. The facility management functions as control the overall maintenance expenses within budget and operation cost saving which led to increase reliability, availability and life span of asset and equipment. The research design chosen is conclusive research because is typically more formal and structured. A total of 151 questionnaires form being distributed among Sarawak General Hospital (SGH), Serian Hospital, Sibu Hospital, Klinik Kesihatan Tanah Putih (KKTP), Klinik Kesihatan Jalan Masjid (KKJM) and Rajah Charles Brooke Medical (RCBM) are returned for analysis of data. The data will be key in using the Statistical Package for Social Science (SPSS) software and will be analyzed after coding. Using Frequency Analysis, Regression Analysis and Correlation Analysis, the result is obtained. From the study, the strongest scales of all the service quality dimensions are tangible and assurance. Therefore all the SERVQUAL are regress towards Customer Satisfaction except Responsiveness. In conclusion, the researcher can identify the independent variable; responsiveness dimension plays a major role in satisfying consumers. The company is strongly related to customer-base relationship and therefore, should maintain good relationship with customers or users. Few areas need to be improve, the responsiveness towards customers which surely will contribute to customer satisfaction.

1.0 INTRODUCTION

The rapid change of global environment forces organizations to seek suitable business strategies to manage their existing ways of conducting and operating businesses and transforming themselves in a way that will enable them to cope with global challenges, compete globally and eventually grow. Therefore, facility management will help to support the organization unique requirements and business goals. Without an effective facility management, machinery breaks, systems fails, affect performance of people and business is at risk.

Facility Management can be defined as the integral managing and execution of building and services such as resorts, hospitals or offices, which contribute to a better performance of the primary process in relation to effectiveness, flexibility, efficiency and tangibility. Hammer J.M. (1998) has included the following functions; inventory management, programming, master and layout planning, administration and implementation, purchasing co-ordination, maintenance planning, site management, overall systems coordination. Using Facility Management services provides comprehensive scope of maintenance of the mechanical, electrical, electronics and civil assets. In brief, a facility management source independently to customer so they could engage one service provider for various assets in the facility or plant. The establishment of facility management has become highly competitive, strategically, tactical and operational where the activities can vary between advising and policy making on one side and managing and executing operations on the other.

2.0 LITERATURE REVIEW

Lovelock (1991) defined service as “a process or performance rather than a thing”. Services can be explain as a process and experience based and in many cases dependent on human, interpersonal delivery systems, suggesting a need to focus on process, delivery and experience innovation. Services are fluid, dynamic and frequently co-produced in real time by customers, employees and technology, often with few static physical properties (Mary Jo Bitner, Amy L. Ostrom, Felicia N. Morgan; 2007; p2). Therefore, this chapter will discuss about the literature review related to the research topic chosen.

To determine the service quality in hospitals, the researcher adopted the service quality dimensions of Parasuraman et al. (1991) which includes Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Figure 2.1 shows the conceptual structure of the study. The framework illustrates Improving Service Quality using Facility Management leads to customer satisfaction.

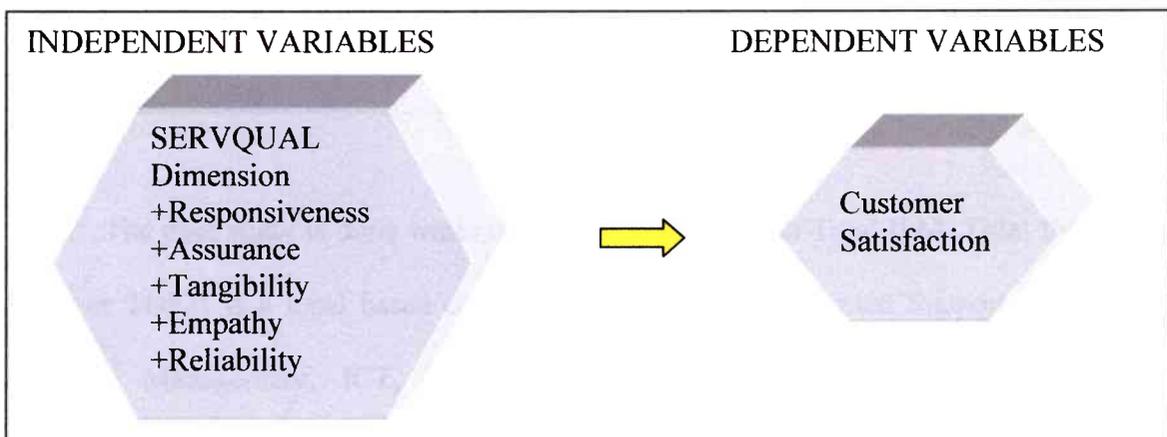


Figure 2.1: SERVQUAL Dimensions
Sources: Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985)