

**THE PERCEIVED SERVICE QUALITY OF CHILDCARE CENTRE AND ITS
IMPLICATION ON LOYALTY AMONG WORKING PARENTS IN BANDAR TUN
ABDUL RAZAK, JENGKA.**

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ABSTRACT

The aim of this study is to identify the perceived service quality and loyalty of parents on childcare centre and to determine the relationship between perceived service quality and loyalty of parents on childcare centre in Bandar Tun Abdul Razak, Jengka. Gronroos (1984) defined perceived service quality as the outcome of an evaluation process whereby the consumer compares his expectations with the service he perceives he has received. Meanwhile, Jones and Sasser (1995) pointed out that customer loyalty is the customer repeat purchase intention to some specific product or service in the future. The research was conducted among working parents who sent their children to childcare centre in Bandar Tun Abdul Razak. The finding shows there is a significant relationship between perceived service quality on childcare centre and loyalty among working parents toward childcare center. The recommendation for future research is researcher can attempt to conduct study in different location or different type of services instead of childcare.

Keywords: *Working parents, Child care, Service quality, Perceived service quality, Loyalty*

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