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**A STUDY ON PROPERTY MANAGEMENT SERVICE  
QUALITY AND CUSTOMER SATISFACTION AT SPNB  
VISTA ILMU**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

This chapter focuses on the background of the study which is on property management service quality and customer satisfaction. Section 1.2 will discuss the background of the study, Section 1.3 will explain on the problem statement while section 1.4 will state the research questions. On the other hand, Section 1.5 will state the research objectives, Section 1.6 will explain the significant of the study, then Section 1.7 will explain the scope of the study and finally Section 1.8 is all about definition of terms and concepts.

#### **1.1 Background Of The Study**

“Property management means the physical, administrative or financial maintenance and management of real property or supervision of such activities for a fee, commission or valuable consideration, pursuant to a property” (Real Estate Division: Property Management, 2010). It is almost similar to the management for other business but they will operate things on the behalf of the landlord. For example of their duties are to ensure securities in public home area, maintenance, background check on tenants, responding to maintenance issues, provide proper facilities and many more. All of this roles or duties of the property

## **CHAPTER 2**

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

#### **2.0 Introduction**

This chapter provides a review of the literature on service quality and customer satisfaction. Section 2.1 explains on service quality. Section 2.2 explains customer satisfaction. Section 2.3 discusses on relationship between service quality and customer satisfaction. On the other hand, Section 2.4 discuss on relationship between length of residency and customer satisfaction, whereas Section 2.5 discuss on the relationship between ownership status and customer satisfaction. Section 2.6 provides the conceptual framework. Finally, section 2.7 is identifies the hypothesis of the study.

#### **2.1 Service Quality**

The study investigates service provided by the property management based on the theories of service quality and customer satisfaction. Literatures reviews on relevant concepts are discussed in the following section in order to develop the research hypothesis.

An important factor driving satisfaction in the service environment is service quality. It is commonly noted as a critical requisite and determinant of

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.0 Introduction**

The aim of this section is to explain methods used in carrying out this research and explained how well the study will be carried out. Section 3.1 will discuss on the research design, Section 3.2 explains on sample size and Section 3.3 discusses on the sampling technique. On the other hand, Section 3.4 will discuss on the unit of analysis, Section 3.5 discussing on the measurement, Section 3.6 data collection and also Section 3.7 data analysis which relates to this research.

#### **3.1 Research Design**

Research design is used to obtain relevant evidence that is needed to answer the research question, to test a theory and to evaluate the data. The intention of having research design is to ensure internal and external validity. This research will find out the causes and effect relation between the service qualities provided by SPNB Vista Ilmu with the satisfaction of the residents that staying here. The type of investigation that we used in this research is a cross-sectional sample survey. It is a one-shot survey of the respondent whereby the data are collected just once in a period of time in order to answer the research question.