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STUDIES



A CASE STUDY ON PARENTS' PERCEIVED SERVICE
QUALITY, SATISFACTION AND TRUST OF A CHILDCARE
CENTRE-PERMATA KOTA SAMARAHAN

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ABSTRACT

Nowadays, parents especially those from urban area are both involve in the work force, which gives rise to the demand for childcare centres to look for their children. When searching for the right childcare centre to send their child to, parents tend to make a decision based on their perceived view of the service quality of childcare, their satisfaction as well as trust in the particular childcare centre question. This is where the study comes in as it focuses on how the relationship of parents' perceived service quality, satisfaction, and trust in the context of childcare are related. A random sample of 80 parents has been answering the questionnaires, while staffs at Permata Negara Childcare Centre have been interviewed to obtain relevant information for this study. It is found that there is a relationship between the level of parents' satisfaction, service quality as well as trust which will affect how parents view the childcare centre. The study is able to prove that there is a positive relationship between the perceived service quality and parents' satisfaction. However, the scope of the study is quite limited as it focuses on a specific sample of respondents sending their child to only one childcare centre.

TABLE OF CONTENTS

Clearance for Submission of the Research Report by the Supervisor	3
The Declaration	4
Abstract	5
Acknowledgement	6
List of Figures	7
List of Tables	8
List of Appendices	9
Table of Contents	10
 Chapter 1: Introduction	
1.1 Introduction	12
1.2 Problem statement	14
1.3 Research objectives	15
1.4 Scope of the study	15
1.5 Significance of the study	16
1.6 Definition of terms/concepts	17
 Chapter 2 : Literature Review & Conceptual Framework	
2.1 Introduction	19
2.2 Perceived Service Quality	20
2.3 Relationship between Service Quality and Customer (Parents) Satisfaction	20
2.4 Relationship between Service Quality and Parents Trust	21
2.5 Hypotheses	22
2.6 Conceptual framework	22
2.6.1 Perceived quality of service upon parent satisfaction	23
2.6.2 Perceived quality of service upon parent trust	24
 Chapter 3 : Research Method	
3.1 Research Methodology	26
3.2 Research Design	26
3.3 Sample Size	26
3.4 Sampling Technique	27
3.5 Unit of Analysis	27
3.6 Conceptual & Operational Definition/Measurement	27
3.7 Data Collection	32
3.8 Data Analysis	34

CHAPTER 1

INTRODUCTION

1.1 Introduction

“Every child is precious and children are assets to our society. They are the most valuable resource of the nation. I believe that developing a nation and its people begins with early childhood education. While it is the duty of parents to ensure a child has the opportunities to develop, it is also the government's responsibility to help parents bring the potential to fruition. In developing a child's potential, we are in reality developing the human capital of the child and of the nation. In carrying out this task, we are enabling the child to grow holistically so that the child is equipped with abilities, knowledge and skills to become a productive member of the nation. Economists have long believed that investment in early education is a good strategy in developing human capital which in turn, is an important source for economic growth. Cognitive and non-cognitive abilities are important for a productive work force. It is said that key workforce skills such as motivation, persistence and self-control are developed early. Children are the future generations who have the potential to drive the economy of the country as leaders, innovators, entrepreneurs, researchers and economists.”

Quotation from Prime Minister YAB Dato' Sri Mohd Najib Tun Abdul Razak at the opening address of the Malaysian International ECEC Conference themed "DEVELOPING HUMAN CAPITAL BEGINS WITH CHILDREN" on 14 April 2009.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

Parents tend to perceive that the service quality of childcare centre come together with the satisfaction of childcare services and trust of caregiver-child by providing a good environment and child development. Because of the strong indication that children's development is influenced by their childcare experience, most parents are becoming more selective when it comes to childcare. As more parents become increasingly affluent, the need to equip their children with skills to cope with the future also increases. Thus, childcare providers must produce and maintain high service standards as well as parents' satisfaction to build long-term relationships between parents and firms.

Despite the growing demand for childcare services and their critical role in development of children, childcare service providers have lagged far behind compared to most other service firms in applying marketing oriented approaches to their businesses (Barnes and Adamczyk, 1993; Rivera, 2001). Thus, the delivery and quality of this important consumer service has implications not only for direct customers of this service such as parents but also for users of the service (i.e., children) as well as the society as a whole. It is therefore the study's intention is to explore the relationship of parents' perceived service quality, satisfaction, and trust in the context of childcare.