

UNIVERSITI TEKNOLOGI MARA

**PROPERTYQUAL: ASSESSING PROPERTY
MANAGEMENT SERVICE QUALITY OF OFFICE
BUILDINGS IN MALAYSIA**

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**Thesis submitted in fulfilment of the requirements
for the degree of
Doctor of Philosophy**

Faculty of Architecture, Planning & Surveying

DECEMBER 2006

ABSTRACT

This study focuses on service quality in the property management services. Service quality is a very complex phenomenon due to the 'nature' of services. Although the results of the service and the tools/instruments it involves may be concrete, the service itself is abstract and difficult to define, in contrast to goods, which are concrete things. The characteristics of service have been summarised in terms of four basic features; i) service is intangible, ii) service is a process, iii) service is partly consumed or experienced at the time it is produced, and iv) the customer participates in the process of service production.

Providing quality service is the criteria upon which the clients, customers, and users of property product and services differentiate one organisation from another. Property management companies are striving to deliver to their tenants not only their products and services, but also 'quality' and 'satisfaction' that may lead to increase economic returns on investment. This industry wide effort to deliver exceptional product/service quality and total tenant satisfaction continues to intensify in the marketplace as it is directly connected to the survival of the company. However, the study of service quality is very limited in the property management services and particularly in Malaysia

The objectives of this study are to develop PROPERTYQUAL, a service quality instrument for property management services and to measure the expectations and perceptions of service quality between tenants and property managers of purpose built office buildings in Malaysia.

The original contribution of the research work is the development of PROPERTYQUAL as an instrument to measure service quality in the property management services in Malaysia. Secondly, is the expansion of the theory of service quality and tenants satisfaction to the property management services. The identification of strategies to improve the existing service quality delivery in the property management services in Malaysia.

Conceptual framework is presented that integrate and extend the existing conceptual model of service quality in general. This study adopted the mixed methodology or a combination of quantitative (questionnaire survey) and qualitative method (personal interviews). Questionnaire survey was carried out of approximately 318 purpose built office buildings in Kuala Lumpur, out of which 50 property managers and 268 tenants responded. In addition, an interview was also carried out to 30 property managers and 60 tenants.

The key findings of the research demonstrate the existence of discrepancies between expectations and perceptions of tenants' and property managers' towards the understanding of service quality. In addition, the findings provide insight into; (i) the perception level of property managers are higher compared to tenants, (ii) the level of importance towards the dimensions of PROPERTYQUAL between tenants and property managers differ, (iii) signage and building aesthetics have a positive effects on tenants' overall service quality perceptions, (iv) reliability has a positive effects on property managers' overall service quality perceptions, and (v) Technical and Image constructs influence perceptions of overall service quality in the property management of purpose built office buildings in Malaysia.

ACKNOWLEDGEMENTS

Many, many people have helped me throughout this journey.

Firstly, Associate Professor Dr Hj Abdul Hadi Nawawi and Professor Dr Hj Zainal Mat Saat, my main and second supervisors, who provided a motivating, enthusiastic, and critical atmosphere during the many discussions we had. It was a great pleasure for me to conduct this thesis under their supervision.

I would like to thank Universiti Teknologi MARA as a financial sponsor, for the scholarship and trust given to me to complete this research. I am also indebted to various private property management organizations as well as to all many people who directly contributed to the research by completing the questionnaires. Their contribution and support is very much appreciated.

I would also like to acknowledge Professor Dr Parasuraman of Miami University, for giving me permission to use his model and instruments of SERVQUAL and Professor Dr Gronroos of the Swedish School of Economic, Helsinki, Finland, for his comments on my initial proposal.

My special thanks to Professor Dr Maziah of Kolej Universiti Tun Hussein Onn, for her comments and suggestions given during the beginning of my journey. My gratitude to Dr Christine Lee of Auckland University, New Zealand, for being my mentor during the Postgraduate Colloquium at Auckland University; and also to Prof Dr Andrew Baum of Reading University, United Kingdom, for his comments and suggestions during the Colloquium. The comments and suggestions given have shed some light to my journey towards the end of the tunnel.

Needless to say, that I am grateful to all of my colleagues at the Department of Property Management for their support (and tolerance). To Mohd Nazim Alias, who helps me a lot on the computer and technology and always makes sure that my presentation slide is

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