



**RELATIONSHIP BETWEEN SERVICE QUALITY IN
CLEANING SERVICE AND CUSTOMER SATISFACTION
AMONG DEGREE STUDENTS IN UITM KOTA SAMARAHAN**

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**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT
FOR THE DEGREE BACHELOR OF BUSINESS
ADMINISTRATION WITH HONOURS (MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

JUNE 2014

ABSTRACT

In this study, perception of service quality and impact on satisfaction were consumed through a research where students using cleaning service within the university campus were selected on the sample. In the study, a survey questionnaire was used as the data collection technique and Parasuraman (1988) scale, which was developed to measure service quality in cleaning service, was used for creating survey form. In the methodology, correlation analysis, mean analysis, and multiple regressions were performed on 150 valid cases. Multiple regression analysis was applied to four dimensions of SERVQUAL (reliability, responsiveness, cleaning quality and assurance) that were determined as a result of reliability analysis and it was found that these dimensions affect satisfaction positively in general and at the level of 74%. Among the service quality dimensions, it was determined that responsiveness did not have significant effect on satisfaction. It was concluded that cleaning quality had a higher impact on satisfaction than other dimensions.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Cleaning service is a booked and a progression of occasional assignment that should be possible day by day, week by week and month to month. Cleaning service is under operation and upkeep services which under Facility Management. As per (Markovic and Raspor, 2010) callings that comprise of various controls guarantee usefulness of the constructed environment by incorporating individuals, innovation and procedure. As per (Akan.p, 1995) the part of Facility director need to oversee are wellbeing and security, fire wellbeing, security, upkeep, testing and assessment, cleaning, operational, tendering, business property administration, business congruity arranging, and space allotment and changes. Under the Facility Manager perspective above, analyst can see that there is particular viewpoint on cleaning that additionally incorporate into the Facility Management.

To breakdown and match up the component of undertaking with cleaning service, it begins with the venture proprietor. For cleaning venture in Universiti Teknologi Mara, the undertaking proprietor would be Universiti Teknologi Mara itself. Universiti Teknologi Mara employs temporary worker as their task group to handle the cleaning procedure in Universiti Teknologi Mara by open tendering. As the way of an undertaking who has the starting and an end, cleaning service venture is likewise have a starting and an end. It is relying upon the term of the agreement which in Universiti Teknologi Mara, the length would be maybe a couple years' top (Zulkefli, 2014).

Cleaning service is still can be think about as a task. Since in each cleaning delicate, there is dependably an agreement span, assesses and occupied as individuals still didn't see the significance of a nature of cleaning service and how it would affect our day by day lives. On the off chance that there is no cleaner that deal with our waste in the workplace; take the junk out or clean the window, our workplace will be extremely

CHAPTER TWO

LITERATURE REVIEW

2.1 Customer Satisfaction

The people who buy the items or merchandise given by associations are clients. By the day's end, a client is an accomplice of an affiliation who gives portion consequently to the offer provided for him by the relationship with the purpose of fulfilling a need and to open up satisfaction. At times, the term client and customer are perplexing. A client can be purchaser; be that as it may, a shopper may not as usual be a client. As per (Solomon, Bamossy, Askagard, and Hogg, 2009) a client is the person who buying the things and the purchaser is the people who exhausts the thing.

Satisfaction can in like manner take care of business estimation of joy or disappointment those results from taking a gander at its thing at clear execution or result with their goals (Kotler and Keller, 2009). Without a doubt, fulfillment could be the delight got by some person from the usage of items or administrations offered by another person of social affair of people, or it can be the state of being substance with a situation. Fulfillment level change beginning with a situation. Fulfillment level change beginning with one individual then onto the following in light of the way that is utility. As demonstrated by (Schiffman and Karun, 2004) consumer loyalty is described as "the particular's impression of the execution of the products or administrations in association with his or her wishes". Around, client devotion could be the joy procured from eating up an offer. Measuring customer fulfillment could be incredibly troublesome now and again because it is a try to measure human conclusions.