

**RELATIONSHIP BETWEEN QUALITY SERVICE DETERMINANTS WITH THE  
QUALITY OF CLEANING SERVICE**

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Thesis submitted in fulfilment of requirement for the award of the degree of Bachelor Degree  
(Hons) of Project Management

Faculty of Industrial Management

UNIVERSITI MALAYSIA PAHANG

NOVEMBER 2014

## **ABSTRACT**

Quality of Cleaning Service is an important essence in Cleaning Service Industry. Customers Satisfaction is often used as the evaluation method to determine the quality of cleaning service. Customer satisfaction is depends on the element of customers expectation and perception of quality which can be divided into four main determinants which is Functional Quality, Technical Quality, Process Quality and Aesthetic Quality. Therefore, this paper intends to identify the relationships of quality determinants and the quality of cleaning service as well as its dominant factor. So, the respondents targeted for this project is staffs that work in office in UMP Gambang. Questionnaires were distributed and collected. For the analysis performed on the gathered data, the study shows that there is correlation of quality determinants with the quality of cleaning service.

## ABSTRAK

Kualiti Perkhidmatan Pembersihan adalah intipati penting dalam Pembersihan Industri Perkhidmatan. Kepuasan pelanggan sering digunakan sebagai kaedah penilaian untuk menentukan kualiti perkhidmatan pembersihan. Kepuasan pelanggan adalah bergantung kepada unsur jangkaan pelanggan dan persepsi kualiti yang boleh dibahagikan kepada empat penentu utama iaitu Kualiti Fungsi, Kualiti Teknikal, Kualiti Proses dan Kualiti Estetik. Oleh itu, kertas kerja ini bertujuan untuk mengenal pasti hubungan penentu kualiti dan kualiti perkhidmatan pembersihan dan juga faktor yang dominan. Oleh itu, responden yang disasarkan untuk projek ini adalah penyelia di UMP Gambang. Borang soal selidik telah diedarkan dan dikumpul. Untuk analisis yang dijalankan ke atas data yang dikumpul, kajian menunjukkan bahawa terdapat korelasi penentu berkualiti dengan kualiti perkhidmatan pembersihan.

## TABLE OF CONTENT

	<b>Page</b>
<b>SUPERVISOR’S DECLARATION</b>	i
<b>STUDENT’S DECLARATION</b>	ii
<b>ACKNOWLEDGEMENT</b>	iii
<b>ABSTRACT</b>	iv
<b>ABSTRAK</b>	v
<b>TABLE OF CONTENT</b>	vi
<b>LIST OF TABLES</b>	ix
<b>LIST OF FIGURES</b>	x
<b>CHAPTER 1 INTRODUCTION</b>	
1.1 Introduction	1
1.2 Problem Background	2
1.3 Problem statement	3
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Scope of Study	5
1.7 Significance of Study	6
1.8 Expected Result	7
1.9 Conclusion	7
<b>CHAPTER 2 LITERATURE REVIEW</b>	
2.1 Introduction	8
2.2 Cleaning Definition	8
2.3 Service Definition	9
2.4 Purpose of Cleaning Service	9
2.4.1 Dust Control	9
2.4.2 Furnishing , Fixture, Fitting, and Fabric Preservation	10
2.4.3 Provision of Socially Acceptable Environment	10
2.4.4 Prevention of the spread of diseases and infaction	10
2.4.5 Safety	10
2.5 QualityDefinition	11

2.5.1	Service Quality Definition	11
2.6	Quality Determinants in Cleaning Service	11
2.7	Classification of Service Determinants	12
2.7.1	Technical Quality	13
2.7.2	Functional Quality	13
2.7.3	Aesthetic Quality	14
2.7.4	Process Quality	15
<b>CHAPTER 3 RESEARCH METHODOLOGY</b>		
3.1	Introduction	16
3.2	Theoretical Framework	17
3.3	Hypothesis Statement	17
3.4	Research Design	18
3.5	Population and Sampling	21
3.5.1	Determining Sampling Size	22
3.6	Research Method	23
3.7	Data Collection Techniques	24
3.8	Design of Questions	25
3.9	Data Analysis	26
<b>CHAPTER 4 DATA ANALYSIS</b>		
4.1	Introduction	29
4.2	Questionnaires Responds	29
4.3	Descriptive Analysis	30
4.4	Reliability of Measurement	33
4.5	Pearson Correlation Analysis	34
4.6	Multiple Regression	36
4.7	Hypothesis Testing	38
4.7.1	Hypothesis 1	39
4.7.2	Hypothesis 2	40
4.7.3	Hypothesis 3	41
4.7.4	Hypothesis 4	42
<b>CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS</b>		
5.1	Introduction	44
5.2	Discussion	44

5.3	Limitation of Study	45
5.4	Recommendation	45
5.5	Conclusion	46
	<b>REFERENCES</b>	47
	<b>APPENDIX A GHANTT CHART</b>	49
	<b>APPENDIX B SURVEY QUESTIONNAIRES</b>	54

**LIST OF TABLES**

Table 3.1 :	Quantitative, Qualitative, and Mixed Method Approached	18
Table 3.2 :	Four Alternatives Combinations of Knowledge Claims, Strategies of Inquiry and Methods	20
Table 3.3 :	Sampling Table	23
Table 3.4 :	Likert Scale	26
Table 4.1 :	Questionnaires Responds	30
Table 4.2 :	Mean and Standard Deviation	32
Table 4.3 :	Reliability Statistics	33
Table 4.4 :	Pearson Correlation Analysis	34
Table 4.5 :	Strength of Correlation Coefficient	34
Table 4.6 :	Model Summary for Multiple Regression	36
Table 4.7 :	Multiple Regression Coefficient	36
Table 4.8 :	Multiple Regression Coefficient for Technical Quality	39
Table 4.9 :	Multiple Regression Coefficient for Functional Quality	40
Table 4.10 :	Multiple Regression Coefficient for Process Quality	41
Table 4.11 :	Multiple Regression Coefficient for Aesthetic Quality	42
Table 4.12 :	Results	43

**LIST OF FIGURES**

Figure 3.1 :	Theoretical Framework	17
Figure 3.2 :	The Concept of Sampling	21
Figure 3.3 :	Types of Sampling	22
Figure 3.4 :	Testing Goodness of Measures : Forms of Reliability and Validity	27
Figure 4.1 :	Percentage of Gender	30
Figure 4.2 :	Percentage of Age	31
Figure 4.3 :	Percentage of Staff Locations	31
Figure 4.4 :	Theoretical Framework	38

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

Cleaning service is a scheduled and a series of periodic task that can be done daily, weekly and monthly. Cleaning service is under operation and maintenance services which under Facility Management. According to (International Facility Management Association), profession that consist of multiple disciplines ensure functionality of the built environment by integrating people, technology and process. According to (Wikipedia) the aspect of Facility manager need to manage are health and safety, fire safety, security, maintenance, testing and inspection, cleaning, operational, tendering, commercial property management, business continuity planning, as well as space allocation and changes. Under the Facility Manager aspect above, we can see that there is specific aspect on cleaning that also include in the Facility Management.

To breakdown and match up the element of project with cleaning service, it starts with the project owner. For cleaning project in UMP Gambang, the project owner would be UMP Gambang itself. UMP Gambang hires contractor as their project team to handle the cleaning

process in UMP Gombang by open tendering. As the nature of a project who has the beginning and an end, cleaning service project is also have a beginning and an end. It is depends on the duration of the contract which in UMP Gombang, the duration would be one or two years top.

Cleaning service is still can be consider as a project . Because in every cleaning tender, there is always a contract duration, estimates and bu as people still didn't see the importance of a quality of cleaning service and how it would impact our daily lives. If there is no cleaner that manage our waste in the office, take the trash out or clean the window, our working environment will be very uncomfortable and dangerous as nobody manages the unwanted stuff in that laying around in our working place.

To maintain a good quality of cleaning service, we need to identify what are the factors that most influence in cleaning service. Does the cost of the cleaning service impact the quality of cleaning services? Does the amount of worker will affect the quality of the cleaning services? There endless amount of possibility that affect the quality of cleaning services that perceived by customers or future customers.

To simplified and narrowed all the possibilities, a study on the factors that influencing the quality of cleaning service is very important so that we can the relationship of those two factors and how we can improve and learn from it.

## **1.2 PROBLEM BACKGROUND**

In cleaning service , the degree of customer satisfaction is the indicator of the quality of the service . A good feedback from customers are not just good for business but it also give a company a good reputation among the potential customer . A good reputation among customers also can benefits as the competitive advantage strategy and allows the possible of cost cutting in the future which will increase the gross margin . In recent years , the emphasis

of quality is no longer focus on the quality of a product but also the quality of services . Because there are no exact definition and ways to measure quality , the high expectation from customer s can lead to customer dissatisfaction .

Even though , there are no exact definition in quality , they are some standards that the service provider can follows and achieve according to their specialty . According to Cleaning service for example , it has its own standards such as the ISO 9000 series and INSTA 800 . Example for the ISO 9000 series is the ISO 9001:2008 for the “Provision of Cleaning Service” . By achieving this type of standard , the reliability level of the company will boost significantly . However , even the fact there a certain standard for measuring the quality of cleaning service , company can ‘t run from the fact that different customer perceive quality from a different point of view (Kyengo, 2007)

As i was told by Madam Yusmaliza, staff that in charge for cleaning service in UMP Gambang that cleaning area in UMP campus Gambang is divided into different zones for cleaning purpose .

The easiest way for a company to track factors that most influence quality of cleaning service is by a company is to make their own quality control systems . By this method , the company themselves can determined their own levels of cleaning quality refers to the quality determinants for cleaning service . By referring to this determinants , can quality of cleaning service in Ump Gambang improved ? The service quality is very crucial for service based company as it will determine the future of the company . Therefore , it is very important to know the quality determinants of cleaning service in UMP campus Gambang in order to find what are the factors that most influence cleaning quality in UMP campus.

### **1.3 PROBLEM STATEMENT**

Quality of cleaning service is very important because cleaning services is evaluate from the cleaning quality. According to (Bound,2002) quality from customers perspective is more than

just proper execution of the quality work. Other than work undertaken, quality expectations is also in relation to matters such as :

- a) Additional Services
- b) Attention
- c) Being addressed by receptionist or telephonist
- d) Flexibility
- e) Accessibility
- f) Responsiveness
- g) Communication
- h) Safety
- i) Company dress code
- j) Fulfilling promises
- k) Staffs
- l) Recruitment, selection, training and supervision
- m) Empathy
- n) Right price or quality ratio
- o) Responding to requirements
- p) “Partnership or co-maker ship”- collaboration towards joint objectives which have been laid down
- q) Continuity
- r) Legitimization

Quality expectation list above show that cleaning services are more than just cleaning rooms and take the trash out. Does this service quality determinants really affect the quality of the cleaning services? So I proposed to study what are the relationship of service quality determinants with the quality of cleaning services and find the dominant factor out of all the service quality determinants.

## **1.4 RESEARCH OBJECTIVE**

This research have two objectives. The objectives are :

- i. To determine the relationship between service quality determinants with the of quality in cleaning service
- ii. To identify the dominant factor in quality of cleaning service.

## **1.5 RESEARCH QUESTIONS**

To conduct a good research , the research questions have been develop . The research questions as below :

- iii. What are the relationship between service quality determinants with the of quality in cleaning service ?
- i. What is the dominant factor in quality of cleaning service ?

## **1.6 SCOPE OF STUDY**

This research is conducted to identify the relationship of service quality determinants with the quality of cleaning services as well as to see the most dominant factor among all the factors available to get a good quality of cleaning services. The scope of study is quality management. How quality management been interpreted in cleaning service field.

Therefore, this study is focused in UMP campus Gambang. The reason for focusing on these location is to see the what are the perception about quality of cleaning service as both location supervise by different people and divided into several zones.

The respondents of this study will be the staffs and st of UMP campus Gambang.

## 1.7 SIGNIFICANCE OF STUDY

### *From Public Perspective*

The benefits that public can get from this study is awareness about the quality of cleaning service that they deserved and give them the knowledge on how to analyse the quality that cleaning service provider deliver. This is because public as the end consumer deserved the best quality service that they invest on.

### *From Company Perspective*

Company can see from the customer's point of view and review their weaknesses in giving service to their customers. The point of view is very important as they are the one who will paying and hiring the cleaning service provider so they have the right to evaluate as well as choose the company that serving their best . So, company should get advantges from this research as they can know the interpretation of quality determinants in cleaning service from customer's point of view and set up their effort to be the best.

### *From Knowledge Perspective*

Quality of cleaning service is very important to sustain a good environment regardless any place in the world. This good environment is especially need in the working place as we spend most of our time in our workplace. This study will express the importance of cleaning service so that more people will make more research on how to improve quality in cleaning service in the future.

## **1.8 EXPECTED RESULT**

The result that expected from this research is to answer all the objectives questions. Which are :

Expected result One : To see the relationship of service quality determinants and the quality of cleaning services.

Expected result Two : To find the dominant factor of quality of cleaning services.

## **1.9 CONCLUSION**

The purpose of conducting this study is to see the relationship between service quality determinants and the quality of cleaning services as well as to find the dominant factor of the service quality determinants that affect the quality of cleaning service.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter discuss the evidence for independent variable and dependent variable Literature review involve about quality management and cleaning service.

#### **2.2 CLLEANING DEFINITION**

According to (Stephens, 1997) clean is defined as looking new appearance. Cleanliness or tidiness is defined as the neat, tidy and clean appearance of the tangible component of the service package, including the service environment and facilities ( Johnston, 1995). According to (Dictionary) clean is free from dirt, pollution, foreign or extraneous where cleaning is the act or instance of making clean.

Cleaning is a process that is systematic in nature and intended to remove unwanted matter from the environment. To ensure that the unwanted matter is cleaned and maintained to a certain level of safe zone to decrease the risk of human health. By using the highest degree of monitoring system or any standard that available at the time, the service implementation will be conducted effectively and achieved the desired quality in cleaning (Kyengo,2007)

## **2.3 SERVICE DEFINITION**

According to (Business Dictionary) service is an intangible product such as cleaning, consultancy, education, banking, insurance, expertise, medical treatment, transportation, or accounting. Service is closely related with goods so, sometimes it is difficult to identify the differences. According to (Investor Words) service is type of economic activities that is intangible and does not stored as well as does not result in ownership. Service are one of two components of economics that related to goods. For example, posting service is intangible that related to goods.

## **2.4 PURPOSE OF CLEANING SERVICE**

According to (Allen, 1993) in order to understand the quality of cleaning, the reason and purpose of cleaning must be clear. This is because both factors comprehend each other and cannot function without each other. The five major reasons for cleaning are dust control, prevention the spread of diseases and infection, preservation of fixtures, fabric, furnishing and fitting, provision of a socially acceptable environment as well as safety.

### **2.4.1 DUST CONTROL**

Dust is a collection of particles in the atmosphere that come from various sources (Wikipedia). Dust and fumes are very dangerous towards human and a high level of dust and fumes in the environment may cause harmful to human health. In order to avoid reduce this harms, dust level must be controlled to certain acceptable level through cleaning. This is not just apply to industrial working conditions but apply to all places (Kyengo, 2007).

#### **2.4.2 FURNISHING, FIXTURE, FITTING, AND FABRIC PRESERVATION**

Deterioration of buildings and their furnishing are normally caused by the accumulation of grease, dust, and other types of soils. The damages process accelerates if there is not cleaning process and may lead to costs of repairs that are normally higher and the methods apply to restore can cause further damages. (Kyengo, 2007).

#### **2.4.3 PROVISION OF SOCIALLY ACCEPTABLE ENVIRONMENT**

Socially acceptable environment refers to a comfortable and attractive working environment as it can enhance the productivity. People that are working in clean environment tend to give a higher productivity than their counterparts (Kyengo, 2007)

#### **2.4.4 PREVENTION OF THE SPREAD OF DISEASES AND INFECTION**

Different spaces requires different standards of hygiene and different methods of cleaning. Prevention of the spread of diseases and infection is one of the major reasons why cleaning process is very crucial to keep human health in check. During this process, simultaneously, it can make the environment cleaner. Example of high risk area that need attention during cleaning process are hospitals, clinics, operating theatres, kitchens, and sanitary accommodations

#### **2.4.5 SAFETY**

Cleaning process also include the removal of obstacle and substances that tends to obstruct and it will reduce the risk of minor and major accidents. Cleaning standards must be up the expectations in order to meet the health and safety at work requirements ( Kyengo, 2007)

## **2.5 QUALITY DEFINITION**

According ( Doherty, 2008) there is no simple answer for quality because like the word beauty, it is very subjective and it is depends on one personal judgement. Quality in most cases signifies excellence and reliability that also can be differs from each customer's point of view.

According to ( Business dictionary ) in manufacturing perspective, quality is a measure of excellence or a state of being no defect. This state is the result of consistent commitment to achieved certain standards in order to satisfy customer's need and expectations. The degree of excellent and standard that measure against similar kind of things ( Oxford Dictionaries ).

### **2.5.1 SERVICE QUALITY DEFINITION**

The quality is good if the person that will be used the room or area in the question are satisfied. This applies only when the cleaning is under normal conditions and the cleaning process is carried out properly (Kyengo, 2007).

According to ( Huilaja, 1998) cleaning service quality according to the cleaning industry is the ability meet the customer's needs and expectations. If the customer's experiences a good quality of cleaning service correspond with their assumptions, it is consider as the overall quality.

## **2.6 QUALITY DETERMINANTS IN CLEANING SERVICE**

According to (Bound, 2002) the overall quality of cleaning service is determined by cost or the price of the service, the reliability of the service provider, how the service provider responding to disasters and resolving complaints, cleaning quality, customer's needs and expectations as well as the organization's principles and working mechanism.

In a customer's mind, cost bears heavily as it is used to gauge the level of the quality desired. When defining the level of quality, one should compare the cost with the various quality level. A continuous and consistent provided by the service provider give the customers as sense of reliability.

Cleaning company need to offers guarantees so that customers are assured of good quality and the delivery system they provided. Responding to disaster and resolving complaints or any other crisis caused while the process of cleaning as well as any customer's emergency is the cleaning service obligation. To provide satisfaction both parties, the cleaning quality and affordable price must meet the expectation that both parties agree. At the beginning of the agreement, cleaning service provider should avail the need to tailor service according to the customer's needs, expectations as well as assumptions. Once the agreement is finalize, cleaning service provider need to take full responsibilities of the cleaning quality. At this point, cleaning service provider need to maintain their performance and their professionalism ( Kyengo, 2007).

Result from (Parasuraman et al, 1985) focus group study with service providers and access, they produce a list of ten determinants of service quality. The ten determinants are : access, courtesy, communication, competence, credibility, responsiveness, reliability, security, understanding, and tangibles.(Berry et al, 1985) five basis of the quality measurement that they used are : reliability, tangibles, assurance, empathy, and responsiveness. (Parasuraman, 1988) Reliability the most important and followed by dimension, responsiveness, empathy and assurance and the least important is intangible.

## **2.7 CLASSIFICATION OF SERVICE DETERMINANTS**

The determinants of the quality is classify into four main quality determinants. The determinants can be classify into technical quality, functional quality, process quality and aesthetic quality (Kyengo, 2007)

### **2.7.1 TECHNICAL QUALITY**

Technical quality is the quality that is resulted from the actual cleaning process that agreed by the provider and the customer. The quality cleanliness that promised is affected by the application of technology, the frequency of the cleaning process, the control system and the follow up, the service organization and the technical and professional skills of the worker (Eija Huilaja, 1998).

According to ( Parasuraman et al, 1985, Hedvall et al, 1991 ) in the ten quality determinants, tangible is a physical evidence of the service. The physical of the facilities, the personnel appearance, the equipment and tools to provide the service as well as the physical representation of the service such as bank statements . Competence on the other hand, is a possession of a knowledge or skills to performed the service. The knowledge and skills that mention above is including knowledge and skills on contact personnel, operational support personnel as well as research capability of the organization.

### **2.7.2 FUNCTIONAL QUALITY**

Functional quality is the way of the cleaning service is performed. Customers expect that the cleaning service provider will provide and display a friendly behaviour and flexibility accustomed to the cleaning service. The experience that customer felt during the cleaning service is consider as functional quality which play an important point of how the customers perceives about the cleaning service provider. The example of elements in the functional quality are the service speed, personnel attitudes and flexibility ( Kyengo,2007)

Courtesy is the respect, consideration, friendliness and politeness shown by the service provider towards the customers. For example, consideration for customer's property by not stepping on the carpet with muddy shoes as well as neat and clean appearance in contact personnel. Reliability is the dependability and consistency of performance. It also include the ability of performing the service right at the first time as well as it is also consider as the

honours that already made. For example, by keeping all the record correctly, the accuracy in billing and performing the job at the fixed schedule. ( Parasuraman et al, 1985, Hedvall et al, 1991) .

Communication is updating and informing customers about the service in a way that easy to understand by the customers. Communication is best delivered in the language that easy to understand and it may mean that the company need to adjust its language for different customers. For example, communicate by explaining the service itself, how much the service cost, the trade-offs between cost and service as well as assuring customers that all the problems will be handle( Parasuraman et al, 1985).

### **2.7.3 AESTHETIC QUALITY**

Aesthetic quality include the aspect of care in the service approach as well as in the setup the of the service supplied ( Kyengo,2007). Credibility is the quality of honesty, trustworthiness, and believability and always have customer's best interest at heart. The example credibility contribution is company name, reputation, personal characteristic of the contact personnel as well as the level of hard sell involved in interactions with the customer. ( Parasuraman et al, 1985)

Understanding or knowing the customer needs is by making efforts to know the customer's needs and their specific requirements. Other than that, by providing individualized attention and recognizing regular customers is one of the ways to understand customers need. (Security is the freedom from any type of danger, harm, doubt, or risk. Safety include the safety in terms of physical safety and confidentiality. Physical safety is low chance of getting hurt during the service implementation. For confidentiality is protecting the customers possession during the implementation process. ( Parasuraman et al, 1985, Hedvall et al, 1991)

#### **2.7.4 PROCESS QUALITY**

Process quality is about how well the cleaning service provider fitting in with an existing organization. It is indicate how the cleaning service provider deals with disasters and emergencies as well as how they adapting to the organization working hours ( Kyengo,2007).

Responsiveness is the ability of respond promptly to customers as well as the readiness or willingness of the employee to provide service with minimal waiting or queuing time. For example, calling the customers back quickly and giving prompt services . Accessibility is the ability to be approach and contact easily especially in terms of location where one can find the way to the location easily ( Parasuraman et al, 1985, Hedvall et al, 1991 )

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter is very important to achieve the research objectives. By conducting a comprehensive literature review, the concept principles of knowledge area are related to the research topic were explored. This chapter included the technique and procedures for conducting a study. This chapter consist of a few section that will explained and elaborate in detail. Research participation, how the research is conducted, and the data collection method as well as the data analysis method. The methodology used to complete the this research uses the following method : literature review related to the research title and objectives, developing a questionnaire for the data gathering based on literature review and data analysis. This chapter explained the information about the research design, research population and samples, data analysis method, data collection technique as well as the design of questionnaires.