

**TO INCREASE EMPLOYEE SATISFACTION AND  
CUSTOMER SATISFACTION TOWARDS SERVICE  
QUALITY OF BUILDZONE ENGINEERING TRADE AND  
SUPPLY**

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**UNIVERSITI TEKNOLOGI MALAYSIA**

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QUALITY OF BUILDZONE ENGINEERING TRADE &  
SUPPLY**

**SITI HAJAR BINTI JAMIAN**

A thesis submitted in partial fulfillment of the requirements for the award of the degree of  
Master of Business Administration

International Business School  
Universiti Teknologi Malaysia

**FEBRUARY 2022**

## DEDICATION

*This research is whole heartedly dedicated to my beloved parents **Jamian bin Ramli** and **Siti Jaliha binti Marsan**. Who have been my sources of inspirations and gave me strength when thought of giving up, who continually provide moral, spiritual, emotional and financial support. To my sisters, brothers, friends and my classmates who share a words and advice and encouragement to finish this study. And lastly Thank You Allah for this opportunity and give me strength to finish the study. Thank you for your guidance, strength, power of minds, protection and for giving us healthy life.*

## **ACKNOWLEDGEMENT**

First and foremost praises and thanks to Allah, for his showers of blessings throughout my research work to complete the research successfully. I would like to express my deep and sincere gratitude to my research supervisor Dr Mazilah Binti Abdullah for giving me opportunity to complete the research of “To Increase Customer Satisfaction and Employee Satisfaction toward Service Quality of Buildzone Engineering Trade and Supply”. Thank you for giving me a invaluable guidance throughout this research. Her dynamism, vision, sincerity and motivation have deeply inspired me. She has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under her guidance. I am extremely grateful for what she did. Thanks to my parents Mak and Abah for acceptance and patience when i work for research and thesis preparation. Thank you for their love, prayers, caring and sacrifices for educating and preparing me for my future. Thank you for Buildzone Engineering Trade and Supply Sdn Bhd for allowing me to do my research about your company. Thank you for the time and effort to completing this research .

## ABSTRACT

The ultimate goal in every corporate setting is to please consumers. With the strong need for high quality client services, service firms have grown dramatically in recent decades. Buildzone Engineering Trade and Supply is one of the company that provide a cleaning service such as roadside tree management. The rising number of complaints is concerning, and it has become a fascinating research issue. The company agreed that by increasing the employees especially among a maintenance workers is one of the best strategies to reduce a complaint from the customer indirectly can enhance the service quality. The purpose of this research is to identify the factor influenced customer satisfactions and what the issue that company are facing. Hence, The aims of this research is to increase customer satisfaction toward service quality in Buildzone Engineering Trade and Supply. The Service Quality model (ServQual) and Customer Satisfaction Theory will be applied in this research. By using an interview and observations with a total 5 respondent taking part in this analysis. The thematic analysis was been used to interpret and findings in this research. As result, by increasing the maintenance workers has been implemented in this research and the organizations. Thus, It's significant on result generated by using thematic analysis. However, future research will be recommended to further investigate on how to increase customer satisfaction and service quality in roadside tree management.

*Keywords : Hiring Employees, Customer Satisfaction, Service Quality*

## ABSTRAK

Matlamat utama dalam setiap persekitaran korporat adalah untuk menggembirakan pengguna. Dengan keperluan kukuh untuk perkhidmatan pelanggan berkualiti tinggi, firma perkhidmatan telah berkembang secara mendadak dalam beberapa dekad kebelakangan ini. Buildzone Engineering Trade and Supply merupakan salah satu syarikat yang menyediakan perkhidmatan pembersihan seperti pengurusan pokok tepi jalan. Bilangan aduan yang semakin meningkat membimbangkan, dan ia telah menjadi isu penyelidikan yang menarik. Syarikat bersetuju bahawa dengan menambah pekerja terutamanya dalam kalangan pekerja penyelenggaraan adalah salah satu strategi terbaik untuk mengurangkan aduan daripada pelanggan secara tidak langsung dapat meningkatkan kualiti perkhidmatan. Tujuan penyelidikan ini adalah untuk mengenal pasti faktor yang mempengaruhi kepuasan pelanggan dan apakah isu yang dihadapi oleh syarikat. Oleh itu, tujuan penyelidikan ini adalah untuk meningkatkan kepuasan pelanggan terhadap kualiti perkhidmatan dalam Perdagangan dan Pembekalan Kejuruteraan Buildzone. Model Kualiti Perkhidmatan (ServQual) dan Teori Kepuasan Pelanggan akan diaplikasikan dalam penyelidikan ini. Dengan menggunakan temu bual dan pemerhatian dengan seramai 5 orang responden mengambil bahagian dalam analisis ini. Analisis tematik telah digunakan untuk mentafsir dan dapatan dalam penyelidikan ini. Hasilnya, dengan menambah pekerja penyelenggaraan telah dilaksanakan dalam penyelidikan ini dan organisasi. Oleh itu, ia penting pada hasil yang dijana dengan menggunakan analisis tematik. Walau bagaimanapun, penyelidikan masa depan akan disyorkan untuk menyiasat lebih lanjut tentang cara meningkatkan kepuasan pelanggan dan kualiti perkhidmatan dalam pengurusan pokok tepi jalan.

*Kata kunci : Mengambil Pekerja, Kepuasan Pelanggan, Kualiti Perkhidmatan*

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## **LIST OF ABBREVIATIONS**

MBIP	- Majlis Bandaraya Iskandar Puteri
MBJB	- Majlis Bandaraya Johor Bahru
SQ	- Service Quality
SWOT	- Strength, Weaknesses, Opportunity and Threats
CSAT	- Customer Satisfaction Theory

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter will provide the overview for the whole research. It's contains the problem statement, research questions, the Swot analysis and the significance of the research and the conclusion of this chapter.

##### **1.1.1 Buildzone Engineering Trade & Supply**

Buildzone Engineering Trade and Supply is a company that provide the maintenance and cleaning services. The company located at Kampung Melayu Majidee in Johor Bahru. The main customer is from Majlis Bandaraya Iskandar Puteri (MBIP), Majlis Bandaraya Johor Bahru (MBJB) and Majlis Perbandaran Pasir Gudang (MPPG). The main services are cleaning such as public toilet cleaning services, road cleaning and cleaning in public places and roadside tree management.



## **1.2 Problem Statement**

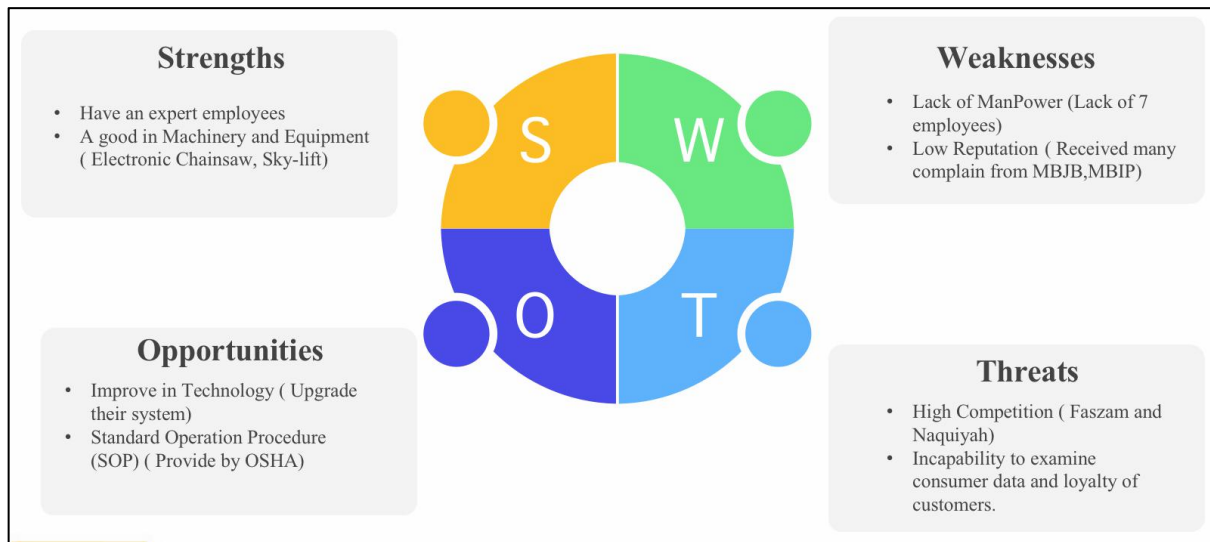
Client service quality depicts the degree to which benefit is delivered to coordinate client desires (Lewis & Booms, 1983). As a basis for this study, the researcher will identify the problem. Firstly, the main issue that happens in the company is the services provided do not achieve the level of customer satisfaction. Besides, the issues will impact the profit of the company due to losing the current project. Service quality positively impacts customer satisfaction. The cost of administrations in comparison to the quality of service has a positive effect on client fulfillment. Thus, Buildzone Engineering Trade and Supply have an issue regarding their customer for instance Majlis Bandaraya Johor Bahru (MBJB). MBIP made a complaint about the company services which the company is unable to achieve cleanliness at the maximum level and the MBIP is unsatisfied with the level of work due to lacking of maintenance workers. The company also received a warning letter from Datuk Bandar regarding this issue and this will affect the company's image. Besides, it is difficult for the company to get another tender from the government like MBJB, MBIP and MPPG indirectly will reduce the income of the company.

### **1.2.1 Problem Formulation**

Through evaluation to its correlation with other commercial points of view, customer satisfaction was examined in various perspectives. A few observers have presented potential ways to assess client satisfaction.

- **SWOT Analysis**

The internal strengths and limitations and the external opportunities and threats in an organizational setting are analyzed by a SWOT analysis study. The internal used to describe properties, expertise, center expertise and strategic points of interest that are indivisible to the companies. The aim of SWOT review is to use the data an institution has about internal and external circumstances and to better develop its process. This study offers a framework of layouts for conducting SWOT research that explores insights into good judgment on how to identify critical choices.



*Figure 1.0: SWOT Analysis of Buildzone Engineering Trade and Supply*

Strength is a quality that gives value to anything and distinguishes it from others. When compared to anything else, strength suggests that something is more advantageous. In this context, strength refers to a positive, advantageous, and dynamic quality (Gurel, 2017). The traits and skills by which an organization achieves an advantage over competitors and businesses that are discovered as a result of an investigation of its internal environment are referred to as organizational strength. The strength of Buildzone Engineering Trade and Supply is they has an updated machinery and equipment such as electronic chainsaw, jetter, skylift and blower. All the equipment will be services on a monthly basis to unsure all the machinery and equipment in a good condition and safe to use. Next, the company also have an expert employees especially in maintenance department. Most of the maintenance workers have an working experiences more than five years in maintenance field and awarded a professional certificate indirectly can perform their task with a minimum supervision.

The weakness refers to a lack of the appropriate form and competence for a task. In this perspective, weakness is a negative and undesirable attribute. Weakness at the organizational level refers to conditions in which an organization's current existence and ability capacities are inferior to those of other organizations and competitors. To put it another way, an organization's weakness refers to the areas or activities in which it is less productive and useful than it's competitors (Gurel, 2017). Lacking of manpower is one of the weaknesses in the company. For instance, it's difficult to the company to hiring a new

maintenance workers due to Pandemic. Majority of the workers were actually foreign workers because most of the local employee has low of interest to work in this particular areas. Moreover, the company also have a low reputation because the company always receive a complain from their customers especially from MBIP due to lower quality of services. In the mean time, the company also have a problems regarding their communications between top management and the subordinates and it's will affect the image of the company.

Next, a situation or environment that is conducive to an activity is referred to as an opportunity. A benefit and the motivating factor for an activity to take place is an opportunity. As a result, it has a good and beneficial characteristic. An opportunity, in the context of organizational management, is a suitable time or circumstance that the environment presents to the organization in order to achieve it's objectives. Opportunities are based on a review of the organization's environment, would result in beneficial outcomes (Gurel, 2017). Buildzone Engineering Trade and Supply have to improve in technology. Hence, the company should upgrade their technology because they're still using manual documentation to store the important data and etc. For instance, the company need to upgrade their system by using cloud computing to manage their data. Thus, the company have to follow standard operation procedure (SOP) which is all the regulatory in the company was provided by OSHE (Occupational, Safety, Health and Environment). For example, all the workers are compulsory to wearing a personal protection equipment (PPE) to perform the task such as safety helmet, boots and safety wear.

Threats defines as a scenario or event that jeopardize the completion of an activity is referred to as a threat. It alludes to a precarious situation. As a result, it possesses a bad trait that should be avoided. According to Ulgen and Mirze, threats is a danger is anything that makes achieving organizational goals difficult or impossible. Threats are events that arise as a result of changes in the distant or immediate surroundings that would prevent the company from continuing to exist or losing its competitive advantage and that are not in the company's best interests. The company have many competitors such as Faszam and Naquiyah which offers a similar services. This is one of threat for the company because they need to compete each other to get a tender from the government. Hence, incapability to examine customer data and loyalty of customers. For instance, all the complain from the public are private and

confidential and the company could not reach the data easily because the complain will go directly to the MBIP.

### **1.3 Research Goals**

#### **1.3.1 Research Questions**

Recognizing inquire about address and refining it is of fundamental significance in any investigate endeavors. As Howie proposed, “To discover the correct address requires that we get it what we are inquiring approximately, and know to keep the address straightforward sufficient to be liable, but challenging sufficient to be curiously.

RQ1: What are the factors that lead to job satisfactions.

RQ2: What is the best strategies to improve job satisfaction of Buildzone Engineering Trade and Supply.

RQ3: What are the relationship between job satisfaction and customer satisfaction.

#### **1.3.2 Research Objective**

In order to perform this research, research objectives were created based on the research questions. The research goals are as follows:

RO1: To identify the factors that lead to job satisfaction.

RO2: To design a better strategies to improve job satisfaction of Buildzone Engineering Trade and Supply.

RQ3: To identify the relationship between employee satisfaction and customer satisfaction.

### **1.4 Researcher Role**

Based on experiences and findings from previous action research. Many of the researcher trust that they have a role which will challenge her cognitively and emotionally. In this research, the researcher wants to achieve the research objective and to come out with the intervention of the issue. Besides, the researcher wants to develop the problem solving skills

and to illuminate the challenges and opportunities. The researcher also hope that this study as a thinking tools. The aims of the paper are to answer all the research questions and how the researcher can adapt to the developing process and continuously act in the relations to the participant and the respondent. The researcher will portray the activities that took place inside the inquire about ventures, the strategies utilized and the hypothetical systems. The researcher also wants to explore on the effect of job satisfaction and customer satisfaction.

### 1.5 Research Ethics

Morals are the ethical standards that administer a person’s conduct. Investigate may be alluded to do as doing what is ethically and legitimately right in inquire about. They are actually norms for conduct that recognize between right and off-base, and satisfactory and unacceptable conduct. Research maybe a handle of investigation leading to a new experience, successfully shared. Research could be a multi- stage process. There are four ethical principle based on Table 1.0 below:

*Table 1.0: The Research Ethics*

Ethical Principle	Description
Individual rights capacity of respondents to freely think, decide and act	i. Individual decisions may be taken by independent thinkers, whereas those with reduced control have the right to security;
Informed consent do a certain better.	i. Mention that advantages can be indirect and may include information improvements.
Judge and integrity	i. It typically includes an estimation of who gains the study, who carries the pressures or faces the risks, and who profits the study. ii. Research strategies that aspects of the system of care for participants are needed

Independence from education.	i. That is, the researcher's right to freely plan, perform and disseminate his or her research without intervention, including from funders, commercial firms, legislative or organizational influences.
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### 1.6 Significance / Importance of the proposed research

This study contributes to further research, organizational perspective and individual perspective (customer). Both trust and reliability of the outcome will serve as a reference for future research in the service and maintenance sector.

This study helps to facilitate deeper insight of the factor that can affect customer satisfaction and service quality in the cleaning industry from an organizational level, services provided by Buildzone Engineering Trade & Supply. Besides, this study helps to design better strategies to improve a service quality and customer satisfaction in Buildzone Engineering Trade & Supply company. Cleaning and Service Company also helps to recognize the actual needs and expectations of consumers in seeking to acquire and preserve the standard of the client. Furthermore, this research enables the business by providing relevant information to set effective policies to ensure full satisfaction of the customer. The government should make policy and standard operating process for the business, particularly in the cleaning industry, from a public system

### 1.7 Definition of Terms

Customer satisfaction (CS) has ceaselessly picked up expanding considerations in business to degree items or benefits execution, within the less difficult terms CS respected as customer's assessment of their buys and utilization involvement with a product or benefits to meet the customer's need. Thus, Helms and Mayo said that Customer Satisfaction as the derivation of the customers encountered the benefits of experienced and comparison of that encounter to given a standard. In showcasing writing, benefit fulfillment can be classified as a passionate feeling by the shoppers after encountering a certain service which in turn leads to a person generally demean our towards acquiring of service.

Based on the organizational studies, job satisfaction are often discussed in a certain study. There have been lots of articles and hundreds of books written on the subject from a variety of academic and professional views. According to Spector (1997), the extend to which people happy or unhappy to perform their task or job and it's defines as job satisfaction. In the meantime, job satisfaction also refers the elements that contribute to happiness or dissatisfaction towards a certain task. While comprehensive evaluation of the literature on employee satisfaction would be practically impossible. The researcher will attempt to explore the areas of the issues that are relevant to this study.

The quality of service has been characterized in several various ways. Many research shown that quality is a generally worldwide esteem judgment; it can be characterized as item and/or service excellence or prevalence. Seen SQ is assessed by the genuine execution of the benefit traits within the particular setting (Oliver,1993). The characterized SQ as the degree of which the benefits, its prepare and its organization can fulfill the consumer's desire. Thus, SQ is the consumers' judgment about the overall excellence of a service provider. The judgment is the outcomes of the contrast between what a client accepts a benefits provider should offer for them which based on his or her desire and the actual performance of the benefits. From the SERVQUAL model contains five elements which is reliability, responsiveness, tangible, empathy and assurance.

## **1.8 Conclusion**

In the end of this chapter, the researcher explain why the research was conduct and what the issues that happen in the company. The Swot analysis will determined the strength, weaknesses, opportunity and the threat of Buildzone Engineering Trade and Supply. The statement of issues, research priorities, research questions have been based on previous literature established.

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