STUDENT EXPECTATION AND PERCEPTION OF SERVICE QUALITY IN UTM HOSTEL

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UTM HOSTEL

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To my beloved Mother, almarhum Father and Family

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ABSTRACT

Customers' satisfaction and service quality continue to attract the attention of researcher and practitioners in a wide variety of disciplines. This is not surprising, since a number of studies have shown a moderate to strong relationship between these constructs and consumer loyalty or repeat purchasing behaviour for recent works in this area. Service quality has become a predominant part for all organisation in particularly in facilities management which aims at improving customer satisfaction and customer retention. Nowadays, customers are becoming less tolerant of bad services. Since the success or failure of UTM Hostel is finally determine by customers, it is essential to examine customers' perceptions and expectations of the quality of UTM Hostel. The aims of this study to examine the students' perceptions and expectations towards service quality delivered by Hostel of Universiti Teknologi Malaysia (UTM) and to analyse the gap between perceptions and expectations using the gap analysis. The instrument used in this research is questionnaire using a modified SERVQUAL model with Likert Scale question. A total 250 number of questionnaire were sent out, only 178 respondents has returned the questionnaire. The questionnaires were distributed out to 17 student hostel in University Technology Malaysia (UTM). Frequency analysis and mean score are used to analyse the first objective while gap is used for the second objective analysis. From the analysis, although it is found that overall expectations service is considerably high and the perceptions service level towards UTM Hostel is moderate. However, the service quality delivered by UTM Hostel is below the respondents expectations due to the negative service gaps for all 24 service quality statements. In conclusion, the top management of the UTM Hostel should pay more attention and out more efforts in improving the service quality of the services provided as service quality has become more and more important.

ABSTRAK

Kepuasan pelanggan dan kualiti perkhidmatan terus menarik perhatian penyelidik dan pengamal dalam pelbagai disiplin. Ini tidak menghairankan, kerana beberapa kajian telah menunjukkan hubungan yang sederhana kuat antara konstruk dan kesetiaan pengguna atau kelakuan pembelian ulangan untuk kerja-kerja baru-baru ini di kawasan ini. Kualiti perkhidmatan telah menjadi bahagian utama bagi semua organisasi dalam terutamanya dalam pengurusan kemudahan yang bertujuan menambah baik kepuasan pelanggan dan pengekalan pelanggan. Pada masa kini, pelanggan menjadi kurang toleran perkhidmatan buruk. Oleh kerana kejayaan atau kegagalan UTM Hostel akhirnya menentukan oleh pelanggan, adalah penting untuk mengkaji persepsi dan jangkaan kualiti UTM Hostel pelanggan. Tujuan kajian ini untuk mengkaji persepsi dan jangkaan terhadap kualiti perkhidmatan yang diberikan oleh Hostel daripada Universiti Teknologi Malaysia (UTM) dan untuk menganalisis jurang antara persepsi dan jangkaan menggunakan analisis jurang pelajar. Instrumen yang digunakan dalam kajian ini adalah soal selidik dengan menggunakan model SERVQUAL diubahsuai dengan soalan Skala Likert. Seramai 250 soal selidik telah dihantar, hanya 178 responden telah kembali soal selidik. Soal selidik telah diedarkan kepada 17 pelajar asrama di Universiti Teknologi Malaysia (UTM). Analisis kekerapan dan skor min digunakan untuk menganalisis objektif pertama manakala jurang digunakan untuk analisis objektif kedua. Daripada analisis tersebut, walaupun ia dijumpai bahawa perkhidmatan jangkaan keseluruhan agak tinggi dan tahap perkhidmatan persepsi ke arah UTM Hostel adalah sederhana. Walau bagaimanapun, kualiti perkhidmatan yang disampaikan oleh UTM Hostel adalah di bawah jangkaan responden kerana jurang perkhidmatan negatif untuk semua kenyataan yang berkualiti 24 perkhidmatan. Kesimpulannya, pengurusan tertinggi UTM Hostel perlu memberi perhatian yang lebih dan lebih banyak usaha dalam meningkatkan kualiti perkhidmatan dengan perkhidmatan yang diberikan kualiti perkhidmatan telah menjadi lebih dan lebih penting.

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HEI	Higher Education Institutions
FM	Facility Management
IFMA	International Facility Management Association
BIFM	British Institute Facilities Management
UTM	Universiti Teknologi Malaysia

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CHAPTER I

INTRODUCTION

1.1 Background of study

Facility Management (FM) has traditionally been regarded in the old-fashioned sense of cleaning, repairs and maintenance (Atkin and Brooks, 2000). A decade ago, FM responsibilities broadened to encompass "buying, selling, developing and adapting stock to meet wants of owners regarding finance, space, location, qualityand so on (O'Sullivan and Powell, 1990).

According to CIDB (Construction Industry Development Board, 2010) FM is one of multi diciplinery management to build environment with ensuring continues functionality by linkage people, place, process and technology. This information need not be limited to utilities, because organizations must also manage and control facilities such as area factories, distribution centers, retail outlets, and other components of the organization's portfolio of physical assets. FM as a powerful branch of science to optimize its utilize for the core business.

1.2 Problem statement

According Jensen et all (2009), there are two ongoing research projects on FM of building. One project is about Public-Private Partnerships (PPP) with the

focus on the possible effects that the inclusion of public building projects in a PPP contract may have in relation to FM. The other project investigate the theme in relation to building projects in general based on a knowledgemanagement approach. FM knowledge in building projects are about knowledge that focus on only to a limited extent implemented in new construction, renovation and reconstruction, then to identify possible barriers and solution for including FM knowledge in building projects and the last to establish an overview of the published literature on how FM knowledge can be transferred between projects and how it is implemented in projects,

The application of the facility that mentions by Jensen et all (2009) in industrial activities is the location where an organization's do operations every day and one of activity in FM is maintenance. For example, a manufacturing industry company may have a facility where the product is manufactured and other facilities that serve as a warehouse. When professional practice facility management, it is usually associated with the maintenance of the actual location, cutting the costs associated with lost equipment and products, and creates a system that can help to produce the greatest benefits. Some of the best tips for facilities management to create a workflow model or process that describe the steps daily operations, implementing software for FM and employee training and assessing their performance.

Cost of equipment, maintenance of the facilities themselves, and work efficiency are the main factors considered in facility management. In most cases, these three factors are interrelated, which means that one often affect the other. Some of managers find that a good first step in creating a plan for FM workflow is to create a position that is responsible for specific tasks because from workflow you can establish position. For example, a FM manager may be useful to establish a post warehouse management is responsible for tracking inventory and other warehouse operations. A FM manager may also be responsible for overseeing the operations performed by the warehouse workers, who in turn are responsible for specific tasks.

Provision of hostel according to Oluwunmi et all (2012) for student as, the same may also apply for university staff quarters can be considered reasonable. In university, affirmed that adequate provision of staff quarter accommodation buildings in have notable advantage which include: punctuality to classes as against having to come from outside the university campus, which most times, is prone to traffic congestion fostering perpertual lateness to work. In an institution, the tranquillity derivable from a campus environment is also very important where adequate housing is being provided as faculty from various parts of the country would be attracted because of infrastructural provision such as security, functional public, internet connectivity, portable water and constant power supply. This condition will ultimately increases output of human productivity.

Parker and Mathews (2001) mention that hostel student or staff residents must not only be adequately provide for in relation to the population of a university, but it must also can satisfy their needs if the best is to be appropriate from them, it is crucial part to note. In current literature, satisfaction is a process of evaluation between what was expected is the most widely adopted description of user satisfaction. Satisfaction evaluation study within university staff and student reflect of their perception of such quarter.

User satisfaction of any facility (including hostel facility) should be one of the main goals of providing such facility in the first instance. Singh (2006) mention that believes that user satisfaction has a positive effect on an organization's profitability, educational institution inclusive. It is not enough to merely satisfy users but ensure users are extremely satisfied is very important (Sivadas and Baker Prewit, 2000; Bowen and Chen, 2001).

Consequently, this study was designed to examine the UTM hostel service quality by measuring the gap between students perception and their expectation. Such gap or differences between the students expectations and what they actually experience is the basis for the gap methodology.

1.3   Research question

According to the above statement, there are two research questions have been proposed to guide and promote the study. The research questions are as follows:

i.   What are the perception and the expected quality of service that student are needed?

ii.   What happened gap between expectation and perception among student?

1.4   Research objectives

In order to answer the research questions, the objectives of the study are as follows:

i.   To identify student expectation and perception towards service quality delivered by UTM Hostel;

ii.   To analyze the gap between expectation and perception using the gap analysis of UTM Hostel.

1.5   Scope of the Study

To ensure that these research meet the objectives, the scope of research has been identified as follows:

i.   Research area is UTM Hostel;

ii.   Respondents of this study consist of UTM Student.

1.6   Significance of the Study

The study is expected to be carried out will be beneficial to the following parties:

i. **Students or users of UTM Hostel**

From this study hopefully by providing hostel facility, the student will get comfortable and can facilitate all activities and transactions to be performed by the student in hostel that can support process of their study.

ii. **The university**

Through this study, UTM as an educational organization, hostel as a service facility should provide core business in term of education that gives comfortable and conducive environment to student as a user.

iii. **Research development**

This study can be useful in education and information technology. Hopefully, with this study might develop a new branch of science.

1.7   Research Methodolgy

The object of study is UTM hostel, Johor Bahru, Malaysia. The expected outputs of this research is how to optimize it's utilize to support the core business of UTM hostel. The required data is expected service of UTM hostel among the student and expected service from FM perspective. The end result is to identify student expectation and perception towards service quality delivered by UTM Hostel and analyze the gap between them.

1.8   Chapter Organization

In order to achieve the objective of research, this research will be divided into six chapters, which can be generally summarized as preliminary stage, literature review, research methodology, design of system information, data analysis and findings, and conclusion and recommendation as well.

Chapter 1 - Introduction

Describes general overview of the study include the background of study, problem statement, research question, research objectives, scope of study, the significance of study, research methodology and the organization of chapter. This is the preliminary stage of the whole study.

Chapter 2 – Literature Review

This chapter will explain the definition and general idea of the related topic. It is the comprehensive literature review from the various related references and reading materials such as books, journals, internet, reports, and so on. It will contain the theoretical study of facility management.

Chapter 3 - Research Methodology

Methodology of this study shows the technique and the approach taken in the research and manufacture of this report. The stages are the literature studies, research methodology, data analysis and findings, as well as conclusion and recommendation.

Chapter 4 - Data Analysis and Finding

All the information and data collected in this study were analyzed and discussed according to the research objectives. Analyzed results were presented in the form of table, bar chart, histogram, line chart for ease reference and comparison.

Chapter 5 – Conclusion and Recommendation

In the final chapter will draw a conclusion based on data analysis and finding. Some recommendation will also be given to enhance the problem statement, and also a recommendation for the future research will be given.

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