

SERVICE QUALITY AND PROPERTY OWNER
SATISFACTION IN BUILDING MANAGEMENT FOR
PRIVATE RESIDENCE PROPERTY

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DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is **23,399 words**.

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DEDICATION

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LIST OF ABBREVIATIONS

SERVQUAL	Quality Management Framework
ST	Satisfaction
TG	Tangible
RL	Reliability
RS	Responsiveness
AS	Assurance
EM	Empathy
SPSS	Statistical Package for Social Sciences
ANOVA	Analysis of Variance

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PREFACE

In this research is testing on the variables which affecting the property owner satisfaction in building management for private residence property. After reviewed the previous journal and research, therefore identified five independent variables service quality dimension which bring the effect and impact the property owner satisfaction in building management for private residence property which to identify and examine the relational factors (tangibles, reliability, responsiveness, assurance, and empathy) that impact the service quality in building management. Research going to determine the significant relationship between both of the dependent variable and independent variables, which factor may be the most significant variable affect the property owner satisfaction in building management.

The result in this research will provide with more information and a better understanding statement for how and why the independent variables will impact the property owner satisfaction in building management for private residence property. Thus, each and every building management can make some modification for improvement on their service quality which able to meet the property owner's need. Lastly, the improvement will increase their competitive advantages.

ABSTRACT

The function of all building is to create an artificial environment to protect of any activities that taking place from the inside or outside influences. Such as all buildings are required a building management to maintain, support and sustain the building for operation and strategy. The service quality of building management has become an aspect of property owner satisfaction which generally the service quality in building management is regarded as the only or most important factor to create of worth that influence the property owners satisfaction.

In this research the dependent variable used is property owner satisfaction in the service quality of building management, whereas the independent variables such as 5 service quality dimensions of tangibles, reliability, responsiveness, assurance, and empathy. With the limited timeframe and others limited resource constraints, the targeted sampling size of 200 and 10 pilot test samples are prepared for this research. Thereafter were 109 and 6 pilot test responded in this research with the survey questionnaire that collected for the test.

The result finding in this research are not all independent variables were proven to be the influencer for property owner satisfaction. There are 3 out of 5 independence variables were showed significant relationship with the dependent variable, while the others 2 independence variables were not significant. As this research was done under a limited related past researches and limited research about property owner satisfaction in building management as building management sector in Malaysia is still at an infancy stage.

The result of this project research should be able to provide helped and assisted for building management to improve and maximise the performance of service quality to achive higher satisfaction from property owner,

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In this first chapter 1 is to propose a research that provide additional information and understanding of the topic of Service Quality and Property Owner Satisfaction in Building Management for Private Residence Property. According to Gary (1993) the function of all building no matter commercial or residential, all building is to create an artificial environment to protect of the activities that taking place from the inside or outside influences. All buildings are required a building management to maintain, support and sustain the building for operation and strategy.

Service quality in building management is regarded as being a key factor in creating of worth and is influencing property owners or property occupiers' satisfaction. To provide high quality of building management performance with improved service quality, building management need to identify and examine the relational factors that impact of service quality in building management. Specifically, the study aim is to identify and examine the relational factors (tangibles, reliability, responsiveness, assurance, and empathy) that will impact of service of building management.

There are eight main sections will be discussed in this chapter one, firstly begin from the research background, then the problem statement and the research objectives. After that the research questionnaire and the hypotheses of study, others than that the significance of this research, the layout of the chapter and finally with a short conclusion for this chapter 1 as a research overview.

1.1 Background of the study

Any form of building is also with a same functionality which is to create an artificial environment to protect any activities that taking place from internal to external influences (Gary, 1993). In order to provide more space such as rooms and houses for people rest and stay with the limited land and high land cost at the urban area, the high-rise building is the only solution that makes use of the vertical space and it is the only choice. Concrete forests are therefore started cover nearly all the urban areas and township, especially in Kuala Lumpur, and Klang Valley of Selangor in Malaysia.

According to Tiun (2009) the building management sector in Malaysia is still in the infancy stage which Malaysian lack of knowledge and a clear standard qualification to determine a qualified building management manager or management agent. As how to ensure the residential building is managed with professional manner all are still yet been established by government. However, most of the parcel owners or individual property owner does not realize that the importance to have a good and professional building management to manage and maintain their property, which will be too late to be realized until they found their property or common facilities are having faulty or deteriorating in the building.

The property or building development market in Malaysia experienced tremendous expansion in the last decade in tandem with the overall performance of property market and country's economy, there are more and more new high-rise building been built in Malaysia. A building especially high-rise building are required a building management to maintain, support and sustain the building for daily operation. The importance of the effective and efficiency building management of high-rise buildings have called for a need to manage the building with more professionally.

Therefore, this research suggests that service quality and property owner satisfaction in building management sector is a significant area. Chang (2010) described Malaysia as a new era of democracy the residence property owners

should be concerned about the management of maintenance for their property. They also can refer to the building management act which is governed by the Building & Common Property (Maintenance & Management) Act 2007 (BCPA) and Strata Titles Act, 1985. And Malaysia government will also be concerning this issue may revise the act very soon.

With compared to other countries especially our neighboring country Singapore, Hong Kong or Australia. In Malaysia to approach for adopted a professional building management for residential building is outdated which still far behind those developed countries. The building managers in Malaysia still having a free hand without any proper guideline to manage a building which under their care, as the building management practiced is based on their own experienced and behavior as a guideline and standard since there is no standard guideline on building management control by the Malaysia government. Even the maintenance fees are without a standard fee scale to be followed, it is only based on the mutual agreement fees structure and charges. This led to continuous and unsolved problems with poor service quality faced by most of the parcel unit owner in the country (Tiun, 2009).

The service quality in building management is mainly depending on the professional qualified building management to maintain, support and sustain the building operation and strategy, as the professional practice involves building specialized training, knowledge and skills on the a) Building Maintenance, b) Facilities & Services Management, c) Financial Management, d) Insurance Management, e) Marketing & Leasing Management, f) Project Management, g) Property Laws, and h) Public Relation and Convening & Conduct of Meetings, and it have to be governed by the “Building & Common Property (Maintenance & Management) Act 2007 (BCPA) and Strata Titles Act, 1985” (Chang, 2010)..

1.2 Problem statement

Although the high-rise residence buildings can provide extra sufficient spaces and rooms to serve more peoples, but there are also produced more and more problems and hazards. The main problems and hazards, which may present in each buildings including fire, improper electrical installations, falling of spilling concrete, poor neighborhoods relationship, hygienic problem and others problem. Many of problems and hazards are not only affecting health and live of the residents inside the buildings, but it also affected the health and lives of the innocent party the pedestrians. As a result, for the rectification of building problems, social resource has been wasted as well.

The service quality in building management is significant important to maintain, support and sustain the building operation. One of the most important aspects that must be proven and seen is the commitment and effort of the building management to regularly review of the building service quality of performance with giving satisfaction to the property owners or property owners or property occupier.

1.3 Research objective(s)

In this research the aimed is to survey with more understanding of Service Quality and Property Owner Satisfaction at Building Management for Private Residence Property, as all organization or property owner needs building management to maintain, support and sustain the building operation and strategy. This proposed study concerned to study and understands how building management service quality to handle, tackle and resolve the buildings problem. The objective and aimed of the research is:

- 1) To determine the relationship between tangibles and property owner satisfaction in building management.
- 2) To determine the relationship between reliability and property owner satisfaction in building management.
- 3) To determine the relationship between responsiveness and property owner satisfaction in building management.
- 4) To determine the relationship between assurance and property owner satisfaction in building management.
- 5) To determine the relationship between empathy and property owner satisfaction in building management.

1.4 Research question(s)

Few questions have been generated to answer by the respondents, in this research the following questions are regarding the relation ship between service quality dimension (SERVQUAL) and property owner satisfaction. After identifying the abovementioned research objectives, the following research questions to be answered in the research project are:

- 1) What is the relationship between tangibles service quality dimension and property owner satisfaction in building management?
- 2) What is the relationship between reliability service quality dimension and property owner satisfaction in building management?
- 3) What is the relationship between responsiveness service quality dimension and property owner satisfaction in building management?
- 4) What is the relationship between assurance service quality dimension and property owner satisfaction in building management?
- 5) What is the relationship between empathy service quality dimension and property owner satisfaction in building management?

1.5 Hypotheses of the study

To investigate the relationship between the service quality and property owner satisfaction was undertaken in this research project which will focus on the relationship of independent variables such as five (5) of service quality dimension (SERVQUAL). The independent variables are tangibles, reliability, responsiveness, assurance and empathy with the identified dependent variable; property owner satisfaction

H1: There is a significant relationship between tangibles dimension of service quality and property owner satisfaction in building management.

H2: There is a significant relationship between reliability dimension of service quality and property owner satisfaction in building management.

H3: There is a significant relationship between responsiveness dimension of service quality and property owner satisfaction in building management.

H4: There is a significant relationship between assurance dimension of service quality and property owner satisfaction in building management.

H5: There is a significant relationship between empathy dimension of service quality and property owner satisfaction in building management.

1.6 Significance of the study

According to Siew, Ayankunle, Hanisah and Alan (2011) the quality of service in building management can be described as a logic basis of differences between competence and property expectation along the important of the service quality dimensions. Generally, the following ten service quality dimension (SERVQUAL) requirements that useful for evaluate of the services quality to be used such as:

- Tangibles
- Reliability
- Responsiveness
- Communication
- Credibility
- Security
- Competence
- Courtesy
- Understanding the property owners
- Service accessibility

This research proposed to use service quality dimension (SERVQUAL) is to manage and measure the service quality deploy with questionnaires that measures service quality and property owner satisfaction in building management, the constructs were found to have high correlation with the 5 factors of service quality dimension such as tangibles, reliability, responsiveness, assurance, and empathy.

The outcome of this research will be useful for the building management to have improvement on the service quality in the building management. The property owners will have benefited with the results for improvement effort. The result of this research is time to time continuously provide service quality evaluations and reviews series of building management. It helped building management to

identify the issue of service quality so they will be able to take the appropriate action to improve service quality.

If ignore the rising of service quality problems, it will impact the building management's performance and the property owner's satisfaction. Many building managers know that once educating the property owners in identifying the service quality in building management may not be a good idea, it may cause the potential property owners feel threaded. Moreover, this study can also provide the valuable information to property owners to understand and identify the services quality in building management.

1.7 Chapter Layout

Chapter 1: Introduction

This first chapter is an introductory chapter that presents an overview of service quality in building management. It also outlines the research objectives to be achieved, the research questions to be answered, as well as the hypotheses that have to be tested. The significance of the study and inclusive the overall chapter layout of the research project.

Chapter 2: Literature Review

This chapter two is the review of literature, review of relevant theoretical models, proposed conceptual framework to identify the network of relationship and hypotheses development. This chapter will define the independent variable and dependent variable of the research project. In-depth explanation about the variables with the supported studies from other researchers will be inserted as well.

Chapter 3: Methodology

This is the third chapter that illustrates the research design, data collection, sampling design, research instrument, constructs measurement, data processing, and method of data analysis.

Chapter 4: Data Analysis

This chapter basically presents the patterns of the results and analyses of the result to analyze the descriptive analyses, scale measurement and inferential analyses.

Chapter 5: Discussions Conclusion and Implication

This is the last chapter presents the research project summary of statistical analyses, discussions of major findings and implication and limitation of the study.

1.8 Conclusion

The first chapter outlined the foundation for the research project. It also as an introductory chapter that presents the research project background, describes the problem statement that will be solved in the research project, addressing the research objectives and research questionnaire, establish the research hypotheses. Lastly, the most importance and the outlines of each chapter will be presented in the research project.

In the following chapter two will further elaborate and review the associated literature relevant to the themes of the research project.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The purpose of this chapter 2 is to conduct research for Service Quality and Property Owner Satisfaction in Building Management for Private Residence Property. In the first section will be comprehensive review of secondary data on the topic. Follow by the second section to propose with a conceptual framework which will developed was based on the selected research objectives and research questionnaires. In the last section, discussed the hypotheses on each of the components will be developed and be tested to review service quality and the property owner satisfaction in building management

2.1 Concept of Service Quality

Researchers have described service quality in different definitions and one of them can be described as “a global judgment or attitude relating to the overall excellence or superiority of the service”. Service quality of building management can be defined as the overall service quality evaluation by property owner that applying a disconfirmation model such as the service quality gap between service quality expectation versus performance (Nasim, Parisa, Farshid and Md. Kazem, 2013).

According to Md. Hussain K. and Therese (2010) the competitive advantage of building management can be improved by using the advance technology to enhance the service quality and meet their only customer property owner satisfaction. Many researchers have developed a service perspective with service quality which can be describe in many different ways. It is in the eye of property owners which it can be seen or measured. Researchers have given various definitions on quality in particular areas for the quality of gurus, experts and, for example Siew, Ayankunle, Hanisah and Alan (2011) described service quality can be logical basis of differences between property owner competence and expectation along the most important of service quality dimensions to property owner satisfaction and preference. A top performance service quality is needed

to meet the property owner's expectation. When the services quality been judged as poor or low is due to the performance was below property owner's expectation.

Another research study Md. Hussain and Therese (2010) has defined the service quality concept can be approached from the personal point of view of each property owner, as each and every individual property owner may have their own different basis of assessment, needs, expactation, values, and circumstances. As Parasuraman, Zeithaml and Berry (1990) discribed the property owner experience of service quality on their building management is an extraneous perceived attribution and charactelistic based on the building service that property owner perceived through their past experienced. According to Kumra (2008) service quality is not only involved in the final result of building service, the process of services is also involve and take into consideration, furthermore prcess involvement of the building management staffs should redesign and their commitment is very important to produce and impact the final result of the service quality from building management.

Sui, Bridge and Skitmore (2001) mentioned that service quality is *“an activity or series of activities of more or less intangible nature that normally, but not necessarily to take place in interactions between the property owner and service employees and / or physical resources or goods and / or systems of the service provider, which are provided as solutions to property owner problems.”*, referred to the marketing aspects of service quality, it defines as “a task, other than proactive selling that involves interactions with property owners in person. It is designed, performed and communicated with two goals in mind: operational efficiency and property owner satisfaction.” As both researchers were agreed that anything that have contacted with property owner, with whatever issues or purposes it will affect property owner evaluation of service quality from building management.

2.1.1 Concept of Service

In several service literatures service can explain as perceived quality which, as the judgment of property owner is all about the service of building management. Rahim (2010) defined service has keep increasing become a larger portion of each and every building management nationally, which are the greatest tool for property owner satisfaction and revenue streams. Another suggested definitions Sui Bridge and Skitmore (2001) saying that service is *“an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the property owner and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to property owner problems.”*

2.1.2 Concept of Quality

Rahim (2010) defined quality as a multi-dimensional phenomenon. If improperly distinguishing the important aspects of quality, it impossible or never reach the expected quality. In this discussion quality referred to 3 dimensions such as mental picture of building management, performance of service quality, and technical quality output. Although a major role in division of service quality into process and output quality, but they lack enough details.

Generally, 10 service quality dimensions are referred in the primary researches. But, in some further researchers, found a strong correlation among those dimensions. Commonly known SERVQUAL is developed which combined the dimensions and applied it with 5 dimension such as tangibles, reliability, responsiveness, assurance and empathy as basis of tool testing the service quality. Researchers emphasize SERVQUAL is a lasting and reliable scale of service quality (Siew, Ayankunle, Hanisah and Alan 2011).

2.1.3 Different perspective of service quality

Ahmad, Siti, Norazman, Hishamudin and Ahmad. (2004) described the word on quality is means the differences to different peoples thinking according to the context. The following identifies the 5 quality perspective.

1. The transaction view of quality is a standard or benchmark of high achievement and pronunciation standards. It is not only applying in building management but often will apply on the music or visual arts performance.
2. The production view of quality is a measurable and precise variable, people argued that when having differences quality expectation that reflect differences amount of the component, element or aspect possessed by the services of building management. It is objectively fails for differences of the needs, selections or preferences especially each and every individual property owner from their different demographic background.
3. The user view of quality is defined as the premise that quality lies expectation by others such as customer or the inspector, as these definitions equate to the satisfaction that different peoples having their different expected with their own wants and needs.
4. In terms of manufacturing point of view, quality is the products supply based and primarily concerned with products engineering and manufacturing practices which the products operation is key factor of the quality.
5. The value based view of quality is defined quality by the value and price of the products or services. Which considering as “affordable” between perception of price and quality.

Researchers have described lots of different definitions of services quality and one of it was from Ahmad, Siti, Norazman, Hishamudin and Ahmad (2004) as defines service quality is from conformance to specifications. Service is performances by the building management often performed in the presence, building service, building facilities with a nature of varying from each department or each situation to another.

2.1.4 Service Quality Measurement

According to Sheetal and Harsh (2004) generally quality measurement having 2 perspectives which are internal and external quality measurement. For the internal perspective as conformance to building management requirements or get the works done at the first time with zero-defect, as for the external perspective is referring to the perception, expectation, satisfaction, attitude, and delight of property owner.

It is important to improve property owner awareness and provide their needs and expectation. Some researchers defined service quality are degree and direction differences between perceptions and expectations of property owner, even though having discrepancy and different aspect but relatively it is also important service quality dimension affecting the future behaviour.

2.2 Services Quality Gaps

According to the researcher Siew, Ayankunle, Hanisah and Alan (2011) to meet or even exceed of property owner expectations, as property owner is the only customer or client of building management and meeting their expectation is a perspective to gain the most attractive. The concept is included and cutting across the service domains, but the change expectations or change of experiences by alternate building management and deferments department could expected property owner. The important research gap of this research is to attain the expectation of property owner towards the service provided by building management.

The service quality gap is the difference, disparity, variation or variance to determine between the perception of property owner to their expected building management performance. Service quality was perceived by the property owner as the result was comparison to the property owner expectation versus satisfaction of the service performance that delivered by their building management.

Md.Hussain and Therese (2010) mentioned Parasuraman, Zeithaml, and Berry had developed “The Gap Analysis Model”, which have been well-known as service quality model. This service quality model shows an integrated point of view to the relationship between property owner satisfaction and service provided by building management. In this research the property owner satisfaction is dependent on the size and direction of the five different gaps that can exist in the building management service delivery process.

The following five gaps may impact the property owner to cause poor service quality experience in building management.

Gap 1: Between consumer expectation and management perception

This gap arises when the building management does not correctly perceive what the needs of property owners. For example, building management may think property owner need better building facilities, but property owners may be more concerned with the responsiveness of the maintenance services.

The key factors leading to this gap are:

- Insufficient and lack of survey and research
- Improper information clarification for the property owner expectations
- Poor research as improperly focusing on building service quality expectation
- Improper organisation of management staff between the front line and the top management

Gap 2: Between management perception and service quality specification

Although the building management might correctly perceive what the property owner's needs, they may not set an appropriate performance standard. For example, when building management instruct maintenance staffs to respond to a request 'fast', but may not specify 'how fast'.

The possible occur with the following reasons:

- Inadequacy planning and short of schedule and procedures
- Poor responsibility and lack of commitment by the management
- Uncertain or ambiguous building management policy on building service
- Unsystematic procedure and inadequacy process

Gap 3: Between service quality specification and service delivery

This gap may arise through service staff that being untrained, unprofessional, incapable or unwilling to meet the set service standard.

These is possible major issues for this gap are:

- Insufficient in building management policies especially human resource with ineffective recruitment, job conflict, job ambiguity, and improper evaluation
- Ineffective and ineffective policy or procedure
- Ineffective scope of works
- Failure to meet the staff needs
- Insufficient training / unprofessional skill

Gap 4: Between service delivery and communication

Property owner expectations are highly influenced by statements made by building management's representatives. The gap arises when these assumed expectations are not fulfilled at the time of delivery of the service. For example, the building management may have clean and proper building facilities, but in reality it may be poorly maintained, in which case the property owner's expectations are not met.

The discrepancy between actual service and the promised one may occur due to the following reasons:

- Fault or over promised in communication which lack of convincing to property owner
- Nonfulfillment to manage property owner expectations
- Nonfulfillment to the specified services

Gap 5: Between expected service and experienced service

This gap arises when the property owners misinterprets the service quality. For example, a building maintenance or housekeeping staffs may keep visiting the property to show care and make sure the cleanliness, but the property owners may be interpreted this as an indication that something is really wrong.

2.3 Services Quality Dimension

According to Barbara and IČA (2010) service quality can explain and explicated as perceived quality as a judgment from property owner the service provided by the building management. The authors of SERVQUAL as quality management framework which has been ex-tensively used in assessed service quality of different service providers (Kim and Lee, 2009). In this reserch SERVQUAL is a measurement instrument to measure service quality dimension with using 5 of the service quality dimensions below tangibles, reliability, responsiveness, assurance and empathy.

- (1) *Tangibles*. The building appearance and well-functioning of physical building facilities, building equipment and support of building services.
- (2) *Reliability*. The building knowledge, professional skills and building services of the staff from building management are performed and provided in proper way, accurate service, dependable and within the expected time without any errors.
- (3) *Responsiveness*. The willingness and prompt assistant form the staff of building management to assist and help property owner with meet their expected needs and wants. In the any situations even on emergency, staff also should have the ability to respond effectively.
- (4) *Assurance*. The building management have to provide confidence and trust against the property owner for them to feel secure and safely within the building under the care of building management even in any case of emergency or danger incidents.
- (5) *Empathy*. The building management have to bring extra attention and care concerning to property owner. This extra offer my also can refer to convenient communication or the operating hours of management office.

2.4 Needs & Expectations

Building management services is required by any of the property owner to meet their needs and wants. Needs are often firmly cause with different property owner insensible or comatose which concerning of their living style, actuality and related issues. When property owner need the building services and they are motivated to take action to get fulfilment of their needs. Building management have to provide and offer the best solution to meeting the particular needs. Eventually, property owner may compare the service received against their expected service, especially when building management has provide the inconvenient service to them and they could have been devoted to obtaining an alternative solution.

Property owner expectations should embrace in several elements in building management, which inclusive of accurate, predicted, desired, proper and a zone of tolerance building services that falls between the desired and adequate levels of building service

Md. Hussain & Therese (2010) suggested that in order to meet expectation that building management should increase the long term quality such as focused to the property owner expectations, revealed, and calibrated. Building management also have to develop the dynamic model of expectation that defined adequate service quality provided by professional building management and develops positive relationship with property owner. The expectations have classified into the following three distinguishable types;

- a. Fuzzy expectations were existing whenever the property owner has problem to be resolve by the building management but without giving a clear direction of the problem or issues that should be done.
- b. Explicit expectations can divide into realistic and unrealistic expectations as the property owner having clear expectation in minds in advance of the building management service process.

- c. Implicit expectations refer to an issue that building management are obviously done when the property owner do not toughly think about the issues but take it as a granted.

2.5. Property Owner Satisfaction

According to Siew, Ayankunle, Hanisah and Alan (2011) property owner satisfaction is a personal feeling or individual point of view to the building management from evaluation the service performance provided to their expectation of the service of building management should provide. Building management should always place with the highest priority on property owner satisfaction, because it is a prerequisite to property owner retention. High satisfaction from property owner leads to positive relationship between building management and property owner, as the complaining behaviour was caused by the low satisfaction. As of well satisfied property owner often stays positive statement and is likely to influence in good future.

The concept of property owner satisfaction can be either transaction-specific satisfaction or cumulative satisfaction. As of transaction-specific satisfaction is property owner evaluation with their own experience and reactions to the building management. Which the cumulative satisfaction is the overall evaluation by property owner of patronage experience from the inception to date (Siew, Ayankunle, Hanisah and Alan, 2011).

2.5.1 Strategy for Property Owner Satisfaction

According to Siew, Ayankunle, Hanisah and Alan (2011) the strategy to achieve property owner satisfaction is to provide excellent service for property owner to building users in the management of buildings management. The performance measurement of building management is seeking to provide answers as the given question of “How do the property owner assess the building service provided and delivery by the building management team?” Hence, the measurement framework of

service quality performance that underline 3 key issues in building management such as the ability quality services provided by the staff of building management, efficiently and effectiveness of service delivery, and overall building service and property owner satisfaction.

2.5.2 Factors Affecting Property Owner Satisfaction

According to Kalyan (2012) there are many factors that affecting property owner satisfaction.

The following example factors:

- 1) The ability of the service that provided by building management is to act efficiently to meet the property owner expectation within given deadline.
- 2) The complaint management that affects property owner satisfaction is due to the insufficient service that provided by building management that complaints by property owner.
- 3) The staff of building management or maintenance appearance is also creating property owner satisfaction to some extent.

Building management should be critically and strategically aware on the property owner satisfaction, it is able to help the building management to develop a long term positive relationship with the property owner.

2.5.3 Benefits of service quality to the property owners

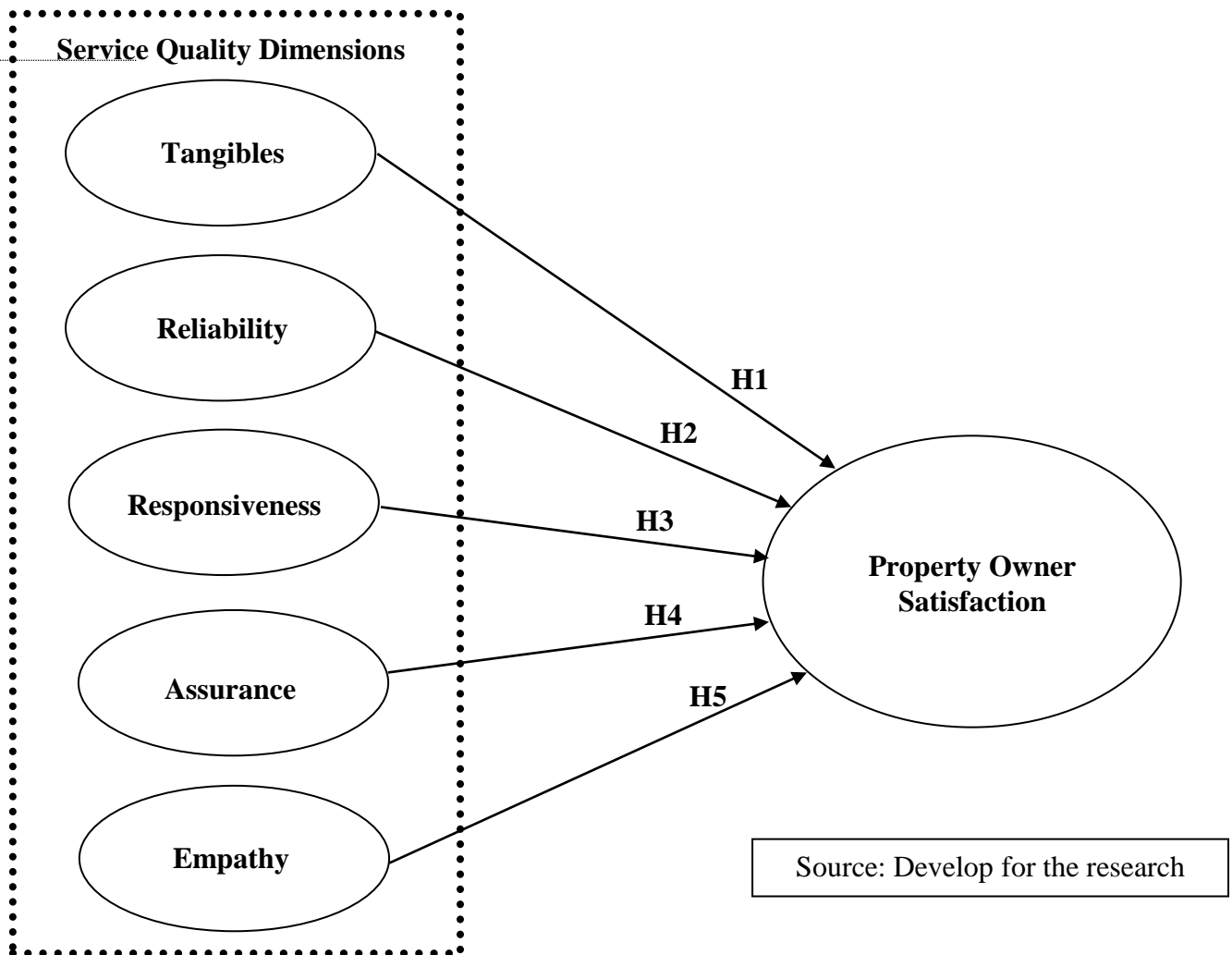
Kalyan (2012) defined that property owner is the only client and the most important customer of all the building management. To keep high quality of building services as critical objective of the operations of building management, it will make the building management have a higher and better service quality that provided by building management to their property owner with meet their expectation.

Some of the benefits according Hunter Taylor (2006) are:

1. *“Increase the revenue”* – High quality of building services can impact and bring positive influence to building management as increase the revenues, hence it increasing the property owner satisfaction and gain the prompt collection of maintenance fees. When the property owner expectation was meet, they will improve the level of their confident towards the building management abilities.
2. *“Enhanced reputation”* – Building management should always be high awareness for building services provided to the building with most benefit to property owner. If property owner has place bad impression to the building management, it will badly influence them to be the reduce and demotion satisfaction of the building management. Whenever property owner experienced with bad service which they discuss and tell their family, friends, neighbours or the people they know about the building management. This could be harmful to the image of the building management. On the others way, when the property owner has received high quality of service which will be positive influence by the building management, they will also positively transmit the positive information through friends and facilities or even social media. This will help to gain higher satisfaction and also gain good reputation of the building management.
3. *“Increased satisfaction”* – Normally property owner will seek for building management assistance for their problems with solution, demands, emergency issues or difficulties. Whenever building services can be reached or meet their expectation, then highly influence their satisfaction. Property owner satisfaction also will impact the relationship and even the reputation of building management.

2.6 Proposed Theoretical / Conceptual Model of the Research

Table 2.1 Conceptual model used in this research.



The above model developed to show the proposed conceptual framework with the SERVQUAL to measure the service quality and property owner satisfaction in building management this is serving as the research foundation. This model gives the research idea as a starting point to extent the new conceptual framework, besides this framework has developed based on the entire research objective and research questionnaire. In the framework of the dependent variable is property owner satisfaction in the service quality of building management is located at right hand side, whereas the independent variables such as 5 service quality dimension tangibles, reliability, responsiveness, assurance, and empathy in values represented the located at left hand side.

2.7 Hypotheses Development

2.7.1 Tangibles

Since services are tangibles property owner will derive their satisfaction with the perception or well-functioning services in the building that provided by building management, with compare the tangibles associated to the building services provided by building management. It is building appearance and well functionality of the physical building facilities, building equipment and others building materials. In this research, the questionnaire designed for the property owner to respond with questions about the building service provided by building management that offer to property owner.

The following hypothesis is in order to further analyse and determine the relationship between tangibles service quality and the property owner satisfaction in building management, in this research proposed that;

H1: There is a significant relationship between tangibles dimension of service quality and property owner satisfaction in building management.

2.7.2 Reliability

Building services is an ability for building management to provide the dependant and accurate building services as promised. Reliability is the staffs of building management that deliver building services on its promises about service delivery, provision, resolutions and cost of services. Property owners would want the building management to keep their promise services, particularly on their promised with the building service outcomes and core building maintenance service attributes.

Building management need to bring more attention and beware of property owner satisfaction and expectation of reliability. Firm that does not let those property owners think and feel that un-satisfaction with building service or maintenances performance provided by the building management to fails their expectation and lost their satisfaction in the most direct way.

The following hypothesis is in order to further analyse and determine the relationship between reliability service quality and the property owner satisfaction in building management, in this research proposed that;

H2: There is a significant relationship between reliability dimension of service quality and property owner satisfaction in building management.

2.7.3 Responsiveness

As building management is having willingness to help their property owners and provide prompt and high quality of building services. This responsiveness dimension will draw attention to how effectively and effectiveness attend with the issues, questions, complaints, inquiry, requisition and problems from property owner.

Responsiveness is communication from building management with property owner with the prompt respond time when they wait for assistance, respond, attention or even action to problems. It is also captures the conviction of ability or flexibility to building service procedure or policies to meet property owner expectation with achieve their satisfaction.

The following hypothesis is in order to further analyse and determine the relationship between responsiveness service quality and the property owner satisfaction in building management, in this research proposed that;

H3: There is a significant relationship between responsiveness dimension of service quality and property owner satisfaction in building management.

2.7.4 Assurance

Assurance is means building management have to inspire trust and confidence by property owner. Assurance can define that the building management staffs' knowledge, courtesy and the ability to increase trust and confidence.

Trust and confidence should be incorporate with the management staff who links the property owner to the building management. Thus, the staffs of building management are well known the importance to create trust and confidence from property owners to gain higher satisfaction advantage and positive statement from property owner.

The following hypothesis is in order to further analyse and determine the relationship between assurance service quality and the property owner satisfaction in building management, in this research proposed that;

H4: There is a significant relationship between assurance dimension of service quality and property owner satisfaction in building management.

2.7.5 Empathy

Empathy is means that the staffs of building management have to provide their caring individualized attention to property owners. It is essentially important to the property owner for provide individual attention, for example the building management and staffs have to do the best to provide the best service for satisfy their needs or try to achieve their satisfaction.

Empathy is for gain additional trust and confidence from property owner, with increase positive statement. In this modern and advance world, the majority property owner which with higher educational background and easy access of internet to receive more information and knowledge globally. Therefore, their requirements and expectation keep rising over the year, it is the building management duties to provide their highest professional services to meet property owner expectation, else negative statement was affected the property owner for whom does not receive prompt attention or respond.

The following hypothesis is in order to further analyse and determine the relationship between empathy service quality and the property owner satisfaction in building management; in this research proposed that;

H5: There is a significant relationship between empathy dimension of service quality and property owner satisfaction in building management.

2.8 Conclusion

In this Chapter two, research has found the useful information to give a comprehensive and more complete of view for having more understanding to the research project. The dependent variables and independent variable relationship and the 5 service quality dimensions are clearly defined in the above form of hypotheses.

In the next chapter, all the hypotheses will be tested which will base on the respondents with appropriate research method.

CHAPTER 3: METHODOLOGY

3.0 Introduction

In the previous chapter 2 the literature review, conceptual frameworks and hypotheses been discussed, it provides the foundation for this chapter three. As this chapter 3 is focusing on the detailed methodology that describe the process which will used to develop the measurement of this research, it will be used for the data collection in order to test the hypotheses which highlighted in the previous chapter 2.

In this chapter 3 are included research design, methods of data collection, sampling design, operational definitions of constructs, measurement scales, and methods of data analysis.

3.1 Research Project

In the Research Project, researcher has the opportunity to investigate and study an area of interest in depth. Researcher is using their creativity and initiative research and presentation skills while developing the research project. According to Richard (2004), the scientific method attempts to discover cause and affect relationships between objects (i.e., physical matter or processes).

In the physical sciences objects are regarded as variables, and a variable is anything that can assume different values. Elucidating a cause and effect relationship between objects requires that variables are classified as independent, dependent, or confounding. An independent variable is one that, when manipulated, causes a change in another variable.

3.2 Project Research Design

A Project research design is the "blue print" of research survey. According to Hair, Money, Samouel and Page (2007) it is defined as a set of advance decisions that make up the master plan specifying the methods and procedures for collecting and analysing the needed information. In other to gain accurate and reliable result, it is vital to illustrate a clearer depiction to show the progression of carrying out the research in an appropriate and systematic mode.

This research will be conducted with quantitative research method in order to measure the variable that property owner satisfaction of service quality in building management. The aim of quantitative research is to determine the relationship between an independent variable and a dependent or outcome variable in a population (Hair, Money, Samouel and Page 2007).

3.3 Data Collection Methods

Data Collection is an important aspect of all type of research survey. Inaccurate data collection can impact the results of a research and ultimately lead to invalid results. According to Hair, Money, Samouel and Page (2007) data collection methods will impact evaluation vary along a continuum. In this research conducted a research survey based on respondents' experience to test the model, the participants only will be asked to complete the questionnaire if they had residential building management experience.

According to Hair, Money, Samouel and Page (2007) data collection is an important aspect of every type of research study. Inaccurate data collection can influence the results of a study and lead to invalid results. Therefore, type of data collection to be use for the research is vital to decide. For this research, both of the primary and secondary data are been used to answer the hypotheses and research question.

3.3.1 Primary Data

According to Hair, Money, Samouel and Page (2007) primary data as an original work for the research project or the basic raw material without the interpretation that representing an official opinion or position. According to Joop and Hennie (2005) another definition of primary data is the original data that been collected for some specific research problem as a basis to best fit the research problem with using procedures.

There are several ways for collection of primary data, in this research the primary data was collected through the person-administered questionnaire survey. Used this method for questionnaire survey to provide standardization result in which all respondent is answering the same question and are exposed to the similar response option for each question and finally lead to the ease of administration and analysis (Joop and Hennie, 2005). All the statistical data collection will be manipulated by the statistical analysis techniques in order to produce a finding in the next Chapter four.

3.3.2 Secondary Data

According to Hair, Money, Samouel and Page (2007), secondary data is the data that not gather for the immediate study at hand but for others purpose. The advantages of secondary data are the economically for cost and time. The secondary data is useful information that can be obtained through the easy access internet or relevant website with the relevant journals or articles which are consistent with researchers' research study.

Secondary data also can help to identify research problems, better define problem, develop an approach to the problem and formulate an appropriate research design such as by identifying the key variable (Joop and Hennie, 2005).

Researcher should consider the secondary data and do not bypass. In some situation secondary data might not completely fit the research problem and there may have problems with the information accuracy. If that is the case the researcher should needs to proceed to primary data as the secondary data are exhausted or show diminishing returns (Hair, Money, Samouel and Page, 2007).

3.4 Sampling design

Sampling is the survey respondents whom a group of people who take part involved with the research, it is also the process of selecting survey participants from the population. According to Ashley (2011) research is impossible to survey the entire population with the selected problem, if the survey involved entire population it would be extremely much extra time and very costly to complete the research. Therefore, all researchers are using samples as a way to simplified gather data and information, there are several types and ways of sample to choose for sampling design from a population from simple to complex ways. This research sampling processes are beginning from defining the target property owner population of research, choosing the sampling frameworks, selection of sampling method, determination of sample size and implementation of sampling plan (Hair, Money, Samouel and Page, 2007).

3.4.1 Target Population

Sampling design will begin from defining the target population of research precisely. The targeted population that been selected is for collection of elements or objects that researcher seeks to acquire information and about which inferences are to be made (Hair, Money, Samouel and Page, 2007).

In this research, the objective is to explore and understand response from respondents on property owner satisfaction of service quality in building management. The targeted population of this study will be the

counterfeits property owners for private residence property without any demographic restriction, the only restriction is the respondents must have experienced with building management when they been selected for this research survey.

3.4.2 Sampling Frame

A sampling frame is the source of material and device for a sample that been drawn, it is also representing the elements of the research targeted population with the master list of all the sampling units for identifying the target population (Hair, Money, Samouel and Page, 2007).

In this research project, the sampling respondents were targeted property owner within the Klang Valley of Malaysia, with the survey questionnaire that will be distribute to the respondents in this selected area is in order to seek for broader and variety of respondent result.

3.4.3 Sampling Method

There are two sampling method can be used for research survey such as probability method and non-probability method (Hair, Money, Samouel and Page, 2007). In this research is using non-probability method as it is more economic, inexpensive, extensively used and not require larger population. Hence, it can help to save or reduce the cost of sampling.

In this research it is selected quota sampling method, it is because have to statistically assumption that based on samples quota and other non-random sampling method used in the real world. The non-probability quota sampling has two-stage of restriction judgment sampling for the first stage is consisting of developing control categories or quotas of population elements, and second stage is sample elements that been selected based on convenience or judgment.

In addition, quota sampling method provide at relative low cost and least time consuming on collecting the data and it create the greater convenience to select element for each quota (Hair, Money, Samouel and Page, 2007).

3.4.4 Sampling Size

Sampling size is referring to the number of the respondents to be involved in the research. The sampling size is an important feature for any of research survey, as the goal is to make assumption about the survey population from a sample (Hair, Money, Samouel and Page, 2007). With the limited timeframe and others limited resource constraints, the sampling size of 200 and 10 pilot test samples are prepared for this research. The quantity sampling size and pilot test are fulfilling the research requirement. The total 200 sample sizes will be distributed to property owner within Klang Valley of Malaysia.

Besides that, total 16 pilot test sample which have been carried out before distribute a formal survey to the property owner. The purpose to pre-test the questionnaire is to obtain significant feedback or revises from the respondents, because they might help to identifying anything difficulty or confusing word within the questionnaire.

3.5 Research Instrument

In this research project the research instruments been used was self-administered questionnaire. According to Hair, Money, Samouel and Page, (2007), the self-administered survey is a data collected with survey questionnaire distributed and the respondent reads the questions and completes the survey on their own answers without the any presence of interviewer. The questionnaire was developed based on the past research or literature reviewed with the objective to analyse and determine the relationship between service quality and property owner satisfaction in building management.

3.5.1 The purpose of using Questionnaire

According to Hair, Money, Samouel and Page (2007) a questionnaire is typically used to create the questions and obtain feedback from the respondents, questionnaire can speed up the process of data analysis and quality control by researcher to translate the research objective into specific questions that are asked of the respondents and provides standardization to all respondents' reaction to the survey identically.

3.5.2 Questionnaire design

In this research is to investigate the relationship between service quality and property owner satisfaction in building management. The questionnaire mainly divided into three parts, Part A includes some basic questions that used to screen out the inappropriate respondents. In general, Part B is concentrated on the property owners satisfactory with their building management and lastly Part C is investigated relationship between each service quality dimension and property owner satisfaction in building management

The research survey items used to test on the service quality dimension are from the source of construct measurement is adapted from the researcher, Gi-Du and Jeffrey (2004). We tried to test and identify the relationship between the service quality dimensions and property owner satisfaction in building management.

3.5.3 Pilot test

According to Hair, Money, Samouel and Page (2007) pilot testing is a small scale exploratory research survey technique that use for sampling but does not apply exact standards. A pilot test is a type of pre-test of questionnaire that conducted before the actual survey took place. A pilot test is conducted to pre-detect weakness in the research design,

instrumentation and to provide a proxy data for selection of a probability sample.

3.6 Construct measurement

3.6.1 Origin of construct

In this research project the source of construct measurement for dependence variable of service quality satisfaction is from Kalyan (2012) and the construct measurement for independence variable of service quality dimension is adapted from the researcher, Gi-Du and Jeffrey (2004).

Table 3.1: The Service Quality Satisfaction Construct and Measurement Items

Construct Sample	Measurement Items	Sources
Service Quality & Satisfaction (10 items)	1. How would you rate your satisfaction with the service provided?	Kalyan (2012)
	2. Are the staffs friendly and ready to help their clients?	
	3. How satisfied are you with staff's support?	
	4. Do you agree that there is immediate response from the workers?	
	5. Do you feel that there are enough workers for the services?	
	6. Have the premises been cleaned in time?	
	7. Do the workers provide their services as promised?	
	8. How do you rate the services provided?	
	9. How would you rate the overall quality of the services?	
	10. Do you have any suggestion for improvement?	

Source: Developed for the research

The above table 3.1 indicates items for construct the service quality satisfaction, there are ten items used to measure service quality dimension. The above ten measurement items are adopted from Kalyan (2012)

Table 3.2: The Tangibles Construct and Measurement Items

Construct Sample	Measurement Items	Sources
Tangibles (4 items)	1. Modern equipment.	Gi-Du and Jeffrey (2004)
	2. Visually appealing facilities.	
	3. Staff of building management who have a neat, professional appearance.	
	4. Visually appealing materials associated with the building service.	

Source: Developed for the research

The above table 3.1 indicates items for construct tangibles, there are four items used to measure service quality dimension such as (1) Modern equipment, (2) Visually appealing facilities, (3) Employees who have a neat, professional appearance, (4) Visually appealing materials associated with the building service. The above four measurement items are adopted from Gi-Du and Jeffrey (2004)

Table 3.3: The Reliability Construct and Measurement Items

Construct Sample	Measurement Items	Sources
Reliability (5 items)	1. Providing services as promised.	Gi-Du and Jeffrey (2004)
	2. Dependability in handling property owner' service performed.	
	3. Performing the services right the first time.	
	4. Providing services at the promised time.	
	5. Maintaining error-free records.	

Source: Developed for the research

The above table 3.2 indicates items for construct reliability, there are five items used to measure service quality dimension such as (1) Providing services as promised, (2) Dependability in handling property owner' service performed, (3) Performing the services right the first time, (4) Providing services at the promised time, (5) Maintaining error-free records. The above five measurement items are adopted from Gi-Du and Jeffrey (2004)

Table 3.4: The Responsiveness Construct and Measurement Items

Construct Sample	Measurement Items	Sources
Responsive ness (4 items)	1. Keeping staff of building management informed about when maintenance services will be performed.	Gi-Du and Jeffrey (2004)
	2. Prompt service to property owner.	
	3. Willing to help property owner.	
	4. Readiness to respond to property owner requests.	

Source: Developed for the research

The above table 3.3 indicates items for construct responsiveness, there are four items used to measure service quality dimension such as (1) Keeping customers informed about when services will be performed, (2) Prompt service to property owner, (3) Willing to help property owner, (4) Readiness to respond to property owner requests. The above four measurement items are adopted from Gi-Du and Jeffrey (2004)

Table 3.5: The Assurance Construct and Measurement Items

Construct Sample	Measurement Items	Sources
Assurance (4 items)	1. Staff of building management who instil confidence in property owner.	Gi-Du and Jeffrey (2004)
	2. Making property owner feel safe in their transaction.	
	3. Staff of building management who are consistently courteous.	
	4. Knowledgeable staff of building management to answer property owner questions.	

Source: Developed for the research

The above table 3.4 indicates items for construct assurance, there are four items used to measure service quality dimension such as (1) Employees who instil confidence in property owner, (2) Making property owner feel safe in their transaction, (3) Employees who are consistently courteous, (4) Knowledgeable employee to answer property owner questions. The above four measurement items are adopted from Gi-Du and Jeffrey (2004)

Table 3.6: The Empathy Construct and Measurement Items

Construct Sample	Measurement Items	Sources
Empathy (5 items)	1. Giving property owner individual attention.	Gi-Du and Jeffrey (2004)
	2. Staff of building management who deal with property owner in a caring fashion.	
	3. Having the property owner best interest at heart.	
	4. Staff of building management who understand the needs of their property owner.	
	5. Convenient office hour.	

Source: Developed for the research

The above table 3.5 indicates items for construct empathy, there are five items used to measure service quality dimension such as (1) Giving property owner individual attention, (2) Employees who deal with property owner in a caring fashion, (3) Having the property owner best interest at heart, (4) Employees who understand the needs of their property owner, (5) Convenient office hour. The above five measurement items are adopted from Gi-Du and Jeffrey (2004)

3.6.2 Data scale of measurement

Measurement involves assign numbers to variable with complying certain requirement for the research. The assigned numbers must reflect the predictable and attribute of phenomenology being measured. A scale defined as a research mechanism or tool which an intended characteristic item to be measured. The result can be directional or categories. There are 4 types of data scales such as nominal scale, ordinal scale, interval scale, and ratio scale.

Questionnaire was formalized question to obtain survey information from respondents. In this research has designed the questionnaire with 3 sections; begin with General Information at Part A, then General Opinion on Dependence Variable at Part B and lastly Survey on Independence Variable with Service Quality Dimension at Part C.

Part A consists of eleven (11) questions that designed to identify the respondents' personal information to assist in analysing the research responses.

Part B consists of ten (10) questions to measure respondent's opinion and view on the dependence variable of property owner satisfaction to analyse level of property owner satisfaction in building management.

Section C consists of twenty-two (22) questions the final part of the questionnaire, this section part is to further identify with the service quality dimension that impact the property owner satisfaction in building management. The items for variables of service quality dimension include tangibles, reliability, responsiveness, assurance and empathy which measure with 5 scale ranged from (1) Strongly Disagree to (5) Strongly Agree.

Table 3.7: Summary of Likert Scale Used to Measure Variables

Variables	Likert Scale
<p><i>Dependent Variable:</i></p> <ul style="list-style-type: none"> • Service Quality Satisfaction <p><i>Independent Variable:</i></p> <p>Service Quality Dimension</p> <ul style="list-style-type: none"> • Tangibles • Reliability • Responsiveness • Assurance • Empathy 	<p>1 = Strongly Disagree</p> <p>2 = Disagree</p> <p>3 = Neutral</p> <p>4 = Agree</p> <p>5 = Strongly Agree</p>

Source: Developed for the research

3.7 Data Processing

Data processing should take place as quickly as possible. According to Hair, Money, Samouel and Page (2007), data processing is converting a questionnaire to be the research information so the data transferred as for data preparation. During the research design phase the preliminary plan of data analysis was formulated as a guide for the process of data preparation. The first step is to double check the survey questionnaire, then followed by data editing, coding, transcribing and finally the data have to be cleaned with treatment for if any missing responses is prescribed.

The data processing is mainly important to adjust the data to make it be more representative of the population of interest. And the data preparation should begin as soonest possible when received the first batch of questionnaire, if the received information is in order without any major problem that been detected, the data processing work can be slightly modified to incorporate corrective action

3.7.1 Questionnaire Checking

According to Richard (2010) questionnaire checking involves eliminating unacceptable questionnaires. There are several reasons why a questionnaire may be unacceptable for use in a research such as some questionnaire may incomplete. This is quite common happen, a person may have started to take a questionnaire and then for reasons of fatigue, interruption or disinterest ceased providing information to the end of the questionnaire.

In additional, the respondent did not understand the questionnaire or instructions. These will become one of the evident that when questions are answered should have been unclear skipped or when appropriate "branching" of questions was not followed. The questionnaire responses that have a little or no variance may also be flawed. Some of the

respondents may answer with all the same answer as multiple choice questions (Richard, 2010).

3.8 Data Analysis

After ensuring completion of data collection, then examining and review the conceptual research framework and relationship between service quality and property owner satisfaction. These may subject to statistical operations that can tell the relationships to exist among variables, this is to identify the level of trust to the collected answers. It can also compare data information from respondents to draw conclusion from the data. As for the point of evaluation is to get an accurate assessment result in order to have better understand to the research project and it is effect on the concerned, or for having better understand on the overall situation.

In this research the software Statistical Package for Social Sciences (SPSS version 23) is using for analyse the data.

3.8.1 Descriptive Analysis

According to Hair, Money, Samouel and Page (2007) descriptive analysis is used to describe the basic features of data in research. It provides simple summaries about the measures and the form a basis of virtually every quantitative analysis of data. It is statistics normally associated with frequency analysis that helps to summarize the information presented in the frequency table. Descriptive measure is using as early in the analysis process and become foundation for subsequent analysis. The objective of descriptive analysis is able to provide accurate, simple, and meaningful figures by summarizing the dependent and independent variable in a large set of data.

Frequency distribution

A frequency distribution is a table that displays the frequency of various outcomes in a sample and it also reports the number of responses that each question received and it used to determine the experimental of the variable (Hair, Money, Samouel and Page (2007). Frequencies themselves are raw counts, and normally these frequencies are converted into percentages for straightforward of comparison the variable. The objective is to count the number of responses associated with different values of the variable.

3.8.2 Scale measurement

a. Reliability test

According to Hair, Money, Samouel and Page (2007) Reliability measure is one for which a respondent respond in the same or in a very similar manner to an identical or near-identical question. It is considered reliable if its repeated application results in consistent scores and concerned with the consistency of the research findings. This test is able to verify whether the items in the questionnaire are related to each other. Cronbach Alpha of reliability test is used to examine the reliability of the measurement scale. Scales were analysed in term of their reliability, by means of the internal consistency.

In this analysis and by means of Cronbach alpha, according to Cronbach (1951) it was found that the scale of reliability if less than 0.6 are consider poor, when the value that is in the range of 0.6 to 0.7 is moderate following which in the range of 0.7 to 0.8 is consider good acceptable reliability, for those more than 0.8 to 0.9 is considered very good and the closer Cronbach Alpha up to 1 is the highest the internal consistency. If Cronbach Alpha more

than 0.95 it should be ensure it measured with different aspects of the concepts (Hair, Money, Samouel and Page 2007). The evaluation of the Cronbach Alpha coefficient is based on the rules of the thumb as following table.

Table 3.8: Rules of thumb about Cronbach Alpha coefficient size

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 and above	Excellent

Source: Hair, Money, Samouel and Page (2007)

b. Pearson's Correlation Analysis

The Pearson correlation coefficient measurement is for measure the relationship between dependent variable and independent variables. The positive correlation results a proneness as a high value of one variable to be positively related with the other high value of second variable. But if a negative correlation result reflects the relation between a high value in one variable and low value of second variable (Hair, Money, Samouel and Page, 2007).

In this research Pearson's correlation coefficient issued to measure the co-variation or relation between the dependent variable (property owner satisfaction) and 5 of the independent variables (service quality dimension of tangibles, reliability, responsiveness, assurance and empathy). The significant relationship between two or more variable are greatly important for illuminate the result of the variables.

Besides Coefficient (r) indicated degree of linear relationship and direction relationship. It is perfectly positive linear relationship whenever the value equal to 1.0 of correlation coefficient. The other way there are perfectly negative linear relationship if the value of correlation coefficient equal to -1.0. It is a significant relationship between both variable when the result falls in between -1.0 and +1.0, (Hair, Money, Samouel and Page, 2007).

According to Hair, Money, Samouel and Page (2007) P-value was presented the correlation analysis output. If the level of significant is 0.05(α) it means the confidence interval is 95% (100% - α). When the P-value is less than 0.05 ($P < 0.05$) it result a significant relationship between both variables. But the others way when the P-value is more than 0.05 ($P > 0.05$) it result not a significant relationship between both variable.

When the survey result presented relationship is statistical significant, researchers have to identify acceptance to strength of the association. The size of correlation coefficient is to be used to quantitative illustrated with the strength of the association between two variables (Hair, Money, Samouel and Page, 2007). The rules of thumb for correlation coefficient to characterize the strength of the relation between variable are summarize as the following table.

Table 3.9: Rules of thumb about Correlation Coefficient Size

Coefficient Range	Strength of Association
$\pm .81 - \pm 1.00$	Strong
$\pm .61 - \pm .80$	Moderate
$\pm .41 - \pm .60$	Weak
$\pm .21 - \pm .40$	Very weak
$\pm .00 - \pm .20$	None

Source: Hair, Money, Samouel and Page (2007)

c. Multiple Regressions Analysis

Multiple regression analysis is a very useful technique for predict the unknown value of variable from the known value, there are always more than one independent variable have to predict with a single dependent variable or using for regression equation. The basis technique is to assume straight-line relation between both of the dependent variable and independent variables. The multiple regression analysis is also a statistic technique for analyse the linear relationship by estimating coefficients of equitation or straight line (Hair, Money, Samouel and Page, 2007).

The following form is equation in multiple regressions:

$$Y = A + B_1 X_1 + B_2 X_2 + B_3 X_3 \dots + B_m X_m$$

In this research the underlying conceptual model specifics that using independent variable with several factors (5 service quality dimension), it is to establish the significant independent variable that helps researcher to clearly identify the independent variable factors that have great relationship with the dependent variable. In addition, five basic questions used to determine the result in this

study: whether a relationship exists; how strong is the relationship; whether the relationship is positively or negatively skewed; what is the best way to describe the relationship and what are the best means of fitting a straight line to the data.

3.9 Conclusion

In chapter 3, which has discussed the research design, method of data collection, research sampling design, research instrument, construct measurement, data processing and methods of data analysis as adopted in this research. This chapter 3 provide a linkage to chapter 4, they are interrelated. The following chapter will show the result and analysis patterns which relevant to the research questionnaires and hypotheses.

The next chapter 4 provide the result of this research report on the statistical analysis, also will discussion and interpretation the result of hypotheses.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The focus of this chapter 4 is to present the results and result analysis of the research project. The data that been collected from respondent questionnaires which will be analysed accordance to the research methodology as discussed in previous chapter 3. The process of data analysis is to evaluate the survey data which examined each of the data component with using analytical and logical reasoning.

There were 109 respondents involved in this research with responded the survey questionnaire that collected for the test. Further used Statistical Package for Social Sciences (SPSS), version 23.0 and Microsoft Excel to run the analyses of survey result for the following descriptive analysis, reliability analysis, descriptive statistic, reliability measurement, and inferential analysis.

4.1 Descriptive Analysis

Descriptive analysis is to describe the characteristics of the research sample for the 109 respondents with the responded questionnaire and demonstrated the pattern of survey responses provided by all the respondents.

4.1.1 Quantitative Data Presentation

The variables are the base to develop the survey questionnaire to identify in the frame of reference and the purpose to develop practical evidence on the service quality factor from building management which is important to satisfy all the property owner in their private residence property.

The core questionnaire of this research was consists of aspects of building management service quality. The respondents had indicated the

important of the satisfaction in building management for private residence property which the questions are based on the SERVQUAL, these is commonly been ex-tensively used for assess the service quality of many kind of different service providers (Kim and Lee, 2009).

The source of construct measurement for dependence variable of service quality satisfaction is from Kalyan (2012) and the construct measurement for independence variable of service quality dimension is adapted from the researcher, Gi-Du and Jeffrey (2004).

4.1.2 Sample and Response Rate

For this research 10 pilot test samples are prepared and distributed to fulfil the research requirement and to obtain significant feedback or revises from the respondents, because they might help to identifying anything difficulty or confusing word within the questionnaire before the formal survey questionnaire distribute to property owners.

The 10 pilot test returned without major comment from the respondents. Thereafter, the formal survey questionnaire had continue distributed to 200 property owners but not all the survey questionnaire been respond and return by the respondents.

2 weeks after distribute only 33 responses were returned the survey questionnaire, after 2 weeks after the second part 25 responded, then after another 2 weeks third part 38 responses returned and finally the forth part last 13 responses were received. The responses of questionnaire were rather low (54.5% 109 survey questionnaire returned); however, it is still acceptable for this research project.

4.1.3 Respondent Demographic Profile

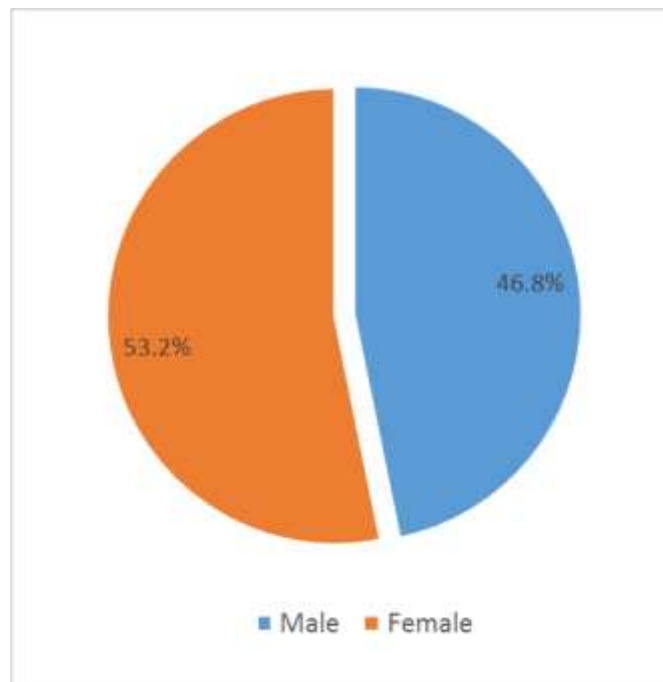
The section A of survey questionnaire in this research project, seven questions have been used for the collection of respondent demographic profile. The questionnaires are including respondents gender, age, race, nationality, marital status, education level and monthly household income.

Table 4.1 - Frequency distribution of respondent's gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	51	46.8	46.8	46.8
	Female	58	53.2	53.2	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.1 - Gender of Respondents



Source: Data developed for the research

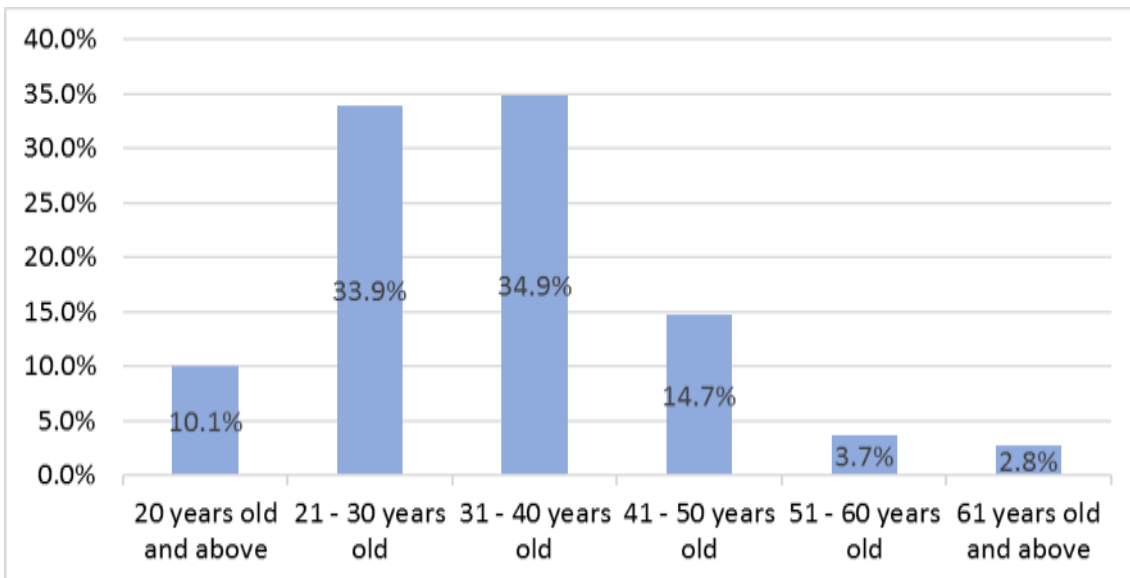
With total 109 successful respondents that participated in this survey. According to the above Table 4.1 and Figure 4.1 is the frequency distribution of respondent's gender. As female respondents contributed 53.2% or 58 respondents, while male respondents contributed 46.8% or 51 out of the 109 respondents.

Table 4.2 - Frequency distribution of respondent's Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years old & above	11	10.1	10.1	10.1
	21 - 30 years old	37	33.9	33.9	44.0
	31 - 40 years old	38	34.9	34.9	78.9
	41 - 50 years old	16	14.7	14.7	93.6
	51 - 60 years old	4	3.7	3.7	97.2
	61 years old & above	3	2.8	2.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.2 - Age of Respondents



Source: Data developed for the research

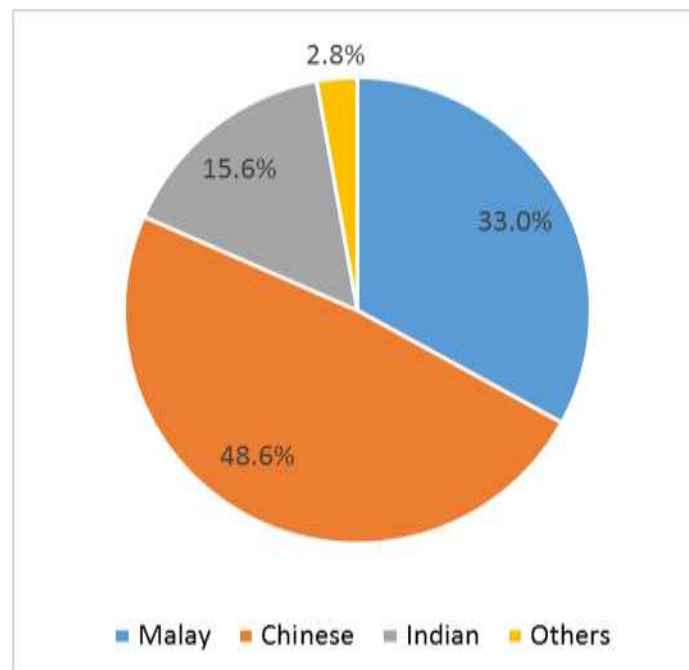
There are five age groups been designed in the questionnaire which are shown in Table 4.2 and Figure 4.2. The respondent majority came from the age of group between 31 – 40 years old (34.9% or 38 respondents). The second age of group was between 21 to 30 years old (33.9% or 37 respondents), then the third and fourth age of group were between 41 to 50 years old (14.7% or 16 respondents) and also 20 years old and below (10.1% or 11 respondents). The last 2 age of group were between 51 – 60 years old (3.7% or 4 respondents) and 61 years old and above only had 2.8% or 3 respondents, respectively.

Table 4.3 - Frequency distribution of respondent's Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	36	33.0	33.0	33.0
	Chinese	53	48.6	48.6	81.7
	Indian	17	15.6	15.6	97.2
	Others	3	2.8	2.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.3 - Race of Respondents



Source: Data developed for the research

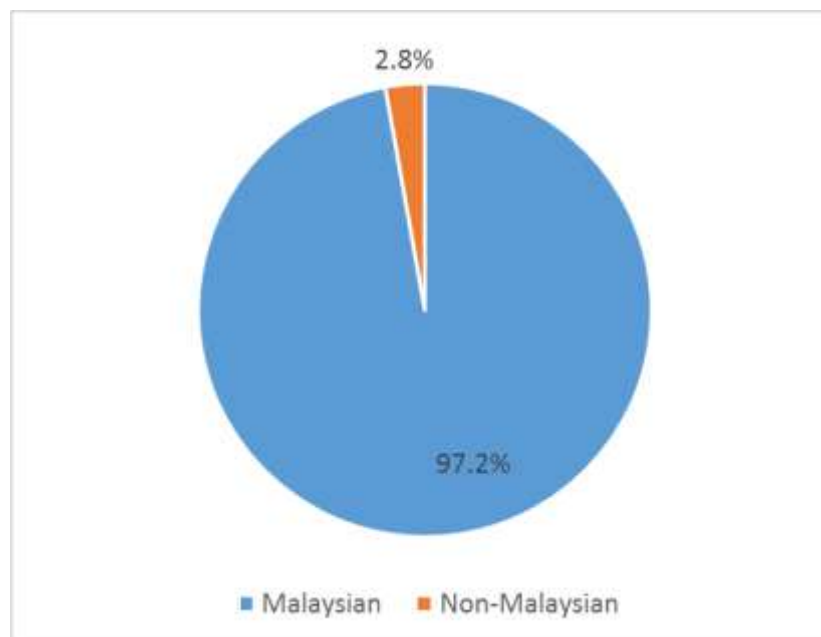
The above Table 4.3 and Figure 4.3 were shown the race of respondents which Chinese is 48.6% (59 respondents) while for Malay which are consist 33.0% (36 respondents) and Indian 15.6% (17 respondents). In this research, some respondents who are not in the Malaysia 3 major group of races will be category to others group and which consist 2.8% (3 respondents) of total respondents.

Table 4.4 - Frequency distribution of respondent's Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	106	97.2	97.2	97.2
	Non-Malaysian	3	2.8	2.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.4 - Nationality of Respondents



Source: Data developed for the research

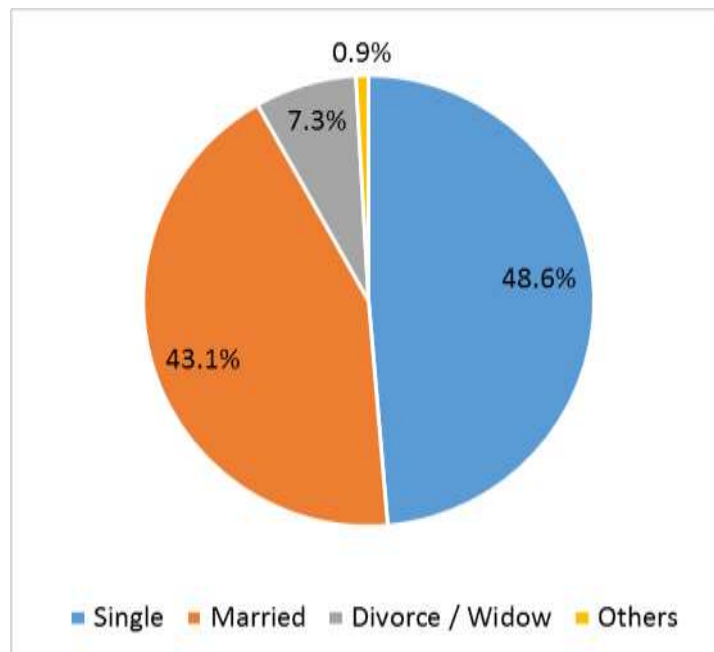
Nationality of Respondents present in the above table and figure as majority of the respondents are Malaysian which above pie chart present Malaysian is 97.2% (106 respondents) while for Non-Malaysia is only 2.8% (3 respondents) of total respondents.

Table 4.5 - Frequency distribution of respondent's Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	53	48.6	48.6	48.6
	Married	47	43.1	43.1	91.7
	Divorce / Widow	8	7.3	7.3	99.1
	Others	1	.9	.9	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.5 - Marital Status of Respondents



Source: Data developed for the research

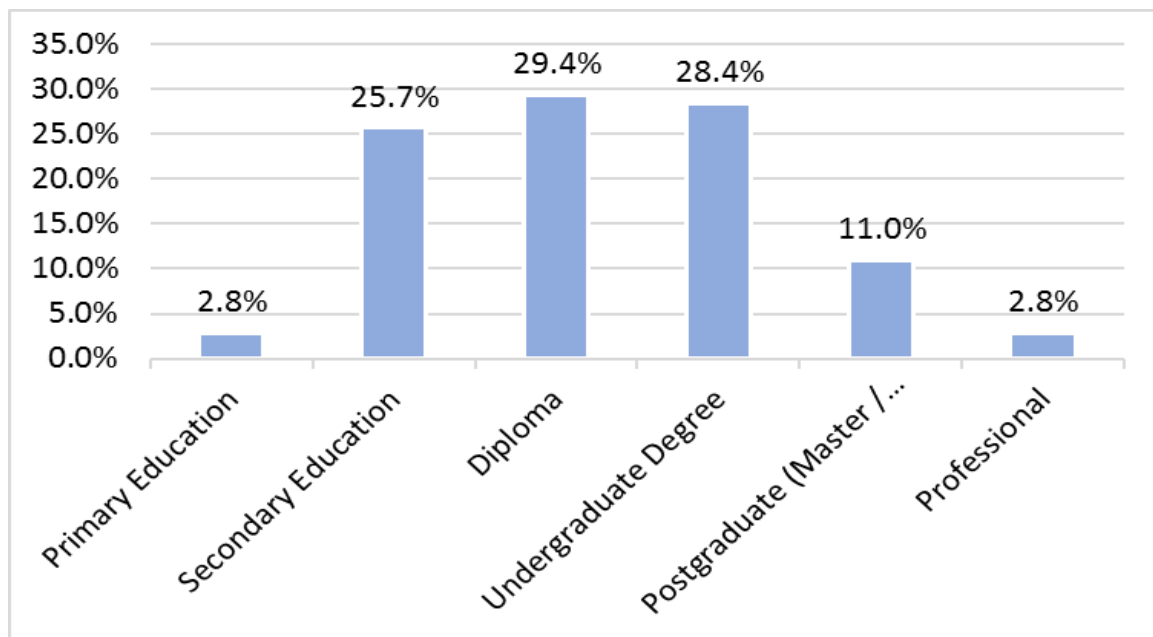
The above show Table 4.5 and Figure 4.5 show the marital status of respondents with the highest is single which is 48.6% (53 respondents) while for married which are consist 43.1% (47 respondents) and Divorce / Widow are 7.3 (8 respondents). Some respondents who are not categorise in this three group of marital status will be category to other group and which only consist 0.9% (1 respondent) of total respondents.

Table 4.6 - Frequency distribution of respondent's Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary Education	3	2.8	2.8	2.8
	Secondary Education	28	25.7	25.7	28.4
	Diploma	32	29.4	29.4	57.8
	Undergraduate Degree	31	28.4	28.4	86.2
	Postgraduate (Master / Doctorate)	12	11.0	11.0	97.2
	Professional	3	2.8	2.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.6 - Education Level of Respondents



Source: Data developed for the research

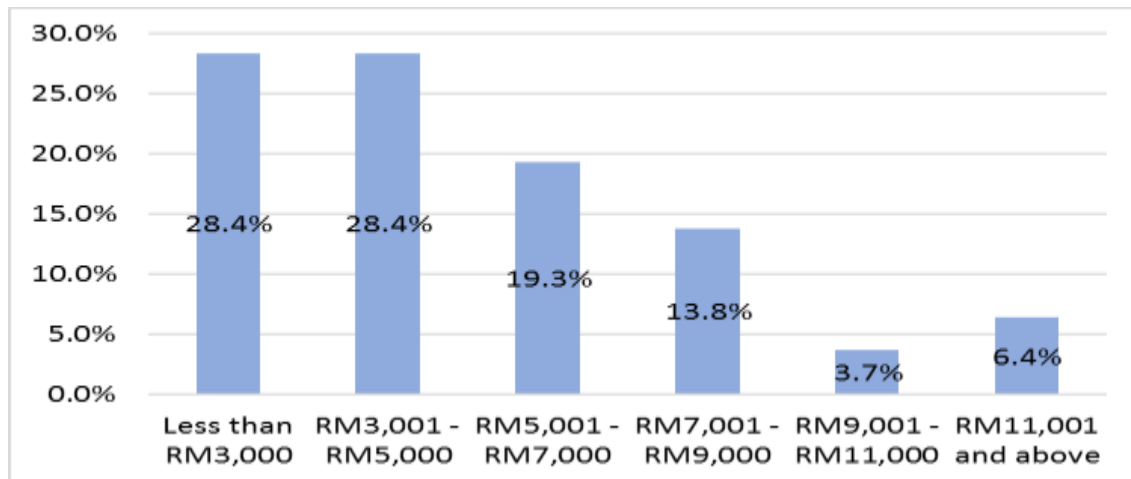
According to table 4.6 and Figure 4.6, most of the respondents are holding Diploma with 29.4% (32 respondents) follow by undergraduate degree 28.4% (31 respondents) and secondary education is 25.7% (28 respondents). Beside that postgraduate (Master / Doctorate) is 11.0% (12 respondents) and the last two group of education level is the same for primary education and professional both also only consist of 2.8% (3 respondents) out of the total respondents.

Table 4.7 - Frequency distribution of respondent's Monthly Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM3,000	31	28.4	28.4	28.4
	RM3,001 - RM5,000	31	28.4	28.4	56.9
	RM5,001 - RM7,000	21	19.3	19.3	76.1
	RM7,001 - RM9,000	15	13.8	13.8	89.9
	RM9,001 - RM11,000	4	3.7	3.7	93.6
	RM11,001 and above	7	6.4	6.4	100.0
	Total	109	100.0	100.0	

Source: Data data developed for the research

Figure 4.7 - Monthly Household Income of Respondents



Source: Data data developed for the research

Above table and figure present most of the respondents fall under monthly income level range of less than Rm3,000 and between RM3,001 to RM5,000 which both group are the same occupied 28.4% (31 respondents) out of the total number of respondents. Besides, respondents which have monthly income level between RM5,001 to RM7,000 consisted of 19.3% (21 respondents) and level between RM7,001 to RM9,000 is 13.8% (17 respondents) The least group of respondents which having higher monthly household income level RM11,000 and above is consist 6.4% (7 respondents) and level between RM9,001 to RM11,000 by 3.7% (4 respondents) out of the total respondents.

4.1.3 Frequencies of Service Quality Satisfaction

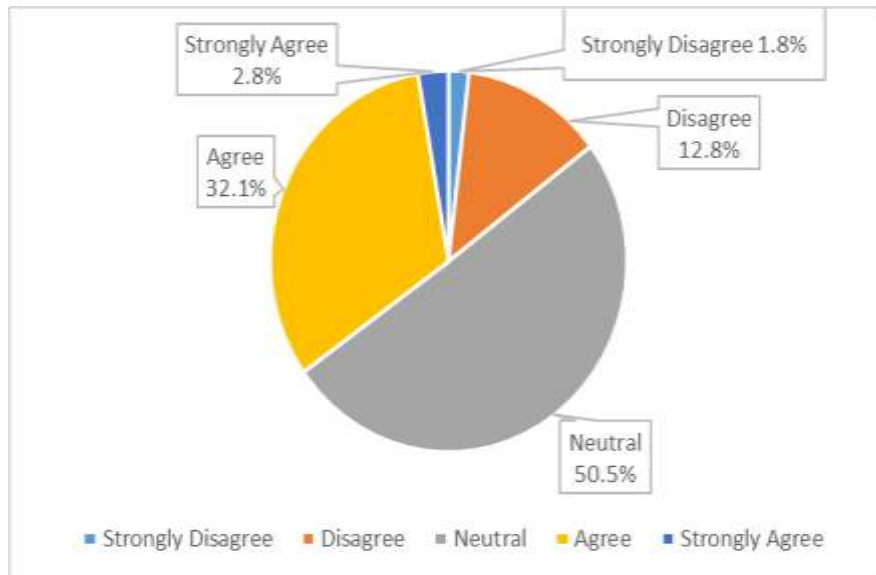
There are nine questions that been used in this research for the section B of the questionnaire for collection of the respondent's experience of service quality satisfaction.

Table 4.8 - Satisfied facilities and services provided by the building management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8	1.8	1.8
	Disagree	14	12.8	12.8	14.7
	Neutral	55	50.5	50.5	65.1
	Agree	35	32.1	32.1	97.2
	Strongly Agree	3	2.8	2.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.8 - Satisfied facilities and services provided by the building management



Source: Data developed for the research

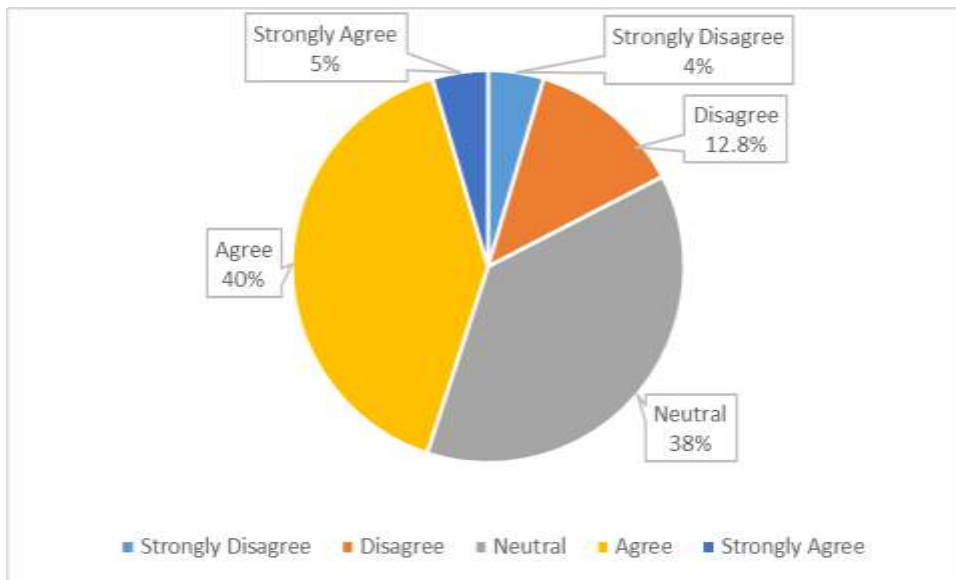
The first question of services quality satisfaction is how respondents satisfied with their facilities and services provided by the building management, more than half of respondent's responded neutral (50.5%). Follow by agree (32.1%) and disagree (12.8%), beside the strongly agree (2.8%) and strongly disagree (1.8%) out of the total 109 respondents.

Table 4.9 - Staffs friendly and ready to help client

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.6	4.6	4.6
	Disagree	14	12.8	12.8	17.4
	Neutral	41	37.6	37.6	55.0
	Agree	44	40.4	40.4	95.4
	Strongly Agree	5	4.6	4.6	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.9 - Staffs friendly and ready to help client



Source: Data developed for the research

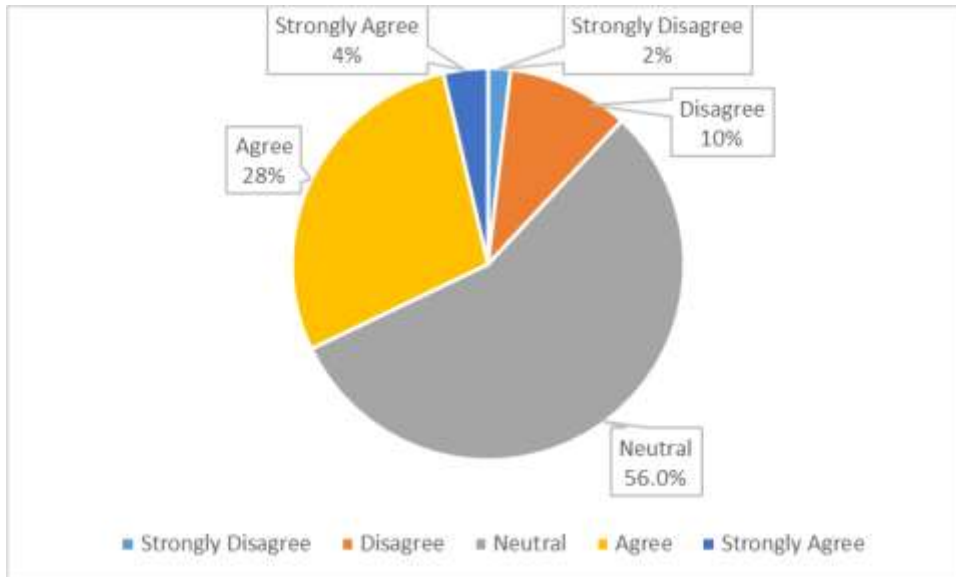
According to the above table 4.9 and figure 4.9, majority of the respondents agree (40%) that building management's staffs friendly and ready to help client. Then follow by the neutral (38%) and disagree (12.8%), there are lesser respondent strongly agree (5%) and strongly disagree (4%). As result found majority of the respondent was agreed that staffs friendly is significant to improve property owners' satisfaction.

Table 4.10 – Satisfied staff's support

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8	1.8	1.8
	Disagree	11	10.1	10.1	11.9
	Neutral	61	56.0	56.0	67.9
	Agree	31	28.4	28.4	96.3
	Strongly Agree	4	3.7	3.7	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.10 - Satisfied staff's support



Source: Data developed for the research

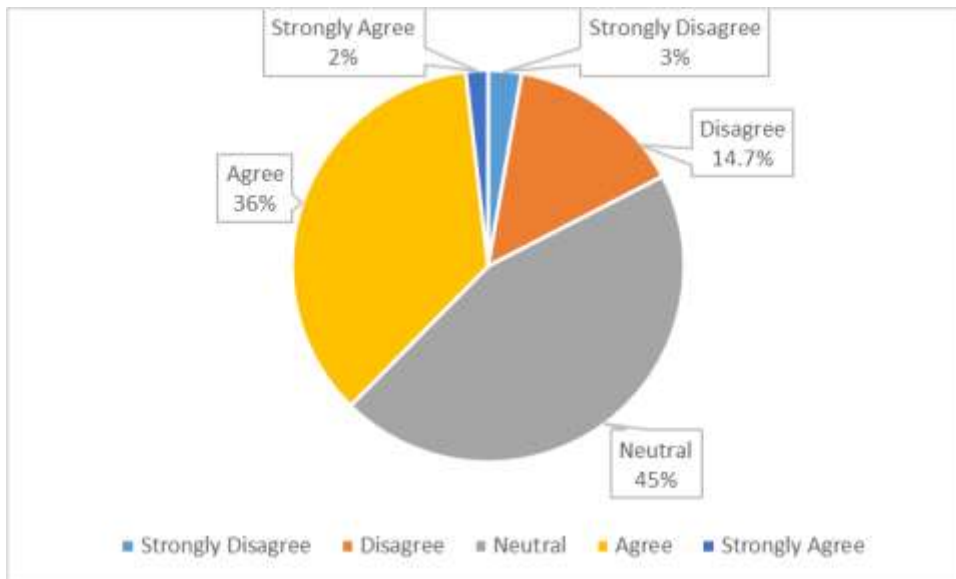
Referring to table 4.10 and figure 4.10 majority of the respondents as more than half are is the middle as no comment responded neutral (56.0%) on they satisfied their building maintenance's staff support, then the respondent that agree is 28% which also have consisted 10% of the respondents disagree. Besides that, respondent who strongly agree only 4% and strongly disagree also have consisted 2 %.

Table 4.11 - Immediate response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.8	2.8	2.8
	Disagree	16	14.7	14.7	17.4
	Neutral	49	45.0	45.0	62.4
	Agree	39	35.8	35.8	98.2
	Strongly Agree	2	1.8	1.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.11 - Immediate response



Source: Data developed for the research

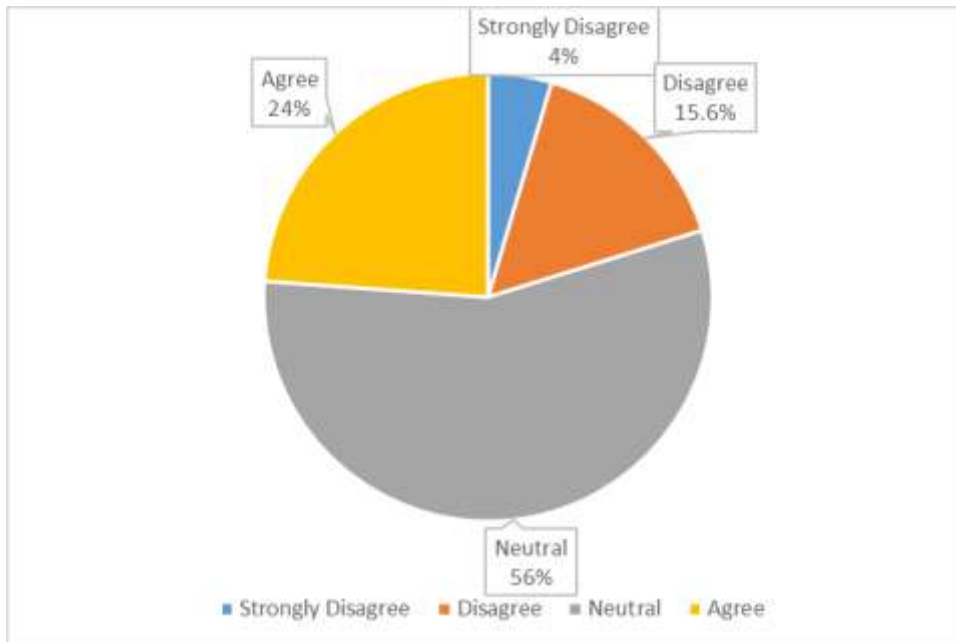
Table 4.11 and Figure 4.11 presented the result respondents are consisted 45% neutral on the immediate response from building management's workers will affect satisfaction, there are 36% agree and 14.7% disagree. Beside also have consisted 3% of the respondents strongly disagree and 2% are strongly agree. The result presented majority of respondents agree the immediate response from building management's workers will affect satisfaction.

Table 4.12 - Enough workers for the services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.6	4.6	4.6
	Disagree	17	15.6	15.6	20.2
	Neutral	61	56.0	56.0	76.1
	Agree	26	23.9	23.9	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.12 - Enough workers for the services



Source: Data developed for the research

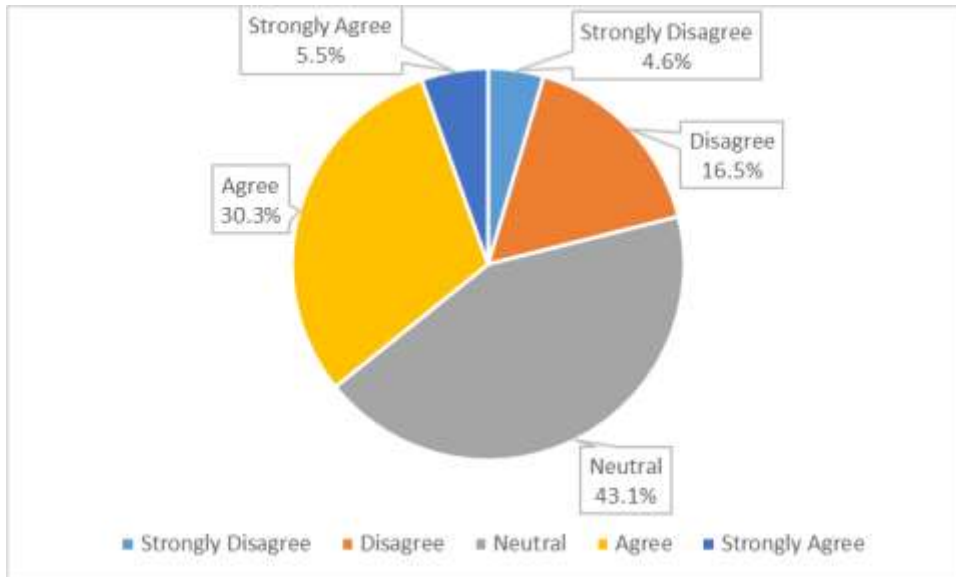
According to Table 4.12 and Figure 4.12 presented majority of the respondents are consisted 56% neutral that their building management provided enough workers for services, which have consisted 24% of total respondents agree and 15.6% respondents disagree. Beside there are consisted 4% of respondents strongly disagree and no respondents strongly agree that there are enough workers for building management services.

Table 4.13 - Premises been cleaned in time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.6	4.6	4.6
	Disagree	18	16.5	16.5	21.1
	Neutral	47	43.1	43.1	64.2
	Agree	33	30.3	30.3	94.5
	Strongly Agree	6	5.5	5.5	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.13 - Premises been cleaned in time



Source: Data developed for the research

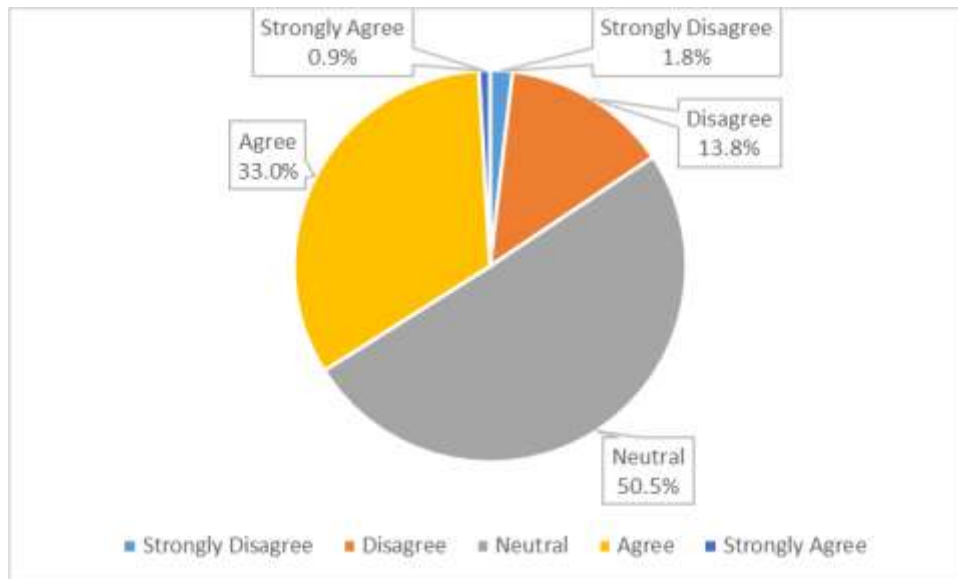
Referring to Table 4.12 and Figure 4.12, with result that consisted 43.1% of the respondents are responded as neutral that their private residence property's premises been cleaned in time, follow by 30.3% agree and 16.5% of respondents disagree. There are also consisted 5.5% of respondents strongly disagree and 4.6% respondents strongly agree that their premises been cleaned in time.

Table 4.14 - Workers services as promised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8	1.8	1.8
	Disagree	15	13.8	13.8	15.6
	Neutral	55	50.5	50.5	66.1
	Agree	36	33.0	33.0	99.1
	Strongly Agree	1	.9	.9	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.14 - Workers services as promised



Source: Data developed for the research

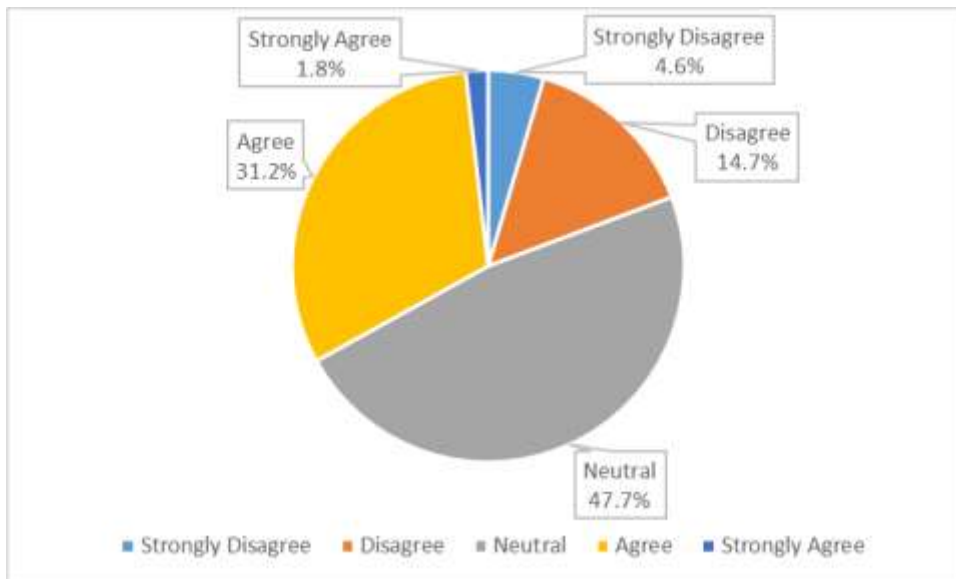
Table 4.14 and Figure 4.14 above presented that consisted 50.5% respondents responded neutral that their building management's workers' services as promised. Beside, consisted 33.0% responded agree and 13.8% disagree, there are also consisted 1.8% strongly disagree and 0.9% of the respondents responded strongly agree that their building management workers' services as promised.

Table 4.15 - Satisfied with the services provided

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.6	4.6	4.6
	Disagree	16	14.7	14.7	19.3
	Neutral	52	47.7	47.7	67.0
	Agree	34	31.2	31.2	98.2
	Strongly Agree	2	1.8	1.8	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.15 - Satisfied with the services provided



Source: Data developed for the research

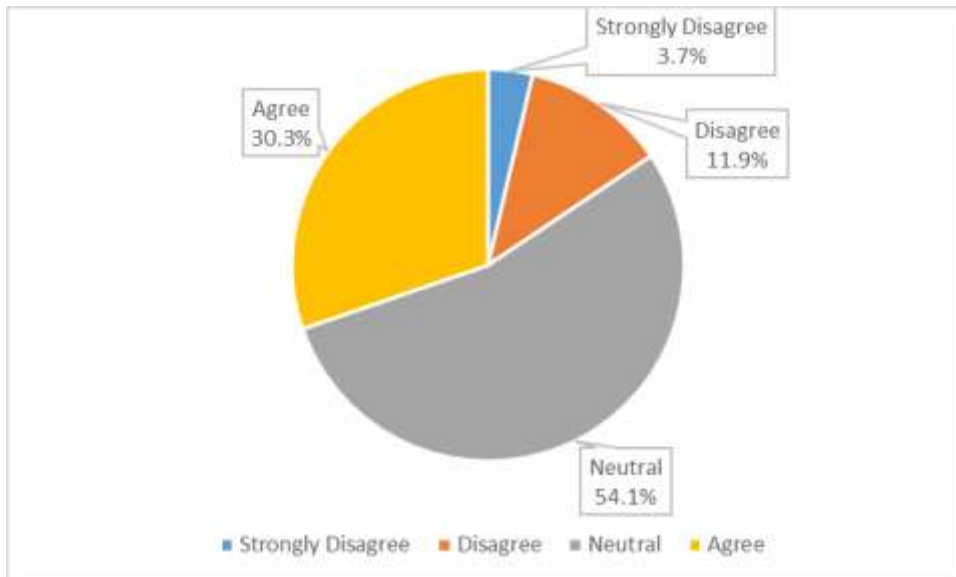
According to Table 4.15 and Figure 4.15 presented which consisted 47.7% of the respondents are responded neutral as they are in the middle for satisfied with the services provided by their building management, then consisted 31.2% agree and 14.7% of respondents disagree. Which follow by consisted 4.6% strongly disagree and 1.8% of respondents strongly agree that they satisfied with the services provided by their building management.

Table 4.16 - Satisfied with the overall quality of the services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.7	3.7	3.7
	Disagree	13	11.9	11.9	15.6
	Neutral	59	54.1	54.1	69.7
	Agree	33	30.3	30.3	100.0
	Total	109	100.0	100.0	

Source: Data developed for the research

Figure 4.16 - Satisfied with the overall quality of the services



Source: Data developed for the research

According to Table 4.16 and Figure 4.16 that over half of the respondents consisted 54.1% are neutral with satisfied with the overall quality of the services provided by their building management, then consisted 30.3% agree and 11.9% of total respondents disagree. Beside have consisted 3.7% of total respondents strongly disagree and no respondents strongly agree that they satisfied with the overall quality of the services provided by their building management. Which resulted majority of the respondents are satisfied with the overall quality of the services provided by their building management.

4.2 Reliability Test

Table 4.17 - Reliability Statistics for each of the variable

No.	Variable	Cronbach's Alpha	No. of item	Strength
1	Satisfaction	0.895	9	Very Good
2	Tangible	0.801	4	Very Good
3	Reliability	0.850	5	Very Good
4	Responsiveness	0.839	4	Very Good
5	Assurance	0.782	4	Good
6	Empathy	0.801	5	Very Good

Source: Data developed for the research

The Cronbach's alpha is for measuring the *internal consistency* for the closeness of five independent variables (service quality dimension) with the dependent variable (Cronbach, 1951). This measure is expressed in the number between 0 and 1. The alpha coefficient with more than 0.7 considered was having a positive feedback on the variables (Hair et al. 2007). Any alpha coefficient less than 0.6 represents lack of associations on the independent and dependent variables. The range between score 0.6 to 0.7 have a moderate of strength relation, score between 0.7 to 0.8 is translated as good of strength relation, and very good strength fall under range between 0.8 to 0.9. The most desired Cronbach's alpha coefficient range is over 0.9 values, to show excellent strength of reliability.

In this research, illustrates the reliability of 6 variables to examine the internal reliability and 31 items from the questionnaire had been used to test the reliability of variables.

Referring to the above table 4.17 reliability test as 9 items were used to measure satisfaction with alpha coefficient 0.895, as the highest alpha coefficient. Follow by the reliability 5 items with 0.850 then Responsiveness 4 items with 0.839 and the both alpha coefficient 0.801 are tangible 4 item and empathy 5 items. The only one score below 0.8 is assurance with 4 item and alpha coefficient 0.782.

4.3 Inferential Statistics

According to Hair et al. (2007) The Pearson correlation coefficient measures the degree of linear association (relationship) between both dependent variable and independent variables. The positive correlation reflects a tendency for a high value in one variable to be associated with a high value in the second variable. A negative correlation reflects an association between a high value in one variable and low value in the second variable. The below table 4.18 is the correlation matrix that shows the association between six variables.

Table 4.18 – Correlations

		ST	TG	RL	RS	AS	EM
ST	Pearson Correlation	1	.794**	.758**	.734**	.775**	.734**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
TG	Pearson Correlation	.794**	1	.804**	.613**	.743**	.731**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
RL	Pearson Correlation	.758**	.804**	1	.642**	.745**	.673**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
RS	Pearson Correlation	.734**	.613**	.642**	1	.763**	.731**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
AS	Pearson Correlation	.775**	.743**	.745**	.763**	1	.811**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
EM	Pearson Correlation	.734**	.731**	.673**	.731**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Data developed for the research

N	= 109
ST	= Average Satisfaction (Dependent Variable)
TG	= Average Tangible
RL	= Average Reliability
RS	= Average Responsiveness
AS	= Average Assurance
EM	= Average Empathy

Pearson's correlation coefficient is measured the co-variation or relation between the single dependent variable (property owner satisfaction) and 5 of the independent variables (service quality dimension of tangibles, reliability, responsiveness, assurance and empathy). The positive significant relationship between two or more variables are very important for explain and illuminate the result of the variables in this research.

Table 4.18 shown the correlation matrix for the 6 construct that been examined which were satisfaction (ST), tangible (TG), reliability (RL), responsiveness (RS), assurance (AS) and empathy (EM). Hence, all the examined constructs were different and not overlapping others. Besides it was all positive correlations of all the examined constructs due to none of the examined constructs had negative sign.

Referring to the above Table 4.18 correlations, the result presented that there are positive and significant association between property owner satisfaction and the highest score of correlation is tangible (TG with $r = 0.794$), follow by the assurance (AS with $r = 0.775$) then third will be reliability (RL with $r = 0.758$), and fourth and fifth are the same result $r = 0.734$ which are responsiveness (RS with $r = 0.734$) and empathy (EM with $r = 0.734$).

Generally, this measurement result shown all the five independent variables are having positive relationship with property owner satisfaction, because the result of correlation coefficient show all values are positively. The positive sign indicates that property owner satisfaction will be going to increase if all the independent variables is increased, holding others variables constants.

4.4 Multiple Regressions Analysis

Multiple regressions analysis is to analyse the relationship between 5 of the independent variables and the only single dependent variable. The regression analysis for adopted the scale used to test the variables and considered as interval scale.

Table 4.19 - Model Summary of Multiple Regressions Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.627	.36476
2	.854 ^b	.729	.724	.31396
3	.862 ^c	.742	.735	.30765
a. Predictors: (Constant), Tangible				
b. Predictors: (Constant), Tangible, Responsiveness				
c. Predictors: (Constant), Tangible, Responsiveness, Assurance				

Source: Data developed for the research

Referring to the above Table 4.19 model summary of Multiple Regressions Analysis, the Model 1 presented the tangible alone explained 0.631 (63.1%) of variation in the property owner's satisfaction, this showed that the most sustained predictor for satisfaction. Follow by the second Model 2 showed the tangible and responsiveness 0.729 (72.9%) significant increased 9.8% (72.9% - 63.1%) with 2 independent variables, and lastly the Model 3 which is the most significant predictor the 3 independents variables (tangible, responsiveness and assurance) explain to the 0.742 (74.2%) of variation on the dependent variable (property owner satisfaction).

The remaining 25.8% of variables in satisfaction is not explained in the result, which means more independent variables needed for further research to provide a more through explanation for property owners' satisfaction in building management.

Table 4.20 - Coefficients^a of Multiple Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.025	.162		6.336	.000		
	Tangible	.700	.052	.794	13.519	.000	1.000	1.000
2	(Constant)	.542	.160		3.399	.001		
	Tangible	.486	.056	.551	8.616	.000	.625	1.601
	Responsiveness	.351	.057	.397	6.200	.000	.625	1.601
3	(Constant)	.427	.164		2.602	.011		
	Tangible	.404	.066	.458	6.155	.000	.443	2.257
	Responsiveness	.259	.068	.292	3.792	.000	.413	2.422
	Assurance	.209	.090	.211	2.321	.022	.296	3.376
a. Dependent Variable: Satisfaction								

Source: Data developed for the research

Referring to the above table 4.20 coefficients of Multiple Regression Model, tangible is the most significant to the property owners' satisfaction as it is the highest Beta of unstandardized coefficient which is 0.700 among the independent variables. Follow by the second will be tangible 0.486 and responsiveness 0.351 Beta of unstandardized coefficient. The third will be tangible 0.404 plus responsiveness 0.259 and assurance 0.209 Beta of unstandardized coefficient. However, it shows that reliability and empathy are not significant individually to the property owners' satisfaction.

Table 4.21 - ANOVA^a Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.317	1	24.317	182.765	.000 ^b
	Residual	14.237	107	.133		
	Total	38.554	108			
2	Regression	28.106	2	14.053	142.570	.000 ^c
	Residual	10.448	106	.099		
	Total	38.554	108			
3	Regression	28.616	3	9.539	100.778	.000 ^d
	Residual	9.938	105	.095		
	Total	38.554	108			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Tangible						
c. Predictors: (Constant), Tangible, Responsiveness						
d. Predictors: (Constant), Tangible, Responsiveness, Assurance						

Source: Data developed for the research

For the Analysis of Variance (ANOVA) Table 4.21 is to examine the model significantly fitted and it is better at estimating the results as compared to using mean for estimation (Field, 2005). The F-statistic was used to show the output of test of significance for all three R-values (Hair et al. 2007). According to Bajpai, N. (2011) the statistical significance of the regression model can be assessed with F-statistic and it indicated that minimum one of the regression coefficients must not be or equivalent to zero.

Referring to the above Table 4.21 as the output in ANOVA, p-value of 0.000 that was less than 0.05 ($p = 0.000 < 0.005$) for Model 3 and $F = 100.778$ suggested at least 3 of the independent variables was significantly related to satisfaction (Dependent variable). The combination of prior experience, tangible, responsiveness and assurance can significantly predict property owners' satisfaction except reliability and empathy are not significant.

Table 4.22 - Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Reliability	.337 ^b	3.600	.000	.330	.353	2.830	.353
	Responsiveness	.397 ^b	6.200	.000	.516	.625	1.601	.625
	Assurance	.412 ^b	5.249	.000	.454	.448	2.231	.448
	Empathy	.330 ^b	4.107	.000	.370	.466	2.146	.466
2	Reliability	.189 ^c	2.142	.035	.205	.318	3.147	.318
	Assurance	.211 ^c	2.321	.022	.221	.296	3.376	.296
	Empathy	.123 ^c	1.419	.159	.137	.338	2.960	.338
3	Reliability	.148 ^d	1.652	.102	.160	.299	3.341	.279
	Empathy	.051 ^d	.545	.587	.053	.282	3.542	.248
a. Dependent Variable: Satisfaction								
b. Predictors in the Model: (Constant), Tangible								
c. Predictors in the Model: (Constant), Tangible, Responsiveness								
d. Predictors in the Model: (Constant), Tangible, Responsiveness, Assurance								

Source: Data developed for the research

Hypothesis 1

H1: There is a significant relationship between tangibles dimension of service quality and property owner satisfaction in building management.

Further to the above Table 4.22, the significant value of tangibles dimension of service quality was dropped and means the value should be 0.000, which was lower than 0.05 ($p = 0.000 < 0.05$). Therefore, this independent variable *was supported* and a *positive* relationship between tangibles dimension of service quality and property owner satisfaction in building management.

Hypothesis 2

H2: There is a significant relationship between reliability dimension of service quality and property owner satisfaction in building management.

Further to the above Table 4.22, the significant value of reliability dimension of service quality was 0.102, which was higher than 0.05 ($p = 0.102 > 0.05$). Therefore, this independent variable was *not supported* and a *not positive* relationship between reliability dimension of service quality and property owner satisfaction in building management.

Hypothesis 3

H3: There is a significant relationship between responsiveness dimension of service quality and property owner satisfaction in building management.

Further to the above Table 4.22, the significant value of responsiveness dimension of service quality was 0.000, which was lower than 0.05 ($p = 0.000 < 0.05$). Therefore, this independent variable was *supported* and a *positive* relationship between responsiveness dimension of service quality and property owner satisfaction in building management.

Hypothesis 4

H4: There is a significant relationship between assurance dimension of service quality and property owner satisfaction in building management.

Further to the above Table 4.22, the significant value of assurance dimension of service quality was 0.022, which was lower than 0.05 ($p = 0.022 < 0.05$). Therefore, this independent variable was *supported* and a *positive* relationship between assurance dimension of service quality and property owner satisfaction in building management.

Hypothesis 5

H5: There is a significant relationship between empathy dimension of service quality and property owner satisfaction in building management.

Further to the above Table 4.22, the significant value of empathy dimension of service quality was 0.587, which was higher than 0.05 ($p = 0.587 > 0.05$). Therefore, this independent variable *was not supported* and a *not positive* relationship between empathy dimension of service quality and property owner satisfaction in building management.

In short, tangibles (0.000), responsiveness (0.000) and assurance (0.022) significantly contributed to property owner satisfaction in building management for private residence property with p-value lower than 0.05. In opposite, reliability (0.102) and empathy (0.587) had no significant impact on property owner satisfaction in building management for private residence property

4.5 Conclusion

In this chapter, data was collected from questionnaires had been gathered for interpretation to be transformed to meaningful values. The results were divided into descriptive analysis about respondent general information and inferential analysis to find out the association and relation between independent variable property owner satisfaction and services quality dimension dependent variable.

Base on result presented there are three out of five hypotheses were supported. These three independent variables which brought significant impact on property owner satisfaction intention were prior tangible, responsiveness and assurance. However, reliability and empathy were proved to be insignificant. These two factors did not influence property owners' satisfaction. In the next chapter, the summary of statistical analyses, the major findings, implication from this study, limitation during the study, and suggestion of recommendation for future study will be discussed.

CHAPTER 5: DISCUSSIONS, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

Chapter 5 which will be the last section of this research with consists of 5 major areas, the summary of results will discuss the major findings from this research. From the previous chapter 4 there are summary of descriptive and inferential analyses, as well as the major finding, implication and limitation of this research study. Then the research recommendations should be helpful for improve the services of building management as well as helping the future researchers to take into consideration when doing the research. At the last section of this chapter will discuss the overall conclusion of the entire research project.

5.1 Summary of Descriptive

Results and interpretation were explained in the previous chapter four which will be discuss and concluded in this chapter, this will also include demographic profile of respondents, Pearson correlation analysis, and multiple regression analysis.

5.1.1 Descriptive Analysis

In this research project, a total 109 respondents have contributed in the research survey with responded with the questionnaire. Based on the respondents' demographic profiles as presented in the previous chapter four, majority of the respondents out of 53.2% of the ample size are female and the age group between 21 to 30 years old which have 34.9%. Which most of them are Chinese have constituted 48.6% and majority of the are Malaysia 97.2%. Beside their marital status are 48.6% as single and the education level are holding a diploma which have constituted 29.4%. As the monthly household income level having 2 groups are presented with the same frequency as 28.4%, there are the group of

monthly household income that less than RM3,000.00 and between RM3,001.00 to RM5,000.00.

Other than that, there are nine questions regarding on service quality satisfaction and majority of the respondents are responded with neutral on this section. From the result 50.5% neutral and followed by 32.1% agree that they satisfied with their facilities and services provided by the building management. There are 38.0% neutral and 40.0% agree building management's staffs friendly and ready to help client, over half of respondents 56.0% neutral and 28.0% agree they satisfied their building maintenance's staff support. Furthermore, 45.0% neutral and 36.0% agree the immediate response from building management's workers will affect satisfaction, over half of respondents 56.0% neutral and 24.0% agree their building management provided enough workers for services.

Beside, majority of respondents 43.1% neutral and 30.3% agree their private residence property's premises been cleaned in time, over half of the respondents 50.5% neutral and 33.0% agree their building management's workers' services as promised. Additionally, 47.7% neutral and 31.2% agree whom are the neutral for satisfied with the services provided by their building management, and lastly over half of the respondents 54.1% neutral and 30.3% agree they satisfied with the overall services quality provided by their building management.

5.1.2 Reliability Test

The reliability test with Cronbach's alpha is to measure and examine the reliability among the 5 constructs with 22 questionnaires. Among the 5 constructs measured the highest score is reliability (0.850), follow by responsiveness (0.839) then the same scores are tangible and empathy (0.801) and lastly is assurance (0.782).

5.1.3 Inferential Statistics

The Pearson correlation analysis was measured the degree of linear association (relationship) between both of the dependent variable and independent variables. According to the result presented in chapter 4 there is positive and significant association between property owner satisfaction with the highest score is tangible (TG with $r = 0.794$), follow by the assurance (AS with $r = 0.775$) third is reliability (RL with $r = 0.758$), and fourth and fifth are the same result $r = 0.734$ which are responsiveness (RS with $r = 0.734$) and empathy (EM with $r = 0.734$).

5.1.4 Multiple Regressions Analysis

In this research, only 3 independents variables from service quality dimension (tangible, responsiveness and assurance) were supported where another 2 independences (reliability and empathy) were not supported. The result presented a significant relationship between tangible, responsiveness and assurance with property owner satisfaction as of the p-value for these 3 independents variables were lower than 0.05. In contrast, reliability and empathy had no direct relationship with property owner satisfaction, as the p-value of these two variables was more than the significance level of 0.05.

Result presented tangibles 0.631 (63.1%) of variation in the property owner satisfaction, this showed that the most sustained predictor for satisfaction. Follow by tangible and responsiveness 0.729 (72.9%) significant increased 9.8% (72.9% - 63.1%), and lastly the most significant predictor variables are tangible, responsiveness and assurance explain to the 0.742 (74.2%) of variation on the dependent variable (property owner satisfaction). Which the remaining 25.8% of variables in satisfaction is not significant in the result had no direct relationship with dependent variable (property owner satisfaction).

5.2 Discussion of Major Findings

The focused in this research project is finding the relationship between tangibles, reliability, responsiveness, assurance, empathy with property owner satisfaction in building management. The below Table 5.1 shows the result summary of the hypotheses testing.

Table 5.1: Summary of Hypotheses, Results, and Determinations

Hypotheses	p-value	Determination
H1: There are significant relationships between tangibles dimension of service quality and property owner satisfaction in building management.	0.000	Supported
H2: There are significant relationships between reliability dimension of service quality and property owner satisfaction in building management.	0.102	Not Supported
H3: There are significant relationships between responsiveness dimension of service quality and property owner satisfaction in building management.	0.000	Supported
H4: There are significant relationships between assurance dimension of service quality and property owner satisfaction in building management.	0.022	Supported
H5: There are significant relationships between empathy dimension of service quality and property owner satisfaction in building management.	0.587	Not Supported

5.2.1 Tangibles

H1: There is a significant relationship between tangibles dimension of service quality and property owner satisfaction in building management.

In this paper, the findings show that the significant value of tangibles dimension of service quality was 0.000, which was lower than 0.05 ($p = 0.000 < 0.05$). Therefore, tangibles dimension of service quality will

influence and gives positive impacts to property owner satisfaction in building management for private residence property

Indirectly, it will improve the building appearance, physical building facilities, building equipment, staff communication skill and building materials, in addition a well-functioning and good looking of a building are significant and gives positive impacts to property owner satisfaction in building management for private residence property

5.2.2 Reliability

H2: There is a significant relationship between reliability dimension of service quality and property owner satisfaction in building management.

In this paper, the findings show that the significant value of reliability dimension of service quality was 0.102, which was higher than 0.05 ($p = 0.102 > 0.05$). Therefore, reliability dimension of service quality will not directly influence and gives no positive impacts to property owner satisfaction in building management for private residence property

Indirectly, the improvement of building management staffs delivers on its promises services quality to the delivery promise, service provision, resolution of problems and the pricing of maintenance works, which not significant and gives no positive impacts to property owner satisfaction in building management for private residence property.

5.2.3 Responsiveness

H3: There is a significant relationship between responsiveness dimension of service quality and property owner satisfaction in building management.

In this paper, the findings show that the significant value of responsiveness dimension of service quality was 0.000, which was lower than 0.05 ($p = 0.000 < 0.05$). Therefore, responsiveness dimension of service quality will influence and gives positive impacts to property owner satisfaction in building management for private residence property

Indirectly, prompt services will improve the communication to property owner satisfaction by reduce waiting time for attend the inquiry, assistance, respond to problems and also resolve issues as well as captures the opinion or thought of flexibility and ability to improve the building service procedure and policy to meet the property owner expectation with achieve their satisfaction, which prompt services is significant and gives positive impacts to property owner satisfaction in building management for private residence property.

5.2.4 Assurance

H4: There is a significant relationship between assurance dimension of service quality and property owner satisfaction in building management.

In this paper, the findings show that the significant value of assurance dimension of service quality was 0.022, which was lower than 0.05 ($p = 0.022 < 0.05$). Therefore, assurance dimension of service quality will influence and gives positive impacts to property owner satisfaction in building management for private residence property

Indirectly, it will improve the building management staff knowledge, skill, manner, attitude as well as their ability to motivate and improve their trust and confidence, such as trust and confidence are significant and gives positive impacts to property owner satisfaction in building management for private residence property

5.2.5 Empathy

H5: There is a significant relationship between empathy dimension of service quality and property owner satisfaction in building management.

In this paper, the findings show that the significant value of empathy dimension of service quality was 0.587, which was higher than 0.05 ($p = 0.587 > 0.05$). Therefore, empathy dimension of service quality will not directly influence and gives no positive impacts to property owner satisfaction in building management for private residence property

Indirectly, the when building management provide their caring individualized attention to property owners with provide their maximum services to meet the needs of property owners, which also not significant and gives no positive impacts to property owner satisfaction in building management for private residence property

5.5 Implications of the Study

Throughout this research, a few managerial implications have been formed for the building management to improve the property owner satisfaction to building management for private residence property

5.5.1 Managerial Implications

As knowing the property owners are the only customer and most valuable asset for a building management for private residence property, thus how to win property owner heart with their satisfaction is the main concern for a building management.

According to the above result in this research had presented, 3 out of 5 of the independent variables are significant and gives positive impacts to property owner satisfaction which have been ranked by the follows in

order of the importance that determinant on property owner satisfaction. The most important determinant is tangibles dimension of service quality was 0.000, which was lower than 0.05 ($p = 0.000 < 0.05$), then the second important determinant is responsiveness dimension of service quality was 0.000, which was lower than 0.05 ($p = 0.000 < 0.05$), followed by assurance dimension of service quality was 0.022, which was lower than 0.05 ($p = 0.022 < 0.05$).

Beside, 2 out of 5 of the independent variables are not significant and gives no positive impacts to property owner satisfaction which are empathy dimension of service quality was 0.587, which was higher than 0.05 ($p = 0.587 > 0.05$) and reliability dimension of service quality was 0.102, which was higher than 0.05 ($p = 0.102 > 0.05$).

The above ranking shown that the most efficiency and effectiveness way for the building management to improve the property owner satisfaction is to maintain a high level appearance of the building and a well-functioning building facilities to achieve property owner satisfaction which building management have to improve the appearance of the physical building facilities, equipment, personnel and communication materials to the building. In order to encourage all staffs to serve the property owners as best as they could. Besides, building managements need to learn more advanced technologies and apply the useful technologies into the building facilities or services to improve the efficiency and effectiveness to the entire service of building management. Perhaps building managements also can show their concern towards property owners such as decorating common area during the festive seasons.

On the other hand, the improvement of prompt services will improve the communicated to property owner satisfaction by length of time to wait for assistance, answers to questions or attention to problems and captures the notion of flexibility and ability to customize the building service

procedure or policies to meet property owner's expectation to achieve their satisfaction. To achieve a high efficiency and effectiveness service standard, the building managements must enhance the performance of their staffs. No matter the staff are from front office or back office, the building management can apply the award system, for example, give a certain percentage of salary as bonus to the staffs who achieved the required performance which set by the building managements.

Furthermore, this study shown assurance positively influence property owner satisfaction, therefore the building management should improve staffs' knowledge, courtesy and ability to inspire trust and confidence in order to further improve property owner satisfaction. To achieve improve staff knowledge the building managements need to send their staffs to attend some training and learn new technology to updates their skills for improve knowledge, courtesy and ability. Besides, building management also can improve the complaining system such as increasing the number of counters to handle complaints, provide complaining hotline, and introduce simple online feedback websites to allow property owner make complaint easily when they feel dissatisfy towards the policies, staffs' attitudes, or any other inconvenience that building management brought to the property owner. This also can help building managements to detect the problems immediately and then enable to solve the problems before getting serious.

Although in this research study reliability and empathy are not significant and contributes lesser influence to the property owner satisfaction, but building managements should not overlook these 2 elements as it still can influence property owner satisfaction. The building managements still need to make sure the promises to promises about delivery, service provision, problem resolutions and pricing of maintenance works and maintain good relationship with property owner, and caring individualized attention to property owners with provide their maximum services to meet the needs of property owners. It is recommended that

building management have to keep in mind to monitor these two aspects as well to maximise the property owner satisfaction.

5.6 Limitations of the Study

During the progress and process of conducting this research, several limitations been faced and identified. It is very important to report these limitations for the future researches to conduct their research with a better way and future researchers can find their ways to improve the research.

The first limitation is the limited sample size received for represent all the property owner satisfaction in building management for private residence property. Because of the research timeframe and resources constraints, the researcher has try very best distributed 250 survey questionnaires which is the limited sample size should conduct for the research. But only received 109 questionnaires responded by the respondents, thus with this small sample size that caused the limited result and it might possible to represent high and mighty accuracy of gratify results that needed for this research.

Secondly, the questionnaire has only prepared with English version for the research to the respondents. It has caused difficulties to some of the respondents who with low English standard level education, therefore they unable to fully understand certain questions that have been asked by the researchers. Thus, they rather not respond and reply with the survey questionnaire or the respondents just simple follow their intuitions to answer the questionnaire which can cause bias to the result. Besides that, the respondents that involved in the research are mostly from Klang valley of Malaysia but none of them are from others state of Malaysia. Thus, the result can be said barely represent the whole Malaysia. This is because there might be different opinions or responds between every state of Malaysian.

Thirdly, the questionnaire was designed with a close-ended manner which only required respondent to choose and tick on the answer in the questionnaire for the best to represent their personal thoughts and level of satisfaction. Even the easily

and conveniently answer may be beneficial for respondents, as well as for the researcher to analyse, explain and illuminate the data easily to expedite the research as the time and resources constraint. However, it would be limited for researcher to get more depth-in understanding and thoughts from the property owner, which means it will indirectly affect the impact the accuracy and reliability of research result. If the questionnaire can design with an open-ended manner, the researchers would be able to get more depth-in understanding as what is uppermost in the respondents' minds. Simultaneously, can obtain with a higher accuracy result, but it is troublesome to the respondents with that kind of complicated questionnaire which would require respondent to take much longer time to complete answer the questionnaire.

The last limitation is the short of previous journals for the similar topic that studied by researchers, thus it should not be the best model of the regression model in evaluating the service quality and property owner satisfaction in building management for private residence property.

5.7 Recommendations for Future Research

Some of the issues and areas are not been covered in this research project, which are interesting and need to explore in the future research. Due to the limitation and imperfection of this research which provide more imputation for future researchers. The future researchers should add additional extensions to the research of service quality and property owner satisfaction in building management for private residence property.

This research had several number of very interesting results that needs further analysis, as believe there are numbers of things that need to be discussed and analysed to further confirm the accuracy of the results as well as to expand the hypotheses.

As first the property or building development market in Malaysia experienced tremendous expansion in the last decade in tandem with the overall performance

of property market and country's economy, therefore there are more and more new building especially high-rise building been built in Malaysia. Thus a small sample size for this research it caused limited result and it might not be able to represent high and mighty accuracy of gratifying results needed for this research, hence future researcher should have larger samples at the selected location to pose the same or similar questionnaire would be more accurate and appropriate.

Secondly, different demographic have different level of satisfaction especially single languages, religions or races cultures and a host of others factors may be importantly impact the property owner satisfaction to building management.

Thirdly, the respondents result was based on the various building management, such as some respondent was well satisfied on their higher end building management with full facilities and services. On the other hand, some respondent was referred to lower end building management without much facilities and poorer services. Hence future researcher should have to take samples from the similar range of building management, it would be more appropriate for the result.

Lastly, others relevant variables should be the others determinants of property owner satisfaction in building management for private residence property therefore the future researchers can be more carefully, precisely and accurately find the result for determinants of property owner satisfaction for the future researchers.

5.8 Conclusion

Conclusion of this last chapter 5, as not all independent variables were proven to be the influencer for property owner satisfaction. Only 3 out of 5 independence variables were showed significant relationship with the dependent variable which were tangibles, responsiveness and assurance. Result finding that tangibles, responsiveness and assurance were the significant predictors in positively influencing property owner satisfaction. Hence, there are managerial implication to help building management to make service quality with further improvement that in order to maximize the performance of building management.

While the others 2 independence variables were not significant relationship between the dependent variable of property owner satisfaction which were reliability and empathy. No doubt this research has presented some of the independent variables were no significant relationship between property owner satisfaction, but building management should keep their eyes in maintaining reliability and empathy as these are still helpful for the building management to survive in long term.

Although this research was done under a limited related past researches, this is the beginning for future researchers to get a better understanding on factors influencing property owner satisfaction. Furthermore, there is limited research about property owner satisfaction in building management as building management sector in Malaysia is still at an infancy stage. It is still a long journey to develop an in depth understanding about building management in our country. Hence, this research encourages more future researchers in exploring this topic in order to find out the relevant independent variables.

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Appendix 1:

Questionnaire Survey

Service Quality and Property Owner Satisfaction in Building Management for Private Residence Property

Dear respondents,

I am an MBA student from University Tunku Abdul Rahman (UTAR). Currently I am conducting a research project on the topic of “Service Quality and Property Owner Satisfaction in Building Management for Private Residence Property”.

The survey is part of the Master’s research program to determine the relationship between service quality dimension and the property owner satisfaction in building management, as all buildings especially high-rise building needs professional building management to maintain, support and sustain the building operation and strategy.

Your participation is highly essential and valuable in order for me to complete the research. Your participation in this study is absolutely voluntary. Remember, there is no right or wrong answers to the questions. You are allowed to work at your own pace and you may stop filling up this survey at any time if you feel uncomfortable. Your participation will be treated as highly confidential and anonymous under the Personal Data Protection Act 2010 and all information will be used only for academic purpose. It will take no more than 10 minutes to complete the survey.

Thank you for your time and participation in this survey.

Yours Faithfully,

Woon SL

Questionnaire

SECTION A:

Please read each question carefully. Answer the question by filling the appropriate box that represents your response.

1. Gender

Mark only one oval.

☐

Male

☐

Female

2. Age

Mark only one oval.

- ☐ 20 years old and below
- ☐ 21 – 30 years old
- ☐ 31 – 40 years old
- ☐ 41 – 50 years old
- ☐ 51 – 60 years old
- ☐ 61 years old and above

3. Race

Mark only one oval.

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Other:

4. Nationality

Mark only one oval.

- ☐ Malaysian
- ☐ Non-Malaysia

5. Marital status

Mark only one oval.

- ☐ Single
- ☐ Married
- ☐ Divorce / Widow
- ☐ Other:

6. Education level

Mark only one oval.

- ☐ Primary Education
- ☐ Secondary Education
- ☐ Diploma
- ☐ Undergraduate Degree
- ☐ Postgraduate (Master / Doctorate)
- ☐ Professional Other:

7. Monthly Household Income

Mark only one oval.

- ☐ Less than RM 3,000
☐ RM 3,001 to RM 5,000
☐ RM 5,001 to RM 7,000
☐ RM 7,001 to RM 9,000
☐ RM 9,001 to RM 11,000

SECTION B - Service Quality Satisfaction

INSTRUCTION:

Below listed the measurement questionnaire about service quality satisfaction of building management. Kindly select and circle the box with the below statement to indicate your opinion and answer with agree or disagree to the statement.

- 1 – Strongly Disagree
2 – Disagree
3 – Neutral
4 – Agree
5 – Strongly Agree

8. Are you satisfied with the facilities and services provided by building management at your current residence?

Mark only one oval.

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

9. Are the staffs friendly and ready to help their clients?

Mark only one oval.

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

10. How satisfied are you with staff's support?

Mark only one oval.

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

11. Do you agree that there is immediate response from the workers?

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

12. Do you feel that there are enough workers for the services?

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

13. Have the premises been cleaned in time?

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

14. Do the workers provide their services as promised?

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

15. Do you satisfied with the services provided?

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

16. Do you satisfied with the overall quality of the services?

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

SECTION C - Service Quality Dimensions

INSTRUCTION:

Below listed the measurement questionnaire about service quality dimension of building management. Kindly select and circle the box with the below statement to indicate your opinion and answer with agree or disagree to the statement.

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Tangibles

The following Questionnaires are referring to the facilities and services provided by building management of your current residence

17. Modern equipment.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18. Visually appealing facilities.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

19. Staff of building management who have a neat, professional appearance.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

20. Visually appealing materials associated with the building service.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Reliability

The following Questionnaires are referring to the facilities and services provided by building management of your current residence

21. Providing services as promised.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

22. Dependability in handling property owner' service performed.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

23. Performing the services right the first time.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

24. Providing services at the promised time.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

25. Maintaining error-free records.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Responsiveness

The following Questionnaires are referring to the facilities and services provided by building management of your current residence

26. Keeping property owner informed about when maintenance services will be performed.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

27. Prompt service to property owner.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

28. Willing to help property owner.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

29. Readiness to respond to property owner requests.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Assurance

The following Questionnaires are referring to the facilities and services provided by building management of your current residence

30. Staff of building management who instill confidence in property owner.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

31. Making property owner feel safe in their transaction.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

32. Staff of building management who are consistently courteous.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

33. Knowledgeable staff of building management to answer property owner questions.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Empathy

The following Questionnaires are referring to the facilities and services provided by building management of your current residence

34. Giving property owner individual attention.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

35. Staff of building management who deal with property owner in a caring fashion.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

36. Having the property owner best interest at heart.

Mark only one oval.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

37. Staff of building management who understand the needs of their property owner.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

38. Convenient office hour.

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree