SERVICE QUALITY IN EARLY CHILD CARE CENTER.
DOES PARENTS SATISFIED?

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ABSTRAK


This study investigates the effect of customer satisfaction on service quality in child care center especially in Pusat Perkembangan Kanak-kanak Tunku Puteri Intan Safinaz (PPKKTPIS) located in University Utara Malaysia, Sintok, Kedah and Pewaris Generasi UniMAP located in Kangar, Perlis in order to identify whether parents who are send their kids to both child care center are satisfied with services provided or not. The objectives of this study is to identify the relationship between service quality (reliability quality, assurance quality, tangible quality, empathy quality and responsiveness quality) and user satisfaction of services offered in both child care center as appear in the framework of study. This study was conducted using a quantitative approach where the questionnaire question survey method had been used and were distributed among entire parents which are send their child to both child care center. It was applied by adopting the SERVQUAL instruments by Parasuraman et al., (1990) which are reliability quality, assurance quality, tangible quality, empathy quality and responsiveness quality while customer satisfaction adopting from Best, 1977: 174). Next, the data were analyzed using SPSS software. From the findings of study, it was concluded that empathy quality applied by Pusat Perkembangan Kanak-kanak Tunku Puteri Intan Safinaz and Pewaris Generasi UniMAP can be considered as effective and satisfactory by parents from difference perspectives other than other four dimensions. In addition, parents are more attracted to the fees that are much cheaper compared to fees to the other child care center and a distance to workplaces is much closer and convenience. These factors are the reasons for parents to sending their kids to both child care center rather than service quality in SERVQUAL instruments.

Keywords: Customer Satisfaction, Service Quality, SERVQUAL, Child Care Center.
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Generally in chapter one, there are discussion on an overview in background of the study generally mentioned about current situation when there are high demand in child care center in Malaysia because of both parents are working nowadays and some issues arise in child care industry when there are many cases on injury, negligence or death in child care center. Furthermore, the problem statement is focusing on the impact of satisfaction among parents towards service quality offered in child care center. In addition, it also highlighted on the research questions, research objectives which are focus on the relationship between service quality and customer satisfaction followed by significance of the study that explained on contributions to the body of knowledge and practical contributions to the owners, parents and government. Lastly, explained on scope and limitation arise in the study.

1.2 Background of the Study

Nowadays, parents are both working in order to survive and to fulfilling the current lifestyles as well because of rapid changes in education level and demographic profile. In long term, Malaysian will become very productive and economy will grow up by follow the economic demand. According to statistic from the Ministry of Women, Family and Community Development there are increased in percentage of
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References


