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# E-PROSIDING NATIONAL CONFERENCE ON TVET UNDERGRADUATE STUDENTS 2022

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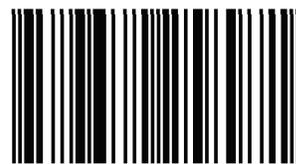
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Tel No. : 04-988 6200

Fax No. : 04-988 6300

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## FACTOR OF USER SATISFACTION IN OUTSOURCED CLEANING SERVICES FOR COMMERCIAL BUILDINGS

Muhammad Shafiq Bin Hamdan<sup>1</sup>, and Nik Zety Akhtar Abdul Aziz<sup>2</sup>

<sup>1</sup> Civil Engineering Department,  
Polytechnic Sultan Salahuddin Abdul Aziz Shah, Shah Alam,  
Selangor

<sup>1</sup>Shafiqhamdan11@gmail.com, <sup>2</sup>nikzetypsa@gmail.com

### Abstract

Outsourcing is an important consideration for any organization mainly in a commercial building facility. Services including landscaping, street sweeping, washing the concrete and walkways, cleaning windows, washing vehicles and janitorial service and general office tidiness are some of most outsourced cleaning services. Therefore, to manage commercial building facilities more efficiently, outsourcing is one of the decisions to have a more organized and cost effective selection. The objective of this research is to identify the factor of outsourcing in cleaning services. There are 3 comparisons of commercial buildings to obtain 120 total respondents from different classifications. This research study suggests to find out the best practise service quality outsourced in cleaning in commercial building.

**Keywords:** *Outsourcing, Commercial building Facility, Cleaning services, Cost-Effective*

### 1. Introduction

Clean facilities are vital to the health and satisfaction of their occupant (Klungseth & Blakstad, 2016). The practical value of cleaning is widely accepted either in a healthcare environment or property management. Cleaning is one of the support service in facilities management that aims at improving and maintaining the overall life cycle of the facility and at the same time provides human support for an effective working environment to the occupier of the building (Kyengo, 2007). Facility manager needs to understand the core business of the building in order to give good cleaning services to its users (Klungseth & Emanuel, 2013). To ensure that the cleaning services meet appropriate quality standards and add value to the core business, facility managers must have ample knowledge related to the cleaning services industry (Klungseth & Blaks

The act of transfer of some in-house activities to a third party best describes outsourcing. It is making of an agreement between the organization (customer) and the third party (supplier) for provision of services and goods that were initially being provide by the organization. Outsourcing levels in this study are legal, cleaning, security and ICT services.

## **2. Background and Literature Review**

In this chapter, the information is gathered from related articles and journals. This paper also discussed the relevant topics and issues. Therefore, the purpose of doing a literature review is togive a broad overview of what is the research is about and identify the gap research that can be addressed.

### **Satisfaction**

Satisfaction in its conceptualisation is generally subjective and value-laden (Sirgy, 2012), because it is based on set standard, which can be expectations, cherished values and beliefs among others as can be gleaned from literature on satisfaction. ). The focus on Facilities Management in the workplace appears to be a generality (Wan Mohd Rani, 2018). Facilities Management's responsibilities, according to some studies, include organizing, managing, and coordinating the operational and strategic management of facilities and buildings. The focus on Facilities Management in the workplace appears to be a generality (Wan Mohd Rani, 2018). Facilities Management's responsibilities, according to some studies, include organizing, managing, and coordinating the operational and strategic management of facilities and buildings.

### **Outsourcing**

The act of transfer of some in-house activities to a third party best describes outsourcing. It is making of an agreement between the organization (customer) and the third party (supplier) for provision of services and goods that were initially being provide by the organization. Outsourcing levels in this study are legal, cleaning, security and ICT services.

Services including landscaping, street sweeping, washing the concrete and walkways, cleaning windows, washing vehicles and janitorial service and general office tidiness are some of most outsourced cleaning services. According to Diamond & Allcorn (2005) cleaning services also extends to groundwork. This includes and not limited to fence and grass as well as trimming the flowers. Assaf (2010), on a research on

maintenance service outsourcing, pointed out that factors that “improved quality requirements” and “achievement of higher quality of service for competitive advantage” had the highest mean rankings. He suggested that this was due to the fact that contractors were better equipped with gear and labor to perform the maintenance services. The use

of external professional personnel and professional equipment . Through outsourcing of cleaning services, the organization reduces the need of for special training needed to operate the equipment and safety hazard are reduced (Raghubalan, 2015)

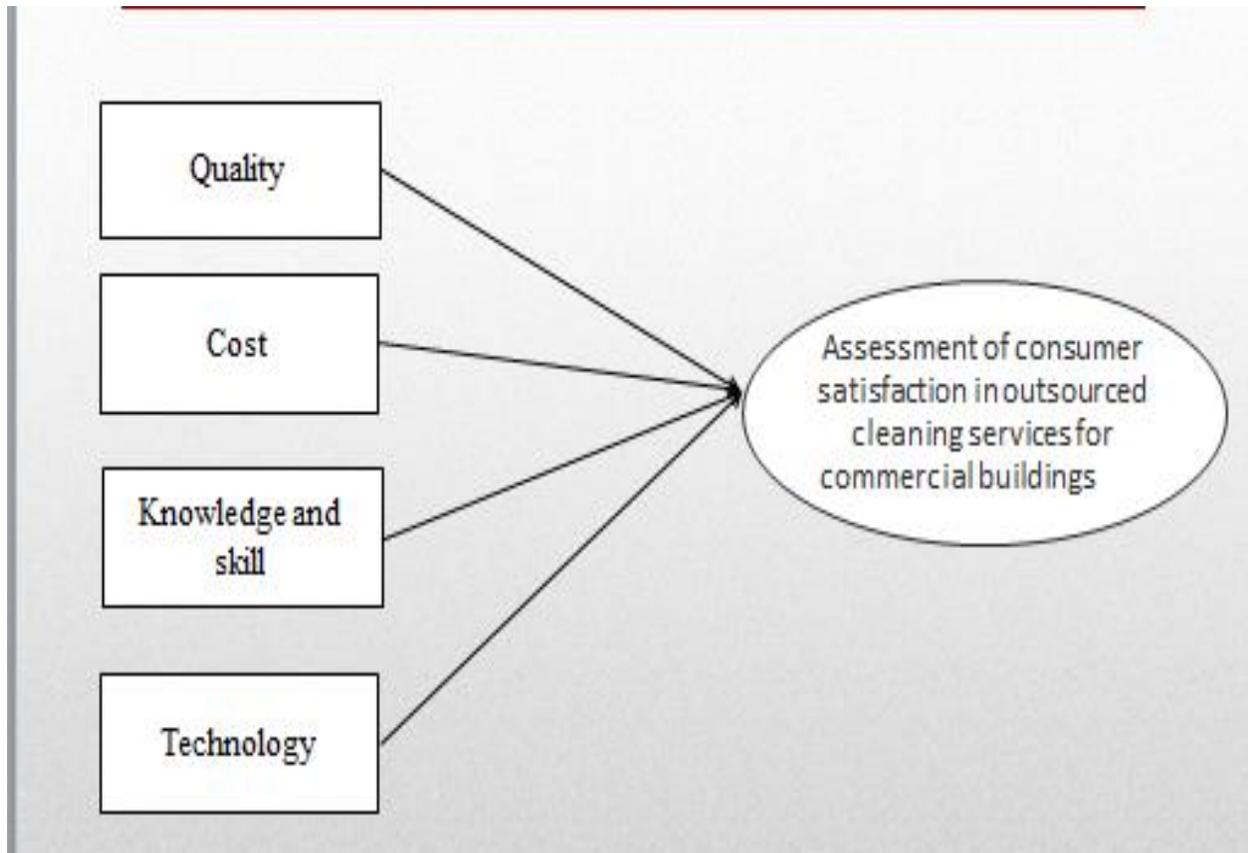
## **Cleaning Services**

Clean facilities are vital to the health and satisfaction of their occupant (Klungseth & Blakstad, 2016). The practical value of cleaning is widely accepted either in a healthcare environment or property management. Cleaning is one of the support service in facilities management that aims at improving and maintaining the overall life cycle of the facility and at the same time provides human support for an effective working environment to the occupier of the building (Kyengo, 2007). Facility manager needs to understand the core business of the building in order to give good cleaning services to its users (Klungseth & Emanuel, 2013). To ensure that the cleaning services meet appropriate quality standards and add value to the core business, facility managers must have ample knowledge related to the cleaning services industry (Klungseth & Blakstad, 2016).’

### **2.1 Facilities Management Outsourcing**

Outsourcing facilities management is a cost-effective method of lowering costs, increasing efficiencies, reducing internal workload constraints, and mitigating hazards. As a result, many firms are selecting to outsource their facilities management needs. Facilities management outsourcing allows a company to concentrate on the core functions of its business while cutting down on time spent on property and facility management. It also eliminates the need to work with individual contractors. If subcontracting the services to a trusted specialist, they will benefit from the business . To put it another way, the duty for managing Facilities Management services is transferring to either expert partners or outsourcing the complete package to a total facilities management business (Ikediashi & Odesola, 2016). Meanwhile, outsourcing means outsourcing support services to an outside contractor for all maintenance work to control and deliver quality and service standards, typically for big projects (Osita et al., 2021). However, Facilities Management services are a cost-effective solution to ensure that your facility requirements are met. Hence, your facility management concerns are handled by a third party (Cubitt James, 2020).

## 2.2 Research Conceptual Framework



**Figure 1 Conceptual Framework**

### 2.2.1 Quality

One of the key reasons organisations choose to outsource, according to the literature, is to provide quality service. According to Pahiranthan (2017), when clients are deciding which business strategy to use to suit their needs, the quality of service can be a major element. Despite the fact that cleaning is a non-core job in an academic context, maintaining a clean atmosphere is essential to the health of students, educators, and the scholars as a whole. Diseases are less likely to spread in a clean environment. In a filthy environment, no learner wants to read. In a filthy workplace, no one can work effectively. As a result, it must always be maintained clean. To summarise, any institution that wishes to achieve its major objectives of instruction, research, and community service would, at some point, need to consider outsourcing support services such as cleaning and information technology, besides the perceived risks of outsourcing.

### 2.2.2 Cost

According to most surveys, the primary motivation for outsourcing tasks is to save money for the company. To achieve cost savings, businesses require a competitive strategy. The most common reason for outsourcing is to save money on labor, materials, and other resources. When the estimated expenses of outsourcing a task are less than performing it in-house, the job is outsourced. In other words, if the cost of an activity in an organization rises beyond the estimated cost of outsourcing, the possibility of outsourcing increases as well (Kavosi et al., 2018).. According to Wachira, Brookes, and Haines (2016), Total power hypotheses show that outsourcing as a strategy can assist reduce transaction costs, reduce the size of the organisation, and increase productivity. They support the reduction of employees, physical assets, and other things in an organisation.

Framework emphasises that organisations like universities may choose to outsource support activities like cleaning even if they have the financial and human resources to do so, as long as the total cost of executing the activity through an external service provider is less than the cost of doing it in-house.

### 2.2.3 Knowledge And Skill

The need for specialist management is related to the skills of the company's employees and senior executives, which influence outsourcing decisions. A shortage of skilled and specialised employees to conduct operations in organisations is one of the causes for outsourcing. As a result, when the staff is insufficient, external contractors are sometimes engaged to manage and deliver critical services. Outsourcing a service or activity is sometimes necessary due to the complexity of managing it (Ikediashi & Odesola, 2016). Service performance and management are influenced by design, control, and execution. These factors have the potential to save management time, reduce management load, prompt specific management, increase the speed of implementation, manage difficult functions, manage safety considerations, improve management control, develop career paths, and improve operational efficiencies/productivity (Suweero et al., 2017). Furthermore, strong coordination in the case of the management team, according to (Lok et al., 2018), may assist them survive in a difficult business climate. Nowadays, the efficiency and effectiveness of providing services to users is quite great. Managers must collaborate well in order to achieve high service standards. The importance of effective and successful operation cannot be overstated.

#### 2.2.4 Technology

Expanding the organization's capacity to leverage technical skills and experience, as well as management exploring new ideas, appear to be critical variables in outsourcing. However, one of the main reasons for outsourcing is to gain access to critical technology. Outsourcing allows the organisation to gain new skills and information while also increasing its ability to maintain high-level technologies (Kavosi et al., 2018). However, according to (Suweero et al., 2017), technological factors are the collection of instruments, skills, methods, and processes used to attain objectives. Some of these include gaining flexibility as technology changes, initiating innovative ideas and technology, increasing efficiency for competitive advantage, resolving advanced technologies, requirement analysis uncertainties, filling a need for specialist knowledge, gaining experience or technological expertise, and comparing competition. Globalization and the growing importance of information technology, according to (Lok et al., 2018), are causing advanced FM technology to evolve quickly.

### 3. Method of Data Collection and Analysis

Data analysis is the process used to collect, model and analyze large amounts of data to develop effective and efficient results. Therefore, there are various methods and strategies used to perform this type of analysis. All of these different data analysis approaches are essentially based on two main areas of research: quantitative methods and qualitative methods (Bernardita, 2021). Therefore, this study uses qualitative (interviews) and quantitative (questionnaire) approaches. In addition, the methodology of this study will involve the building care sector and employees from upper management to lower management. In the analysis, percentages, means and frequencies will be developed. And after the interviews are conducted and the questions are distributed, all the results will be written, and the information obtained will be generated as the results obtained.

One of the most important research components is the research questions, conceptual framework, and appropriate procedures for collecting and validating research data. There are various research topics that are of concern to carry out this study that must be seen and addressed. These research questions serve as a valuable guide for conducting research.

#### 3.1 Sampling and Data Collection

Results and determination of the sample size were based on Krejcie and Morgan's (1970) table. Population of this study refers to the scope of the study which is 3 different buildings with total sample size of 180(n).

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Building	Total Population N
A	40
B	64
C	16

**Table 1**

#### 4. Results and Finding

Age	Percent
18-25	19
26-35	76
36-50	2
51-above	2

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Table 1

#### 4.1 Findings for 1<sup>st</sup> Objective

First objective: identify the factor of outsourcing in cleaning services. The data collection instrument used in this study was a questionnaire specifically to achieve the objective of the study. Each item using 5 Likert scales namely (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree and (1) Strongly Disagree.

No	Item	Average
1	Cleaning services contribute to customer satisfaction by maintaining service quality.	4.60
2	Outsourcing in cleaning services has a positive effect on the quality of cleaning in a building	4.54
3	Cleaning services skill has a positive impact on the quality of work conducted	4.55
4	Cleaning services has a quality impact on customer and tenant satisfaction of the building	4.62
5	High-quality outsourced performance can result in long-term advantages	4.61
6	outsourcing in cleaning services can reduce costs	4.37
7	Improving service quality can create customer value and increase company profits.	4.59
8	Technology and skill could improve facilities to enhance operational efficiencies.	4.60
9	Cleaning skill has a positive impact on the quality of output conducted.	4.50
10	Cleaning services can gain flexibility with technology advancement	4.60
11	When there are trained and experienced staff, cleaning services can lessen risk	4.61
12	Cleaning services can help improve and maintain relationships between client in the long term	4.54
13	Technology's accessibility benefits in improving flexibility in a competitive industry.	4.60
14	Technology can promote adaptability in a market that really is competitive.	<b>4.55</b>

## 5. Conclusion

Outsourcing cleaning services is an important consideration for any organization. Quality, cost, and other considerations all play a role in this selection. Customers are also involved in the decision-making process. As the globe becomes increasingly international,

low-cost countries may see their costs rise. Many businesses rely on outsourcing to increase productivity and profitability. Many outsourcing firms may be located all around the globe. Therefore, outsourcing plays a vital role in achieving the company goals and objective by focusing on the core business. Thus, outsourcing contribute to the growth of the organization depending on what they outsource.

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