A study on Customer Satisfaction in Facility Management Service with Special Reference to Ruby Builders & Promoters Pvt. Ltd. Chennai

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ABSTRACT

The Study entitled “A STUDY ON CUSTOMER SATISFACTION IN FACILITY MANAGEMENT SERVICE WITH SPECIAL REFERENCE TO RUBY BUILDERS & PROMOTERS PVT. LTD. CHENNAI”.

The main objective of the study is to understand the facility management service in the real estate industry. The starting stage of the project contains the survey which was conducted amongst the residents/rentals in the occupied residential areas constructed by the ruby builders.

The study quantifies the effectiveness of Facility Management Service in terms of customer awareness and their satisfaction levels. The sampling technique used in this study is cluster sampling. The sample size is 116 in number and the Factor Analysis Method is used for the study.

The source of primary data is questionnaire while the secondary data’s are collected through magazines, journals, books and internet references. The data thus collected was analyzed using statistical technique like factor analysis through PC Analysis. The analysis was done and to find the customer satisfaction in the facility management services by the Ruby Builders and Promoters.

Key words: Customer Satisfaction, Facility Management, Service Quality.

INTRODUCTION:

Customer performance measurement is the process of capturing, measuring and improving the perception of customers. It is a vital component within an FM department’s overall performance measurement framework. For example, the BIFM issued a report in 2004 entitled Rethinking Facilities Management: Accelerating change through best practice, where “promoting customer satisfaction” was regarded as one of the top five issues facing the sector then and in the following 5-10 years. That report is now seven years old. Based on its findings, promoting customer performance measurement should be an essential role of FM departments.

Service improvement research is the field that attempts to manage and co-ordinate the views and perceptions of the various services received from the tenants of a given housing provider. A large amount of research has been done on how FM departments capture and manage customer satisfaction data in order to effectively contribute to the continuous improvement of their service delivery. Large-scale research projects have been undertaken; and, at first glance, the landlord-tenant relationship in the FM sector shares some of the features of that in the social housing sector.

About the company:

Ruby Builders and Promoters were established in the year 1997 by MJF Ln.Dr.R.Manoharan. The company’s Portfolio consists of construction to Civil Accommodations.

SLOGAN : “BUILDING FUTURE”
SCOPE OF THE STUDY

As Tamil proverb says, “To test a pot of rice in order to find out if it is cooked”, the study on Facility management service by Ruby Builders & Promoters leads to a broad range of understanding on how a facility management services are handled by realtors.

The research ideal thought is to aim at customer satisfaction in facility management service both at the time of construction and after the tenants/customer take over. The scope of research also helps in understanding the preferences of the customers and help Ruby Builders & Promoters to improve their facility management service.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

To study the customer satisfaction on facility Management services provided by Ruby Builders & Promoters with reference to Chennai region.

SECONDARY OBJECTIVE:

1. To measure customer satisfaction of Ruby Builders & Promoters towards facility management.
2. To study the need of facility management in Ruby Builders & Promoters.
3. To study the customer view on facility management and the ways adopted by Ruby Builders & Promoters to implement the facility management equipped with quality.
4. To provide suggestions to improve the facility management based on the reports.

REVIEW OF LITERATURE

The Facility Management at present is provided by various companies globally. Since then it was absorbed into real estate, it gained various phase and momentum due to its increasing value not only amongst the constructors, but also amongst the tenants/buyers due to its importance. So here it is important to know the reviews of various literates and their opinion for apparent understanding.

Brackertz and Kenley, (2013) is increasingly recognized as an element of the value chain of a business through which an organization provides and maintains the quality of the work environment for its human resources & materials and ensures managers to achieve the objectives of the core business. At this point, it is imperative to clarify what is meant by this term, through a series of definitions that specify the objectives, the scope & the basic elements of FM.

Alberto De Marco et Giulio Mangano, at World Congress on Engineering (2012) Facility Management (FM) is a discipline involving a variety of non-core operations and maintenance services to support the main business of an organization. It aims to provide an overview on the different ways of carrying out FM and connected issues, in order to uncover that there is limited research regarding the impact of FM actions and operational performance of distribution centers and warehouses.

RESEARCH METHODOLOGY

Research is a common parlance referring towards search for knowledge. One can also define the research as a scientific and systematic research for pertinent information’s on a specific topic. In fact research is an art of scientific investigation.

According to Clifford Woody: “A research comprises defining and redefining problems, Formulating Hypothesis or Suggested solution collecting, organizing and evaluating data; Making reductions and research for conclusion and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.”

RESEARCH DESIGN

Research design is the arrangements of conditions for collection and analysis of data in a manner that aims to combine relevance to the research process with economy in procedure. It consists of blueprint for collections, measurements and analysis of data.
PRIMARY DATA

Primary data has been collected through a well defined questionnaire and it is collected from the residents residing in the completed projects of Ruby Builders & Promoters. Research data have been taken from a sample of 116 residents. The sampling technique used in the study is convenience sampling where a group of sample is chosen from a definite population.

SECONDARY DATA

Secondary Data which is available apart from the data collected on-field and through various resources like journals, newspapers; Magazines, etc are gathered and are considered as a reference in the research study, analysis and comparison.

CONVENIENCE SAMPLING

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

STATISTICAL TOOLS AND TECHNIQUES USED FOR THE STUDY

A data remains raw unless a tool is used to arrange the data in a precise and a simpler form for easier understanding, analyzing and for defining a solution to a problem or for the improvement in the process. Similarly here the tools such as factor analysis and Descriptive statistics are used to interpret the lively situation of customer satisfaction in Facility management carried by Ruby Builders & Promoters.

Factor Analysis is by far the most often used multivariate technique of research studies, specially pertaining to social and behavioral sciences. For instance we might have data, say, about an individual’s income, education, occupation and dwelling area and want to infer from these some factor(such as social class) which summarizes the commonality of all the said four variables.

STATISTICAL TOOLS

FACTOR ANALYSIS METHOD

To find the relationship between factors of facility management services provided by the Ruby Builders towards their customer/residents in Chennai, by comparing 6 important questions as the factors for the analysis. The following are the 6 questions taken under consideration and the below analysis are based on the same.

1. Response to your Queries [ X6 ]
2. Approach by Security staff towards your queries [ X7 ]
3. Fire Alarming facilities and necessary pacifying equipments [ X9 ]
4. Quality of plant maintenance and environment maintenance [ X11 ]
5. Installation of desalination plant and post maintenance [ X12 ]
6. Overall satisfaction [ X13 ]

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LIMITATIONS OF THE STUDY

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations of the study are listed below

- The sample was limited to only customers who have made a purchase at Ruby Builders & Promoters.

FINDINGS:

- Through Factor Analysis Method with the help of KMO test it clearly implies that the facility management services provided by the Ruby Builders are in a betterment path towards achieving the goal of fulfilling customers need.
SUGGESTIONS:

- More customer centric approach along with latest development
- There could be a sophisticated maintenance and management team cohesive
- It can be accelerated by the way of maintaining regular management and frequent visits to the targeted Sites.

CONCLUSION

This project reveals effectiveness on the facility management service still is acting as the root for the service. Thus from all the above analysis made with the data collected it is visible that Facility Management Service plays a vital role in accelerating a growth of an industry towards optimistic development and reducing the flaws in Facility Management will yield to good will of the organization.

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