

**SERVICE QUALITY DELIVERY BY DOMESTIC WORKERS IN
NAIROBI'S BURUBURU ESTATE**

BY

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REGISTRATION NO.: D61/79719/2012

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTERS OF
BUSINESS ADMINISTRATION (MBA), SCHOOL OF BUSINESS, UNIVERSITY OF
NAIROBI**

OCTOBER 2014

DECLARATION

This research project is my original work and has not been presented for examination to any other university.

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SUPERVISORS

This research project has been submitted for examination with our approval as the Supervisors.

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ACKNOWLEDGEMENT

First and foremost, I would like to thank the Almighty God for good health, peace of mind and generally for bringing me this far. I thank Almighty God as my source of all inspiration in allowing me to undertake this project that is too involving in terms of time and resources.

Secondly, I am particularly indebted to my supervisors Zipporah Kiruthu, Stephen Odok and Dr. J. M. Njihia for their guidance and encouragement in the course of the research. Appreciation goes to the lecturers of the School of Business, University of Nairobi, who faithfully imparted their knowledge and skills throughout the course.

Finally, I am grateful to my family for giving the invaluable support to concentrate on this research. I would like to acknowledge specifically my loving parents for their support and encouragement throughout my course and to my brothers for their moral support.

Thirdly, I would like to acknowledge my colleagues and people of good will who tirelessly contributed to this study in terms of time, insights and moral support. God bless you abundantly.

DEDICATION

I dedicate this research project to the Almighty God for His grace, mercy and blessings that have seen me through.

Further dedication is to my parents Julius Kihara and Margaret Nyambura for their sacrifice in educating me and for teaching me the discipline and value of hard work when I least knew the world. I also dedicate to my siblings; Derrick Kihara and Dennis Waweru. This project will be a source of motivation for hard work when they become of age.

ABSTRACT

Service quality is the difference between customer expectations of service and perceived service. Quality of service delivered by domestic workers has been an elusive issue over the years with not much emphasis on the quality. While it is of great value to highlight the plight of domestic workers, who to some extent are marginalized, it is also of great concern to study the household's expectations of the services offered vis a vis the perception. This study sought to investigate the gap between the households' perception and expectation of service quality delivered by domestic workers in Buruburu estate and establishing the factors affect service quality delivered by domestic workers in Buruburu estate. A descriptive survey research design was used. The target population for this study was the households in Buruburu estate who have employed domestic workers. The researcher used stratified random sampling technique to draw respondents from the population. The researcher used primary data obtained through a structured questionnaire. Descriptive statistics such as mean and standard deviation was used to summarise the findings of both service expectations and perceptions of the employers. In addition, factor analysis was carried out on the responses to the statements in order to extract factors perceived as important in the quality service delivery in households. The main conclusion is that different measures of service quality had different contributions to operational performance of domestic workers with the highest contributor being measures of responsiveness. The study concludes that expectation is a pivotal role because their expectations are the true standards for judging service quality. The study recommends that there is need for domestic workers and other employees to make sure things are done right the first time and to ensure that the promises made to employers are kept in terms of service delivery.

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ACRONYMS

ILO	International Labour Organization
KUDHEIHA	Kenya Union of Domestic, Hotels, Educational Institutions, Hospitals and Allied Workers
NHIF	National Hospital Insurance Fund
NSSF	National Social Security Fund
SERVQUAL	Service Quality
SPSS	Statistical Package for Social Sciences

CHAPTER ONE: INTRODUCTION

1.1 Background

Customer service has become a distinct component of both product and service sectors. The worldwide trend toward service quality was initiated in the 1880s when businesses realized that a quality product, in itself, is not guaranteed to maintain competitive advantage (Van der Wal, Pampallis, Bond, 2002). Service quality, customer satisfaction and customer value have become the main concern and focus points of both manufacturing and service sectors in the ever increasing competition for customers in today's customer-centred era. Service quality improvements will lead to customer satisfaction and cost management that result in improved profits (Atul & Jason, n.d.). The SERVQUAL Model has been the most adopted model when it comes to service quality as noted by Van der Wal et al. (2002).

In homes service delivery, the level of service quality by domestic workers is a very critical factor that impacts on the level of the employer's satisfaction. The service providers are faced with a challenging task of identifying which level of quality is acceptable as every customer is unique and they all have varying levels of perceived quality. In Kenya, an estimated 1.8 million are domestic workers out of more than 11 million persons employed in the informal sector. Domestic workers in Kenya are represented by the Kenya Union of Domestic, Hotels, Educational Institutions, Hospitals and Allied Workers (KUDHEIHA) trade union. The union plays a role in the service delivery of domestic workers, such that it champions for the rights of the workers and advocates for the suitable work environment and terms of contract to ensure that the

workers are able to deliver quality service to their customers. However, the employers are not satisfied with the service quality delivered by the domestic workers.

1.1.1 Service Quality

According to Juran (1973), a service is work performed for someone else. The recipient of the service (often called the customer) may be: an individual user, e.g., the housewife, an institution, e.g., a company occupying office space under a lease or both, e.g., users of electrical energy from a central source.

According to Zeithaman and Bitner (2003) service quality is a measure of how well a delivered service matches the customers' expectations. Service quality is the extent to which a service meets customers' needs or expectations. Service quality can thus be defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, Zeithaml, Berry, 1985; Lewis & Mitchell, 1990).

Service quality has been recognized as having the potential to deliver strategic benefits, such as improved customer retention rates, whilst enhancing operational efficiency and profitability (Cronin, 2003). Customer satisfaction is depended on service quality where service quality is conformance is to specifications (Johnston, 1998). The SERVQUAL Model has been the most adopted model when it comes to service quality. Van der Wal et al. (2002) noted that the instrument that has become most prominent in attempting to operationalize service quality is the gap model of service or SERVQUAL (as cited by

Atul et al., n.d.). Parasuraman et al. (1985) developed a conceptual framework for the SERVQUAL model to measure consumer perceptions of service quality. The SERVQUAL authors originally identified ten elements of service quality, but in later work, these were collapsed into five factors - reliability, assurance, tangibles, empathy and responsiveness - that create the acronym RATER (Parasuraman et al., 1988).

Although this model was originally developed for application within the financial services sector, it has been deployed to measure those components of services that generate satisfaction in other service sectors such as telecommunications, healthcare and hospitality (Atul, et al, n.d.). Businesses using SERVQUAL to measure and manage service quality deploy a questionnaire that measures both the customer expectations of service quality in terms of these five dimensions, and their perceptions of the service they receive. When customer expectations are greater than their perceptions of received delivery, service quality is deemed low.

1.1.2 Domestic Workers

Service delivery in homes is provided by domestic workers. International Labour Organization (2013) defines domestic workers as, any person engaged in work performed in or for a household(s), within an employment relationship. In Kenya, the General Wages Order 2009 under legal notice 69 and 70 lists domestic workers as house servants or cook, cleaners, sweepers, gardeners, and children's baby-sitter.

In Kenya, an estimated 1.8 million are domestic workers out of more than 11 million persons employed in the informal sector. 74.5% of domestic workers are employed as

house helps, 10.3% are gardeners, 6.4% are watchmen while 1.9% are serving as drivers and a further 1.9% are multi-tasking in the aforementioned chores (KUDHEIHA, 2011). Domestic workers in Kenya are represented by the Kenya Union of Domestic, Hotels, Educational Institutions, Hospitals and Allied Workers (KUDHEIHA) trade union. In a survey conducted by KUDHEIHA (2011), majority of workers in this sector are however not members of the union due to fears of victimisation from their respective employers. As to the terms and conditions of working, 74.5 percent of the domestic workers do not have job descriptions. At the same time, up to 92.2 per cent do not have any written contract with their employers. For those domestic workers with written contracts with their employers, only 10 per cent were made to understand the contract before signing. In regards to payment, domestic workers are greatly under paid with the employers violating the statutory minimum wage laws. It also reported that very few of the domestic workers are registered in social security schemes with only 10.1% of the domestic workers interviewed being registered with the NSSF.

Currently there is great concern over the service delivery by domestic workers in homes. In the social media circles, forums like the "Nannies and house-helps in Kenya" and "Hello Mama (Kenyan Moms)", where employers of domestic workers have been sharing their experiences with domestic workers, the overall feedback is that they are insecure, frustrated, fearful and in general they do not have peace of mind. In the recent past the media has been awash with stories of domestic workers kidnapping their employers children, charged with murder cases, getting caught in love triangles and sexually molesting employers' children.

Quality of service delivered by domestic workers has been an elusive issue over the years with not much emphasis on the quality. Of major concern to employers is the availability of domestic workers to attend to home chores, so that the employers can attend to their jobs and sources of income. Service quality can therefore be used to address some of the challenges faced in this industry by measuring the expectations of the households and their perception of the services offered and then taking corrective measures in the underperforming aspects while maintaining the good performing aspects.

1.2 Research Problem

Kipngeno (2014) ran an article that reported a house help in Nakuru town was facing a defilement charge and an alternative charge of indecent act contrary to sexual offenses act. She was accused of defiling a three-year-old boy at Koinange Estate within Nakuru Town. A Nation reporter (2014) reported a four-year-old girl, who was kidnapped by a house help in Nairobi, had been found in Mombasa. Several studies have been conducted on service quality delivery in various sectors. Arvinlucy, Moses, Isaac and Willis (2012), for example, found out that service quality has a significant effect on customer loyalty in banking sector. Jayaraman, Shankar and Hor (2010) found out that: assurance has positive relationship but it has no significant effect on customer satisfaction, reliability has negative relationship but it has no significant effect on customer satisfaction, tangibles have positive relationship and have significant impact on customer satisfaction, empathy has positive relationship but it has no significant effect on customer satisfaction and Responsiveness has positive relationship but no significant impact on customer

satisfaction. The study highlights implications for marketers in banking industry for improvement in delivery of service quality.

According to Gladys (2013), major research findings indicated that the commercial banks carried out internal service quality management through a dedicated service quality management department and that the commercial banks used five main measures of service quality namely reliability, assurance, tangibles, empathy and responsiveness. The main conclusion was that different measures of service quality had different contributions to operational performance of commercial banks with the highest contributor being measures of reliability followed by measures of tangibles, measures of responsiveness, measures of assurance and measures of empathy respectively.

According to Thomas (2007), there is a direct relationship between technology and service quality in the banking industry. This was made possible through the use correlation analysis, percentages and means. The use of technology in banking enhances the service offering to the customer. However, the level of service expectations varies depending on the level of experience with electronic banking and level of education of the customer. For instance, expert banking customers tend to have higher expectations than their novice counterparts. This expertise may relate to both financial and technological issues, and banks need to be mindful of these customer differences when designing their service offerings.

While several studies have been done on other sectors, not much has been conducted on service delivery in homes in Kenya. Majority of these studies have been done by KUDHEIHA and mainly focus on the plight of domestic workers in regards to minimum wages, working conditions, terms and conditions of working, freedom of association by joining trade unions, maternity leaves among others. In a survey conducted by KUDHEIHA (2011), majority of workers in this sector are however not members of the union due to fears of victimisation from their respective employers. As to the terms and conditions of working, 74.5 percent of the domestic workers do not have job descriptions. At the same time, up to 92.2 per cent do not have any written contract with their employers. For those domestic workers with written contracts with their employers, only 10 per cent were made to understand the contract before signing. In regards to payment, domestic workers are greatly under paid with the employers violating the statutory minimum wage laws. It also reported that very few of the domestic workers are registered in social security schemes with only 10.1% of the domestic workers interviewed being registered with the NSSF.

While it is of great value to highlight the plight of domestic workers, who to some extent are marginalized, it is also of great concern to study the household's expectations of the services offered vis a vis the perception. This is very important because it highlights as to whether the domestic workers are offering service quality or not. The difference between the expectations and the perceptions of the households should inform the domestic workers on areas they are falling short of expectations and therefore improve and on areas they are performing beyond expectations so that they can maintain the

service quality. This study therefore sought to respond to the research questions: what gap is between the households' perception and expectation of service quality delivered by domestic workers in Buruburu estate and what factors affect service quality delivered by domestic workers in Buruburu estate.

1.3 Objectives of the Study

The objectives of this study were:

- i. To establish the gap between the households perception and expectation of service quality delivered by domestic workers in Buruburu estate.
- ii. To identify the factors that affect service quality delivered by domestic workers in Buruburu estate.

1.4 Value of the Study

This study offers great value to stakeholders in the homes service delivery sector. The findings of the study could be used to improve service delivery in homes and in effect improve the satisfaction levels of the employers. The current and potential investors in this sector could as well use the findings of this study to address the shortcomings in the sector and therefore create a niche for themselves. The mismatches between the customers' expectation and the perception of the service offered will inform the domestic workers to improve on underperforming aspects.

To the trade union, KUDHEIHA, the findings of the study, will highlight to the union the areas where the domestic workers are falling short of expectations of the employer. This can therefore form the basis of further training or sensitization of the domestic workers.

The study is also of value to policy makers in this industry such as the ministry of labour. The findings would highlight areas that require legislation in order to ensure that the rights of both the employer and domestic worker are upheld. Policies could also be formulated so as to correct shortfalls that may be identified by this study.

To academicians and researchers, this study would assist in exploring the challenges that are faced in the service quality delivery by domestic workers. It would also serve as reference material for researcher who would conduct further studies in the domestic workers industry in Kenya.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter summarizes and reviews the various concepts related to the study. It also presents the theoretical and empirical findings of studies related to Service Quality and Service delivery in homes.

2.2 Theoretical Foundation of the Study

Quality management ensures that an organization's product or service is consistent. Quality management is focused not only on product and service quality, but also the means to achieve it. According to Juran and Gryna (1993), quality is customer satisfaction. Unfolding the definition starts with defining the word "customer". A customer is anyone impacted by the product or service. A customer is either external or internal. External customers are impacted by the product but are not members of the company (or other institution) which produce the product. Internal customers are within the company and they supply products to each other within the company. They further break down quality into two components: product features and freedom from deficiencies.

Quality management in organizations is a major concern because of the ever growing competition. Customers have realized that quality is a very critical attribute in a product or service. In order to gain some competitive advantage, organizations have invested in quality management. By managing quality, firms are able to meet the customers' needs and requirements in a more efficient and effective way. Service sector firms are

compelled by their nature to provide excellent service in order to prosper in increasingly competitive domestic and global marketplaces.

As service firms find themselves in an increasingly competitive and complex business environment, they are inevitably driven to examine their service delivery processes critically and to ensuring they are of high quality. Service Quality is conceptualised in three theories namely: customer satisfaction theory, the interaction theory and the attribute theory.

2.2.1 Customer Satisfaction Theory

Customer satisfaction has been considered to be based on the customers' experience on a particular service encounter. It is in line with the fact that service quality is a determinant of customer satisfaction, because service quality comes from outcome of the services form service providers in organizations (Cronin & Taylor, 1992). Although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction (Zeithaml et al. 2006).

2.2.2 Interaction Theory

On interaction theory, Senge and Olivia (1993) argue that in service businesses it is always difficult to measure quality because it is intangible and subjective and therefore constantly there is a tendency to manage service businesses by what is more measurable like expenses and profits. This leads to a systematic bias towards underinvestment in "service capacity". Decision makers tend to assess whether or not capacity is adequate based on expenses and production figures, which may be unrelated to service quality. The

consequence of underinvestment is low levels of service quality, high cost of poor quality, low customer loyalty and high turnover of service personnel.

2.2.3 Attribute Theory

Hassan and Kerr (2003) argue that the attribute theory assumes that service quality pronounces the attributes of the systems and processes that deliver the services. It is the delivery system attributes that the management have control over hence control over service quality. The research concluded that quality is an effective strategic aspect that can be used to improve productivity and promote reliability in the organisation and its performance.

2.3 Measures of Service Quality

For internal conformance, the measures of quality have much in common with the well-known measures widely used in control of manufacturing processes. Measure of external conformance is more complex due to the abstract nature of some of the qualities and due to the subjective reactions of consumers (Juran, 1973). He further notes an obvious source of data on external conformance is the cross-section of consumer complaints and claims, although many annoyed consumers will not take the trouble to complain. However, the complaints received do represent a sample of the types of annoyance to which all consumers are subject. A second method of measure of external performance is through solicitation of consumer comments. A typical form of this is the appraisal card made available to consumers in hotel rooms and restaurants. Some companies use the summaries of these cards as the basis for a regular management report. Additionally,

some companies design special surveys of customer reaction, through letter questionnaires, telephone contacts and personal interview. The techniques used follow conventional market research practice. Measures of service quality have to date been on an industry by industry basis, and this will continue for the foreseeable future. Some service companies supplement their regular measures of quality by use of periodic audits covering both internal and external aspects of quality.

Service quality has been recognized as having the potential to deliver strategic benefits, such as improved customer retention rates, whilst enhancing operational efficiency and profitability (Cronin, 2003). Customer satisfaction is depended on service quality where service quality is conformance is to specifications (Johnston, 1998). The SERVQUAL Model has been the most adopted model when it comes to service quality. Van der Wal et al. (2002) noted that the instrument that has become most prominent in attempting to operationalize service quality is the gap model of service or SERVQUAL (as cited by Atul et al., n.d.). Parasuraman et al. (1985) developed a conceptual framework for the SERVQUAL model to measure consumer perceptions of service quality. The SERVQUAL authors originally identified ten elements of service quality, but in later work, these were collapsed into five factors - reliability, assurance, tangibles, empathy and responsiveness - that create the acronym RATER (Parasuraman et al., 1988).

Okwiri (2010) explains the five factors as: Reliability is the consistency of service performance, dependability, accuracy, correctness of records, service performed at designated time. Assurance is the possession of required skills and knowledge by employees to perform the service, trustworthiness, believability and reputation of the

organization. Tangible is the physical evidence of the service, that is, facilities in use, appearance of the service providers, tools and equipment being used. Empathy is the sincere concern for customer's problem, convenience of time allocated and location. Responsiveness is the willingness and or readiness of the employees to provide service and the timeliness of the service.

Although this model was originally developed for application within the financial services sector, it has been deployed to measure those components of services that generate satisfaction in other service sectors such as telecommunications, healthcare and hospitality (Atul, et al, n.d.). Businesses using SERVQUAL to measure and manage service quality deploy a questionnaire that measures both the customer expectations of service quality in terms of these five dimensions, and their perceptions of the service they receive. When customer expectations are greater than their perceptions of received delivery, service quality is deemed low.

2.4 Factors that affect Service Quality Delivery in Homes

Service quality can be affected by various factors. The various factors affect the quality of service quality delivered by domestic factors. Some of the factors include working hours, minimum wages, maternity leave and freedom of association

2.4.1 Working Hours

Working hours, working time arrangements and rest time have significant effects on the quality of work and on quality of life in general. Well established findings from

occupational health studies show that long working hours, night working and patterns of work shift that involve an irregular distribution of working hours are the factors that have the greatest negative effects on workers' health.

According to ILO (2013), working time is one of the areas in which domestic workers frequently enjoy weaker protection than other workers. More than half of all domestic workers have no limitation on their weekly normal hours of work under national legislation, and approximately 45 per cent have no entitlement to weekly rest periods or paid annual leave. Long working hours are especially common among live in domestic workers, who usually work on a fulltime basis and are, in many cases, expected to be available at all times.

Live in arrangements are particularly common for migrant domestic workers, both internal migrants, who move from rural areas to urban centres where they have no established residence. Reasons for this arrangement include the preference of the employer (especially when domestic workers have care responsibilities), the scarcity of alternative housing arrangements and the distance between the domestic worker's home and the workplace.

2.4.2 Minimum Wages

Earning an income to secure a livelihood for themselves and their families is the primary concern and motivation for workers to go to work. Domestic workers remuneration is far lower than other worker. Domestic workers typically earn around 40 per cent of average wages (ILO, 2013). The low levels of remuneration among domestic workers are

explained by the lower than average skill requirements for the job, and the generally lower level of education of domestic workers.

On May 1, 2011 the Minister for Labour announced a 12.5% increment in the statutory minimum wages. As from May 1, 2011 the minimum statutory rates of pay for the lowest category of a domestic worker in Nairobi, Mombasa and Kisumu is Kshs. 7,585.90, Kshs. 6,998.60 in all Municipalities; and Kshs. 4,046.60 in “all other towns”.

A survey conducted by KUDHEIHA (2011), however, revealed that the mean wage in the domestic services sector was Kshs. 4,522.60 with the median wage being Kshs. 4,000. The modal wage or the most frequently paid wage was Kshs. 3,000. This shows the extent of underpayment netted on domestic workers and the violation of the statutory minimum wage laws.

The major source of motivation to work for most employees is the remuneration for the work done. The higher the remuneration the higher the motivation and vice versa. The survey conducted by KUDHEIHA (2011) indicates that the wages, which are well below the statutory minimum wages, de-motivate the domestic workers. Due to the lack of alternative jobs, the workers endure so that they can at least earn something to take care of themselves and their families

2.4.3 Maternity Leave

ILO (2013), reports that more than a third of all female domestic workers are not entitled to maternity leave or associated maternity cash benefits. This is a serious decent work deficit in a highly feminized sector, and poses a substantial obstacle to domestic workers combining their work and their own family responsibilities.

2.4.4 Freedom of Association

Domestic workers in Kenya are represented by the Kenya Union of Domestic, Hotels, Educational Institutions, Hospitals and Allied Workers (KUDHEIHA) trade union. Majority of workers in this sector are however not members of the union due to fears of victimisation from their respective employers. Although on paper workers in this sector are covered by law in terms of their rights at the workplace, in reality this is not the case. Domestic workers, most of whom are not well educated, are not familiar with their rights. The lack of freedom of association therefore affects the domestic workers because, unlike other workers in trade unions, they do not have the collective bargaining power on their working conditions and terms of payment. It is up to every worker, individually, to bargain for a good package from the employer and to stand up for their rights. Due to the scarcity of employment opportunities most tend to endure harsh working conditions in order to get a meal and be able to provide for their families (Global Network, n.d.).

2.4.5 Terms and Conditions of Employment

According to the Domestic Workers Convention (2011), measures should be taken to ensure that domestic workers are informed of their terms and conditions of employment in an appropriate, verifiable and easily understandable manner and preferably, where possible through written contracts in accordance with the national laws and regulations in particular. It requires that the terms and conditions of employment of domestic workers should include: A job description, paid annual leave, daily and weekly rest, sick leave and any other personal leave, the rate of pay for overtime work, any other cash payments to which the domestic worker is entitled, any allowances in kind and their cash value, details of any accommodation provided, any authorized deductions from the workers' wages, and period of notice required for termination by either a domestic worker or the employer.

In a survey conducted by KUDHEIHA (2011) results showed that 74.5 percent of the domestic workers interviewed do not have a job description. At the same time, up to 92.2 per cent do not have any written contract with their employers. For those domestic workers with written contracts with their employers, only 10 per cent were made to understand the contract before signing. Consistent with this finding, only 11.8 per cent of the respondents get itemized pay statement from their employers. However, 38.1 per cent confirmed the existence of some framework of signing for their pay.

The lack of clearly stated and outlined terms and conditions of employment, impacts the workers such that it is not clearly to them what is expected of them when executing their duties. The lack of a signed binding contract, denies them the confidence that the employer will abide by the negotiated terms. At time workers are asked to undertake duties that were previously not included in their job descriptions or to work for extra hours, and no additional compensation is given for the extra work. They therefore are overworked.

2.4.6 Implementation of Statutory Social Security Schemes

The social security schemes applicable to domestic workers are NHIF and NSSF. A survey conducted by KUDHEIHA (2011), indicates some level of non implementation of the statutory social security schemes. 10.1% of the domestic workers interviewed are registered with the NSSF. Majority (54.3%) of those registered are house helps. The category of the domestic workers with the lowest level of coverage is the drivers (5.7%). In regards to NHIF, 5.9% of those interviewed were registered.

Domestic workers who are not registered in these schemes do not enjoy the benefits of being medically insured and the security of knowing that when they retire they shall receive some income from the social security fund. At times employers are affected by the lack of medical insurance on the workers because more often than not they have to cater for the medical expenses of their workers.

2.4.7 Other Factors

The survey conducted by Oxfam (2013), revealed several other factors that affect the quality of service delivered by domestic workers. These include: Employee pregnancy which lowers effectiveness and also hampers the quality of service offered. This would lead to strained relations between the employer and worker. Members of the employers' household would burden the employee with even the simplest of personal tasks resulting in overwork of employees. Overworking would negatively impact the quality of work and translate to incompleteness of assignments. Negligence of duties by employees and wastefulness in using their employers' resources, casual domestic workers were prone to absenteeism, attitude and behaviour problems such as resisting correction, lack appropriate skills in housekeeping, first aid, cooking, and child care, integrity issues like theft by employees, failure to give adequate notice of intention to leave, disputes over leave days or rest time, poor remuneration of workers with employers not complying with the law in regards to minimum wage were also cited as other factor affecting quality of service offered.

2.5 Empirical Review

Several studies have been conducted on service quality delivery in various sectors. Arvinlucy, Moses, Isaac and Willis (2012), for example, found out that service quality has a significant effect on customer loyalty in banking sector. Jayaraman, Shankar and Hor (2010) found out that: assurance has positive relationship but it has no significant effect on customer satisfaction, reliability has negative relationship but it has no

significant effect on customer satisfaction, tangibles have positive relationship and have significant impact on customer satisfaction, empathy has positive relationship but it has no significant effect on customer satisfaction and responsiveness has positive relationship but no significant impact on customer satisfaction. The study highlights implications for marketers in banking industry for improvement in delivery of service quality.

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According to Thomas (2007), there is a direct relationship between technology and service quality in the banking industry. This was made possible through the use correlation analysis, percentages and means. The use of technology in banking enhances the service offering to the customer. However, the level of service expectations varies depending on the level of experience with electronic banking and level of education of the customer. For instance, expert banking customers tend to have higher expectations than their novice counterparts. This expertise may relate to both financial and

technological issues, and banks need to be mindful of these customer differences when designing their service offerings.

In the domestic workers industry in Kenya, a survey conducted by KUDHEIHA (2011), majority of workers in this sector are however not members of the union due to fears of victimisation from their respective employers. As to the terms and conditions of working, 74.5 percent of the domestic workers do not have job descriptions. At the same time, up to 92.2 per cent do not have any written contract with their employers. For those domestic workers with written contracts with their employers, only 10 per cent were made to understand the contract before signing. In regards to payment, domestic workers are greatly under paid with the employers violating the statutory minimum wage laws. It also reported that very few of the domestic workers are registered in social security schemes with only 10.1% of the domestic workers interviewed being registered with the NSSF.

Studies in this industry are more inclined towards highlighting the plight of the domestic workers and the challenges they face. Not much emphasis is put on the quality of service they deliver and the households' perceptions of the services offered.

2.6 Summary of Literature

Literature available indicates that service quality is a vastly appreciated concept in various industries with the realization that it greatly influences the customers' level of satisfaction. It also gives the SERVQUAL as a vastly used model in operationalizing

service quality. Though not much study has been done on the quality of service delivered in homes, literature indicates that domestic workers are faced with many challenges in their line of work. The lack of freedom of association, the lack of clearly stated terms and employment conditions, the low wages, and lack of registration into social security schemes are among the many challenges that face domestic workers in their line of duty. Domestic workers are not trained and they are not guided by any quality management principles when dispensing their duties.

While it is of great value to highlight the plight of domestic workers, who to some extent are marginalized, it is also of great concern to study the household's expectations of the services offered vis a vis the perception. This is very important because it highlights as to whether the domestic workers are offering service quality or not. The difference between the expectations and the perceptions of the households should inform the domestic workers on areas they are falling short of expectations and therefore improve and on areas they are performing beyond expectations so that they can maintain the service quality. This study therefore sought to fill this gap and to find out the mismatch between the households' perception and expectation of service quality delivered by domestic workers in Buruburu estate using the SERVQUAL model and to establish factors that affects the quality of service delivered by domestic workers in Buruburu Estate.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research methodology adopted in the study on service quality delivery in homes in Kenya. It starts with discussing the research design of the study. Secondly, the chapter describes the study population in terms of the nature of the population and its relevance to the study objectives. Thirdly, the chapter presents the sample design and explains its application in choosing the sample size of the study. Fourthly, the study presents the types of data to be collected, data collection procedures, and the data collection tools. Lastly, the data analysis techniques, the expected outputs and information presentation methods are discussed.

3.2 Research Design

According to Kothari (2004) descriptive research includes cross sectional surveys and fact-finding enquiries and describes the state of affairs as it exists at present. A descriptive research design helps to ascertain and to be able to describe the characteristics of the variables of interest in a situation and portrays the characteristics of a particular situation and it has the advantages of accuracy and flexibility. A descriptive survey research design was used as the researcher sought to describe the state of affairs in regards to the expectations and the perceived service quality as well as the factors that affect service delivery by domestic workers.

3.3 Population

The target population for this study was the households in Buruburu estate who have employed domestic workers. Buruburu estate was selected for this research because it is one of the largest estates developed in Nairobi with most of the households expected to have employed a domestic worker. The population of Buruburu is divided into five geographical phases, tagged as Phase I to V which consists of 4,715 households (Makachia, 2013).

3.4 Sample and Sampling Technique

The researcher used stratified random sampling technique to draw respondents from the population. Phases I to V were used as the strata where a sample of 100 respondents was drawn on a pro rata from each stratum. This technique is justifiable since the population is too large and it may take longer to collect data from the entire population. The large population also come with high cost implications. Kothari (2003) recommended a sample size of at least 30 when N is large. At the same time, the technique ensures that all phases in Buruburu are proportionately allocated in the sample. The sample size from each stratum was calculated as tabulated in table 3.1.

Table 3.1: Sample size from each stratum

PHASE	NO. OF HOUSEHOLDS	SAMPLE SIZE
PHASE 1	2,143	45
PHASE 2	784	17
PHASE 3	731	16
PHASE 4	672	14
PHASE 5	384	8
TOTAL	4,715	100

3.5 Data Collection

The researcher used primary data obtained through a structured questionnaire comprising of close-ended questions. Close ended questions enabled the researcher to capture quick information from the respondents as well as those that are express in meaning and thus do not require explanations. These set of questions assisted the researcher in saving time during data collection.

There are two kinds of questionnaires. Questionnaire A was used to capture data on the mismatch between the perception and the expectations of the quality of service delivered. This was responded to by the employers of the domestic workers. Questionnaire B was used to establish the factors that affect quality of service delivered. This was responded to by the domestic workers as they are the ones offering the service.

Questionnaire A is in 2 parts where part 1 is an introduction to the respondent and part 2 asks about the respondent's expectations and perceptions of services offered by their domestic workers. Questionnaire B is also in 2 parts where part 1 is an introduction to the respondent and part 2 asks about the factors that affect the quality service delivery by domestic workers.

The questionnaires use likert-scale which entails the use of a five- point scale that assists the respondent to indicate their level of agreement or disagreement with certain statements as placed by the researcher. The researcher used a drop and pick method to administer and collect the questionnaires from the respondents.

3.6 Data Analysis

The questionnaires were checked for completeness, consistency and accuracy. Analysis of part 2 of questionnaire A, responded to the first objective, where data collected relates to the employer service delivery perception and expectation as well as the gap between the expectations of the employer and the perception. This was done by Perception – Expectation (P-E) and by finding the mean for every SERVQUAL aspect. Descriptive statistics such as mean and standard deviation was used to summarise the findings of both service expectations and perceptions of the employers.

Analysis of part 2 of questionnaire B was done through factor analysis, using SPSS. Factor analysis was carried out on the responses to the statements in order to extract factors perceived as important in the quality service delivery in households. Tables, bar graphs, means, standard deviation and percentages shall be used to present the information.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the analysis of data obtained on service quality delivery by domestic workers in Nairobi's Buruburu Estate. The study utilized a semi-structured questionnaire to collect primary data. The questionnaire was designed in line with the objectives of the study. The data obtained was fed into SPSS version 21.0 and used to compute the ratios used as proxies to measure the gap between the perception and expectation of service quality delivered by domestic workers.

4.1.1 Response Rate

This study sought to investigate service quality delivery by domestic workers in Nairobi's Buruburu Estate. A sample size of 100 respondents was drawn on a pro rata from each stratum from phase I to IV. Out of a total of 100 questionnaires that were issued, 63 usable questionnaires were recovered and used in this analysis, indicating a response rate of 76%. According to Mugenda and Mugenda (2003), a response rate of 50% is adequate for analysis and reporting. The response rate achieved was therefore considered a good representative of the sampled population. The findings can therefore be used for generalization.

4.2 Expectation and Perception on Reliability of Domestic Workers

Reliability is the consistency of service performance, dependability, accuracy, correctness of records and service being performed at designated time. The researcher sought to find

out the employers expectations and perceptions on the reliability of the domestic workers. The respondents scored each of the statements and the mean of the responses is as shown in table 4.1.

Table 4.1: Expectations and Perceptions on Reliability of Domestic Workers

QUESTION	Expectation (E)	Perception (P)	Gap (P-E)
i. The dependability of your employee	4	2	-2
ii. The accuracy in interpreting your instructions e.g. how to cook a certain meal, how to wash the bathroom etc	5	1	-4
iii. The consistency in the service performance by the employee	5	3	-2
iv. Your employee's service performance at designated time e.g. prepare supper by 7pm, feed the baby porridge at 3pm etc	4	1	-3
v. She/ he shows a sincere interest to correct a problem/ concern I have raised.	4	3	-1
Average reliability SERVQUAL score	4.4	2	-2.4

Source: Author (2014)

The findings show that the average score on the perceptions on reliability is 2 while the score on expectation is 4.4 reflecting a gap of -2.4. This negative gap shows that the employer's expectations on the reliability of the domestic are not being met. It is worth noting that the largest gap between the expectation and perception was on the accuracy in

interpreting instructions e.g. how to cook a certain meal, how to wash the bathroom etc with a gap of -4 followed by employee's service performance at designated time e.g. prepare supper by 7pm, feed the baby porridge at 3pm etc at -3 while the least gap recorded was that the employer shows a sincere interest to correct a problem/ concern have been raised by the servants.

4.3 Expectation and perception on assurance of domestic workers

Assurance is the possession of required skills and knowledge by employees to perform the service, trustworthiness, believability and reputation of the employee. The researcher sought to find out the employers expectations and perceptions on the assurance of the domestic workers. The respondents scored each of the statements and the mean of the responses is as shown in table 4.2.

Table 4.2: Expectations and Perception on Assurance of Domestic Workers

Question	Expectation (E)	Perception (P)	Gap (P-E)
i. Your employee's home care skills and knowledge	4	3	-1
ii. The trustworthiness of your employee	5	2	-3
iii. The believability of your employee	5	3	-2
iv. Your employee's reputation	5	3	-2
v. The general behaviour of your employee	4	2	-2
vi. Your employees courtesy	4	2	-2
Average assurance SERVQUAL score	4.5	2.5	-2

Source: Author (2014)

The results shown in Table 4.2 show that the average score on the perceptions on assurance is 2.5 while the score on expectation is 4.5 reflecting a gap of -2. This negative gap shows that the employer's expectations on assurance by the domestic are not being met specifically on trustworthiness of the employee which recorded the highest gap of -3. Assurance was much higher in employee's home care skills and knowledge where the lowest gap was -1.

4.4 Expectation and Perception on Tangibility of Domestic Workers

Tangibility is the physical evidence of the service, that is, facilities in use, appearance of the employee, tools and equipment being used. The researcher sought to find out the employers expectations and perceptions on the tangibility of the domestic workers. The respondents scored each of the statements and the mean of the responses is as shown in table 4.3.

Table 4.3: Expectation and Perception on Tangibility of Domestic Workers

QUESTION	Expectation (E)	Perception (P)	Gap (P-E)
i. The physical evidence of the service e.g. the cleanliness of the clothes, tidiness of the house	5	3	-2
ii. The appearance/ grooming of the employee	4	3	-1
Average tangible SERVQUAL score	4.5	3	-1.5

Source: Author (2014)

The findings show that the average score on the perceptions on tangibility is 3 while the score on expectation is 4.5 reflecting a gap of -1.5. This negative gap shows that the

employer's expectations on tangibility by the domestic are not being met. The largest gap between expectations and perceptions was recorded in the physical evidence of the service e.g. the cleanliness of the clothes, tidiness of the house, while the appearance/grooming of the employee had the least gap of -1.

4.5 Expectation and Perception on Empathy of Domestic Workers

Empathy is the sincere concern for customer's problem, convenience of time allocated and location. The researcher sought to find out the employers expectations and perceptions on the empathy of the domestic workers. The respondents scored each of the statements and the mean of the responses is as shown in table 4.4.

Table 4.4: Expectation and Perception on Empathy of Domestic Workers

QUESTION	Expectation (E)	Perception (P)	Gap (P-E)
i. Your employee's sincere concern for your home care problems and needs	5	2	-3
ii. Your employee's sincere concern for your availability/ schedule when asking for her/his day off/leave	4	2	-2
Average empathy SERVQUAL score	4.5	2	-2.5

Source: Author (2014)

The findings show that the average score on the perceptions on empathy is 2 while the score on expectation is 4.5 hence a gap of -2.5. This negative gap shows that the employer's expectations on empathy by the domestic are not being met. This especially

with regard to expectations of employee's sincere concern for home care problems and needs at -3 while expectations on employee's sincere concern for your availability/schedule when asking for her/his day off/leave had a gap of -2.

4.6 Expectation and Perception on the Responsiveness of Domestic Workers

Responsiveness is the willingness and or readiness of the employees to provide service and the timeliness of the service. The researcher sought to find out the employers expectations and perceptions on the responsiveness of the domestic workers. The respondents scored each of the statements and the mean of the responses is as shown in table 4.5.

Table 4.5: Expectation and Perception on the Responsiveness of Domestic Workers

QUESTION	Expectation (E)	Perception (P)	Gap (P-E)
i. Your employee's willingness and readiness to provide services	4	2	-2
ii. The timeliness of your employee when providing services	4	3	-1
Average responsiveness SERVQUAL score	4	2.5	-1.5

Source: Author (2014)

The findings show that the average score on the perceptions of responsiveness is 2.5 while the score on expectation is 4 reflecting a gap of 1.5. This is attributed to the large gap on employee's willingness and readiness to provide services of -2 and -1 on the

timeliness of employees when providing services. This negative gap shows that the employer's expectations on responsiveness by the domestic are not being met.

4.7 Expectation and Perception on ServQual by Domestic Workers

There are seven major gaps in the service quality concept. This study focuses specifically on perceptions versus service specifications (expectations) which result from inadequate commitment to service quality, a perception of unfeasibility, inadequate task standardisation and an absence of goal setting. The expectations and perception of the service quality delivered is as shown in table 4.6.

Table 4.6: Expectation and Perception on Service Quality by Domestic Workers

Aspect of Service Quality	Average Score
Average reliability SERVQUAL score	-2.4
Average assurance SERVQUAL score	-2
Average tangible SERVQUAL score	-1.5
Average empathy SERVQUAL score	-2.5
Average responsiveness SERVQUAL score	-1.5
Total	-9.9
Average Unweighted SERVQUAL Score	-1.98

Source: Author (2014)

The service quality across five dimensions, using a seven point likert scale measuring both expectations and perceptions are deduced from the aspects of reliability, assurance, tangible, empathy and responsiveness. The average empathy SERVQUAL score had the largest gap of -2.5 while that of responsiveness had the lowest at -1.5. The five

dimensions of SERVQUAL contributed an average unweighted score of -1.98. It is important to note that without adequate information on both the quality of services expected and perceptions of services received then feedback from customer surveys can be highly misleading from both a policy and an operational perspective.

4.8 Factors that affect Service Delivery by Domestic Workers

In order to achieve its main objective, the study sought to establish the factors that affect service delivery by domestic workers. Accordingly the respondents were required to rate the impact of various factors on the quality of service offered. A scale of 1 to 5 was provided where 1= Very low, 2= Low, 3=Average, 4= High, 5=Very high.

Table 4.7: Factors Affecting the Quality of Service

Factors on the quality of service	Mean	Std. Deviation
Salary/ wages	3.72	.792
Laziness by domestic worker	3.35	.947
Appropriate skills in housekeeping, first aid, cooking and child care etc	2.78	1.011
Hostility by employer	3.48	.926
Domestic workers' working hours	3.66	.844
Self esteem/ Feeling of being inferior	3.01	.759
Physical and psychological abuse from employers	3.54	.999
Huge work load with long working hours	3.46	.915
Registration in social security schemes e.g. NSSF, NHIF	2.77	1.004

Job descriptions and written contracts	2.67	.853
Recognition by society of their value and contribution	3.08	.734
Domestic workers' pregnancy	2.65	1.029
Negligence of duties by domestic worker	2.82	.716
Attitude and behaviour e.g. reaction to correction	3.23	.790
Failure to give adequate notice of intention to go for a day off or leave	2.89	.815

Source: Author (2014)

Majority of the respondents recapped that salary/ wages affect service delivery by domestic workers to a high extent as shown by a mean score of 3.72 as well as domestic workers' working hours shown by a mean score of 3.66 and physical and psychological abuse from employers shown by a mean score of 3.54. On the other hand, hostility by employer, huge work load with long working hours, laziness by domestic worker, attitude and behaviour e.g. reaction to correction, recognition by society of their value and contribution, self-esteem/ feeling of being inferior, failure to give adequate notice of intention to go for a day off or leave, negligence of duties by domestic worker, appropriate skills in housekeeping, first aid, cooking and child care etc, registration in social security schemes e.g. NSSF, NHIF, job descriptions and written contracts and domestic workers' pregnancy have an average effect on affect service delivery by domestic workers as shown by mean scores of 3.48, 3.46, 3.35, 3.23, 3.08, 3.01, 2.89, 2.82, 2.78, 2.77, 2.67 and 2.65 respectively.

4.9 Factor Analysis

Fifteen items were used to measure service quality delivery by domestic workers in Nairobi's Buruburu Estate. The items derived from available literature regarding service quality delivery by domestic workers in Nairobi's Buruburu Estate including reliability, assurance, tangible, empathy and responsiveness.

Table 4.8: Communalities of Factor Variance

	Initial	Extraction
Salary/ wages	1.000	.767
Laziness by domestic worker	1.000	.744
Appropriate skills in housekeeping, first aid, cooking and child care etc	1.000	.738
Hostility by employer	1.000	.721
Domestic workers' working hours	1.000	.637
Self esteem/ Feeling of being inferior	1.000	.674
Physical and psychological abuse from employers	1.000	.709
Huge work load with long working hours	1.000	.791
Registration in social security schemes e.g. NSSF, NHIF	1.000	.654
Job descriptions and written contracts	1.000	.680
Recognition by society of their value and contribution	1.000	.665
Domestic workers' pregnancy	1.000	.551
Negligence of duties by domestic worker	1.000	.537
Attitude and behaviour e.g. reaction to correction	1.000	.577
Failure to give adequate notice of intention to go for a day off or leave	1.000	.518

Source: Author (2014)

The above table helps the researcher to estimate the communalities for each variance. This is the proportion of variance that each item has in common with other factors. For example 'Salary/ wages' are the most important factors has 76.7% communality or

shared relationship with other factors. This value has the greatest communality with others, while ‘Failure to give adequate notice of intention to go for a day off or leave’ has the least communality with others of 51.8%.

Table 4.9: Principal Component Analysis

Component Total	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.613	6.533	29.328	2.613	6.533	29.328
2	2.240	5.599	34.927	2.240	5.599	34.927
3	2.083	5.208	40.135	2.083	5.208	40.135
4	1.919	4.798	44.933	1.919	4.798	49.288
5	1.742	4.355	49.288	1.742	4.355	53.375
6	1.635	4.087	53.375	1.635	4.087	
7	1.358	3.396	56.771	1.358	3.396	
8	1.316	3.289	60.060	1.316	3.289	
9	1.220	3.049	63.109	1.220	3.049	
10	1.129	2.823	65.932	1.129	2.823	
11	1.067	2.668	68.600	1.067	2.668	
12	.961	2.402	71.002			
13	.952	2.381	73.383			
14	.902	2.256	75.639			
15	.821	2.052	77.692			

Source: Author (2014)

In the above table, the researcher used Kaiser Normalization Criterion, which allows for the extraction of components that have an Eigen value greater than 1. The principal component analysis was used and five factors were extracted. As the table shows, these five factors explain 53.4% of the total variation. Factor 1 contributed the highest variation

of 29.3%. The contributions decrease as one move from one factor to the other up to factor 5.

Table 4.10: Component Matrix

	1	2	3	4	5
Salary/ wages	-.062	-.071	-.114	.003	.295
Laziness by domestic worker	.134	.396	-.461	.538	.215
Appropriate skills in housekeeping, first aid, cooking and child care etc	-.268	-.315	.028	-.162	-.114
Hostility by employer	-.120	.282	-.297	-.092	-.269
Domestic workers' working hours	.114	.423	-.470	.522	.251
Self esteem/ Feeling of being inferior	.609	-.118	-.031	-.053	-.235
Physical and psychological abuse from employers	.489	-.332	.054	.043	-.086
Huge work load with long working hours	.602	-.180	-.175	-.408	.022
Registration in social security schemes e.g. NSSF, NHIF	.388	-.079	-.261	-.487	-.031
Job descriptions and written contracts	-.023	.301	-.141	.210	-.392
Recognition by society of their value and contribution	.390	-.352	.058	.135	.072
Domestic workers' pregnancy	.484	-.087	-.400	-.366	.225
Negligence of duties by domestic worker	.435	-.208	.177	.273	-.169
Attitude and behaviour e.g. reaction to correction	.439	-.238	.128	.343	-.384
Failure to give adequate notice of intention to go for a day off or leave	.517	-.180	-.283	-.123	.365

Source: Author (2014)

The initial component matrix was rotated using Varimax (Variance Maximization) with Kaiser Normalization. The above results allowed the researcher to identify what variables fall under each of the 5 major extracted factors. Each of the 15 variables was looked at and placed to one of the five factors depending on the percentage of variability; it explained the total variability of each factor. A variable is said to belong to a factor to which it explains more variation than any other factor.

From the above table, the individual variables constituting the five factors extracted are summarized and identified below:

Factor 1

Appropriate skills in housekeeping, first aid, cooking and child care etc

Domestic workers' working hours

Self esteem/ Feeling of being inferior

Physical and psychological abuse from employers

Huge work load with long working hours

Recognition by society of their value and contribution

Domestic workers' pregnancy

Failure to give adequate notice of intention to go for a day off or leave

Factor 2

Negligence of duties by domestic worker

Attitude and behaviour e.g. reaction to correction

Factor 3

Laziness by domestic worker

Hostility by employer

Factor 4

Registration in social security schemes e.g. NSSF, NHIF

Job descriptions and written contracts

Factor 5

Salary/ wages

CHAPTER FIVE: SUMMARY OF THE FINDINGS, DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes data collected and statistical analysis undertaken with reference to study objectives and research questions. This chapter provides the summary of the findings from chapter four, and it also gives the discussions and conclusions and recommendations of the study based on the objectives of the study. The chapter finally presents the recommendations and recommendations for further research.

5.2 Summary of findings

The study found that reliability is the consistency of service performance, dependability, accuracy, correctness of records and service being performed at designated time. The average score on the perceptions on reliability is 2 while the score on expectation is 4.4 reflecting a gap of -2.4 where the largest gap between the expectation and perception was on the accuracy in interpreting instructions e.g. how to cook a certain meal, how to wash the bathroom etc with a gap of -4. The reliability construct in the SERVQUAL model represents the service provider's ability to perform the promised service dependably and accurately. This is achieved through keeping promises to do something, providing right service, consistency of performance and dependability, service is performed right at the first time, the company keeps its promises in accuracy in billing and keeping records correctly ,available merchandise and error-free sales transactions and records.

From the study, assurance is the possession of required skills and knowledge by employees to perform the service, trustworthiness, believability and reputation of the employee. The average score on the perceptions on assurance is 2.5 while the score on expectation is 4.5 reflecting a gap of -2. The employer's expectations on assurance by the domestic are not being met specifically on trustworthiness of the employee which recorded the highest gap of -3. The assurance construct consists of competence (possession of the required skills and knowledge to perform the service), courtesy (consideration for the customer's property, clean and neat appearance of public contact personnel), credibility and security of the employees and their ability to inspire trust and confidence.

According to the results tangibility which is the physical evidence of the service, had a gap of -1.5. The largest gap between expectations and perceptions was recorded in the physical evidence of the service e.g. the cleanliness of the clothes, tidiness of the house. Tangibility relates to the physical aspects or evidence of a service. Physical aspects of retailer include appearance of equipment and fixtures, physical facilities, materials associated with the service, appearance of personnel and communication materials, Convenience of physical facilities and layouts.

The study further found that the employer's expectations on empathy by the domestic are not being met. The research on measuring service quality has focused primarily on how to meet or exceed the external customer's expectations, and has viewed service quality as a measure of how the delivered service level matches consumer's expectations. These

perspectives can also be applied to the employees of a firm and in this case, other major gaps could be closed in the service quality gaps model. Empathy is the caring and personalized attention the organization provides its customers. It is reflected in the service provider's provision of access, communication and understanding the customer. Individual attention, convenient operating hours, understanding of the staff when a problem occurs and the knowledge the employees have of the customers' needs were the primary elements included in the evaluation of empathy.

The study found that the average score on the perceptions of responsiveness is 2.5 while the score on expectation is 4 reflecting a gap of 1.5. This is attributed to the large gap on employee's willingness and readiness to provide services of -2 and -1 on the timeliness of employees when providing services. This negative gap shows that the employer's expectations on responsiveness by the domestic are not being met. Responsiveness involves features such as the opening hours of the service provider, the politeness of the employees and the time the customer has to wait in order to get the service. In other words, it describes how quickly and affective the response to the customer is. Willingness to help customers is likely to have an important and positive effect on customer's perceived service quality and customer satisfaction in retail banking.

The study found that salary/ wages, domestic workers' working hours and physical and psychological abuse from employers affect service delivery by domestic workers to high extents, while hostility by employer, huge work load with long working hours, laziness by domestic worker, attitude and behaviour e.g. reaction to correction, recognition by

society of their value and contribution, self esteem/ feeling of being inferior, failure to give adequate notice of intention to go for a day off or leave, negligence of duties by domestic worker, appropriate skills in housekeeping, first aid, cooking and child care etc, registration in social security schemes e.g. NSSF, NHIF, job descriptions and written contracts and domestic workers' pregnancy have an average effect on service delivery by domestic workers.

5.3 Conclusions

The main conclusion is that different measures of service quality had different contributions to operational performance of domestic workers with the highest contributor being measures of responsiveness followed by measures of tangibles, measures of assurance, measures of reliability and measures of empathy respectively. The employers used five main measures of service quality namely reliability, assurance, tangibles, empathy and responsiveness to establish the gap between the perceived and expected service quality of the domestic workers.

The study concludes that expectation is a pivotal role because their expectations are the true standards for judging service quality. This aspect is the strongest interactive service that governs the measurement of service quality. On the other hand, perspective shows that the underlying reason for seeking service quality improvement is the inference that the increase of customer satisfaction can contribute significantly to performance. The study concludes that service quality and customer satisfaction are key concepts that organizations must appreciate in order to remain competitive in any business

environment. Service quality remains a critical issue in maintaining and propagating delivery of services.

5.4 Recommendations

The study recommends that there is need for domestic workers and other employees to make sure things are done right the first time and to ensure that the promises made to employers are kept in terms of service delivery. More importantly is the need for organizations to understand and be able to measure these constructs from the employer's point of view to enable them better understand and satisfy their needs. This because service quality is an imperative factor impacting satisfaction level as this will result in high satisfaction, retention and loyalty.

The study recommends that there is need to invest in employee training programs that will provide employees with an understanding of service culture and service excellence. Employee training programs should pay particular attention to “interpersonal communication” and “customer care” factors, in order to be able to meet the customers' need for “personalized service”. Employees using a professional approach to interactions with customers will be able to provide the service in an emphatic manner, promptly recover service failures and ensure that the service delivered is consistent with the service promised.

5.5 Limitations of the Study

The study was based on one study area, Buruburu Estate, and this might not have yielded results that could be generalized to all domestic workers working in various

administrative areas in Kenya. It is not very easy to define service performance measures due to intangibility of services. It is not easy to isolate other critical variables that may enhance service quality in organization other than automation of core processes. The researcher used a comprehensive research instrument to enable collection of enough data and also enable generalization of the results to the entire population.

In addition, some authorities in the study area were not willing to allow the researcher to their administrative areas as well as some employers not giving out the information because of security issues and this may lead to insufficient data collected. The researcher carried out an introduction letter from the relevant authorities showing that the research was only used for academic purposes and gave out the questionnaires early to give respondents enough time to fill them. The researcher also had to exercise patience when collecting data because of the logistical and dynamics involved.

Some respondents refused to fill in the questionnaires. This reduced the probability of reaching a more conclusive study. However, conclusions were made with this response rate. Most of the respondents were busy throughout and had to continuously be reminded and even persuaded to provide the required information.

5.6 Suggestions for Further Research

The study of service quality is both important and challenging. Specifically, research on service quality of domestic workers has been scanty prompting the current study. However, future efforts should continue to advance the understanding of the concept and

the means to measure and improve service quality in this area. As such the study suggests that another study be carried to establish the effects of various dimensions of service quality on individual performance of service workers in Kenya where special attention can be given various service workers such as the domestic workers in Kenya.

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APPENDIX

APPENDIX I: RESEARCH QUESTIONNAIRE A

PART 1: INTRODUCTION

I am a student at the University of Nairobi undertaking an MBA course. In partial fulfilment of the course requirement, I am conducting a survey on service quality delivery in homes. This study aims to find the gap between your expectations of your domestic worker and what you think about the service they offer. With this regard, I request you to spare a few minutes to fill in the questionnaire. The information in this questionnaire will be strictly confidential and will not be used for any other purpose than for this research.

PART 2: INSTRUCTIONS

For this section, each question has two columns to fill. For column “Expectation” give a score based on what your expectations are in respect to that statement. On column “Perception” give a score based on what you think or how you perceive your employee is performing on the same statement.

Use a scale of 1 to 5 where:

1= Very low, 2= Low, 3=Average, 4= High, 5=Very high

2.1 RELIABILITY

QUESTION	Expectation	Perception
i. The dependability of your employee		
ii. The accuracy in interpreting your instructions e.g. how to cook a certain meal, how to wash the bathroom etc		
iii. The consistency in the service performance by the		

employee		
iv. Your employee's service performance at designated time e.g. prepare supper by 7pm, feed the baby porridge at 3pm etc		
v. She/ he shows a sincere interest to correct a problem/ concern I have raised.		

2.2 ASSURANCE

QUESTION	Expectation	Perception
i. Your employee's home care skills and knowledge		
ii. The trustworthiness of your employee		
iii. The believability of your employee		
iv. Your employee's reputation		
v. The general behaviour of your employee		
vi. Your employees courtesy		

2.3 TANGIBLE

QUESTION	Expectation	Perception
i. The physical evidence of the service e.g. the cleanliness of the clothes, tidiness of the house		
ii. The appearance/ grooming of the employee		

2.4: EMPATHY

QUESTION	Expectation	Perception
i. Your employee's sincere concern for your home care problems and needs		
ii. Your employee's sincere concern for your availability/schedule when asking for her/his day off/leave		

2.5 RESPONSIVENESS

QUESTION	Expectation	Perception
i. Your employee's willingness and readiness to provide services		
ii. The timeliness of your employee when providing services		

“Thank you for your time and for participating in this survey”

APPENDIX II: RESEARCH QUESTIONNAIRE B

PART 1: INTRODUCTION

I am a student at the University of Nairobi undertaking an MBA course. In partial fulfilment of the course requirement, I am conducting a survey on service quality delivery in homes. This study aims to establish the factors that affect service delivery by domestic workers. With this regard, I request you to spare a few minutes to fill in the questionnaire. The information in this questionnaire will be strictly confidential and will not be used for any other purpose than for this research.

PART 2: INSTRUCTIONS

Below is a list of factors that could affect the quality of service offered by domestic workers. What do you think is the impact on the following factors on the quality of service offered? (Tick where appropriate)

Use a scale of 1 to 5 where:

1= Very low, 2= Low, 3=Average, 4= High, 5=Very high

NO.	FACTORS	Very high	High	Medium	Low	Very low
1.	Salary/ wages					
2.	Laziness by domestic worker					
3.	Appropriate skills in housekeeping, first aid, cooking and child care etc					
4.	Hostility by employer					
5.	Domestic workers' working hours					

NO.	FACTORS	Very high	High	Medium	Low	Very low
6.	Self esteem/ Feeling of being inferior					
7.	Physical and psychological abuse from employers					
8.	Huge work load with long working hours					
9.	Registration in social security schemes e.g NSSF, NHIF					
10.	Job descriptions and written contracts					
11.	Recognition by society of their value and contribution					
12.	Domestic workers' pregnancy					
13.	Negligence of duties by domestic worker					
14.	Attitude and behaviour e.g reaction to correction					
15.	Failure to give adequate notice of intention to go for a day off or leave					
	Others:					

“Thank you for your time and for participating in this survey”