

Parents satisfaction towards the Childcare Service Centre: Does babysitter's matter?

Abstract

Customer satisfaction is of the utmost importance for a company to improve its management, service and quality. The aim of this research study is therefore to investigate what are the critical factors in the satisfaction of the parent with childcare services. By using the questionnaire survey, a quantitative approach was used. The questionnaires consist of 21 questions, including the profile of the respondents. The data collected was analysed using the SPSS software and the findings show a positive significant relationship between each of the variables that are babysitter's factors (babysitter's qualification with $r=0.506$ and $p<0.01$, babysitter's behaviour with $r=0.506$ and $p<0.01$ and babysitter's practice with $r=0.303$ and $p<0.01$) towards the satisfaction of the parent. The analysis of reliability, descriptive, correlation and regression were included in the running of the data. Therefore, on the basis of the research findings, the researcher suggests that the childcare centre should continuously improve its services, particularly in terms of qualification, behaviour and practice of babysitters.