

Implementation of ISO 9001:2015 in a Student Hostel: The Interested Parties' Perspective

Abstract

ISO 9001 is a wide-implemented quality management system (QMS) standard. It was implemented in all sectors, including hospitality. However, previous research exposed the lack of research on ISO 9001 at institutional establishments, e.g., students' hostels. Thus, this study was conducted to bridge this gap in hospitality literature. This study explores the perspectives of interested parties- customers (students), employees and managers towards the implementation of ISO9001: 2015 at a student's hostel. Based on a constructive worldview, this study used an exploratory case study design. Multiple methods were used for collecting data from three groups of stakeholders', namely customers (students) (n=334); employees (n=150) via self-administrative questionnaires and managers/ directors and supervisors (n= 17) via structured interview. Sampling techniques included a random sample for students, surveying for employees, and purposive sampling for managers and supervisors. Quantitative data obtained from questionnaires were statistically analyzed using SPSS and qualitative data was thematically analyzed. The results revealed that the interested parties- customers (students) and employees have an important role in the implementation of ISO 9001. In addition, the qualitative analysis underlined the main perceived barriers and benefits for implementation of ISO 9001 at the students' hostel. One limitation of this study is the nature and design of the study which utilized case study. Thus, findings cannot be generalized for other institutions. This study is the first on students' hostels in developing context. It contributes to the literature by filling in the gap of ISO9001 in welfare and non-profitable establishments. This may guide future research on this era in hospitality industry.

Keywords: ISO 9001 Implementation, Students' hostels, Employees, Interested Parties.