Data Article

Survey dataset on factors that influence satisfaction of clients with architectural services in Lagos State, Nigeria

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ABSTRACT

The retention of clients of professional service practitioners is often dependent on their satisfaction with the services they obtain. This article presents data on the factors that influence the satisfaction of clients with architectural services in Lagos State, Nigeria. Data were obtained from a cross-sectional survey research, which adopted random sampling of clients from six estates in the State. The questionnaire was used as an instrument for the survey. The response rate was 81.3%. The dataset is made available in tables and charts of frequencies and means. The data are of interest to researchers in the professional service organisation, management and those in the decision sciences. The data could also be of interest to practitioners who may further analyse the data to develop business strategies to satisfy their clients.

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The data presents indications of the factors that influence the satisfaction of clients with architectural services in Lagos, Nigeria [1].

- The data can be helpful to practitioners in developing business strategies to satisfy their clients [2].
- The data can be helpful to researchers in the fields of professional service management and those in the decision sciences to develop theories of professional service client satisfaction [3].
- The dataset can be useful to architectural professional bodies in determining areas where architects are deficient in satisfying their clients, and thus organising professional development programmes for building the capacities of their members in those areas [4].

## 1. Data

The dataset contains empirical evidence of the factors that influence satisfaction of clients with architectural services in Lagos State, Nigeria. A total of 150 questionnaires were administered at random to various clients who have procured architectural services, 122 of which were filled and returned. Table 1 shows the socioeconomic characteristics of respondents, while Table 2 shows the response rate per estate. The summary of the data presented in Tables 3 and 4 are for the types of services the clients obtained from the architect and the mean ranking of the criteria used in selecting those architects respectively. Fig. 1 presents the date on the level of satisfaction of the clients. The data on satisfaction is presented in Table 5, which presents the mean ranking of the level of satisfaction of the clients with different aspects of the services procured (Table 6).

The data on assessment of the clients on propensity to recommend the architect to other was presented in Fig. 2. Figs. 3 and 4 present the data on the assessment of the quality of the service and the cost versus quality assessment respectively. The questionnaire can be assessed as Supplementary data 1 while the raw data can be assessed as Supplementary data 2.

Fig. 4 below shows our respondents’ rating of the quality of services received. Majority of the respondents received high quality of service.

## 2. Experimental design, materials and methods

### 2.1. Sample and data collection

The data for this study were obtained from building owners who had procured the services of architects in designing and constructing their buildings. For this purpose, estates in different locations in Lagos, Nigeria were purposefully selected. Lagos is a place that is considered the commercial centre of Nigeria and the rate of urbanisation in the state is higher than that of other states. Similarly, the
The level of construction projects in the state is also higher than in other states. The sample consisted of building owners in the selected estates. The first task for the researchers was to locate these building owners, and then ascertain if they sought for architectural consultancy in their building projects. Once this was confirmed, the respondents were asked to fill the questionnaire. The data collected were analysed using SPSS version 21. Data were analysed using descriptive and statistical tools, some of which can be seen in [5–24].

Table 1
Socio economic characteristics of respondents.

| Characteristics of respondents                                      | Percent |
|---------------------------------------------------------------------|---------|
| Gender of respondents                                                |         |
| Male                                                                | 23.58   |
| Female                                                              | 76.42   |
| Age in years                                                        |         |
| Below 30 years                                                      | 20.33   |
| 31–39                                                               | 20.33   |
| 40–49                                                               | 29.26   |
| 50 and above                                                        | 30.08   |
| Marital status                                                      |         |
| Single                                                              | 17.21   |
| Married                                                             | 70.49   |
| Widowed                                                             | 8.20    |
| Separated                                                           | 2.45    |
| Divorced                                                            | 1.64    |
| Highest education qualification of respondents                      |         |
| No response                                                         | 0.8     |
| No schooling                                                        | 1.6     |
| Primary education                                                   | 1.6     |
| Secondary education                                                 | 2.5     |
| OND                                                                 | 2.5     |
| HND                                                                 | 12.3    |
| Bachelor’s degree                                                   | 40.2    |
| Masters Degree                                                      | 36.0    |
| Others                                                              | 2.5     |
| Occupation of respondents                                           |         |
| No response                                                         | 0.80    |
| Employed for wages                                                  | 42.28   |
| Self employed                                                       | 42.28   |
| Out of work and looking for work                                    | 1.63    |
| A home maker                                                        | 0.81    |
| A student                                                           | 2.44    |
| Military                                                            | 2.44    |
| Retired                                                             | 7.32    |
| Average monthly income                                              |         |
| N50,000 or less                                                     | 4.06    |
| N 50,001–N150,000                                                   | 17.89   |
| N150,001–N250,000                                                   | 21.14   |
| N250,001–N350,000                                                   | 14.63   |
| Above N350,000                                                      | 42.28   |

Table 2
Number of administered and valid questionnaires.

| Estate 1 (Victoria Island, Lagos State) | Number of questionnaires administered | Number of questionnaires returned |
|----------------------------------------|--------------------------------------|----------------------------------|
| Estate 2 (Amuwo Odofin Lagos State)    | 25                                   | 20                               |
| Estate 3 (Lekki, Lagos State)          | 25                                   | 20                               |
| Estate 4 (Idimu Lagos)                 | 25                                   | 17                               |
| Estate 5 (Lekki, Lagos State)          | 25                                   | 20                               |
| Estate 6 (Surulere, Lagos State)       | 25                                   | 20                               |
| Total                                  | 150                                  | 122                              |
Table 3
Types of services architect was commissioned for.

| Service Type               | Yes (%) | No (%) |
|----------------------------|---------|--------|
| personal house             | 60.8%   | 40.2%  |
| educational building       | 25.8%   | 75.4%  |
| rental apartment           | 18.3%   | 82.8%  |
| industrial building        | 10.8%   | 90.2%  |
| healthcare building        | 7.5%    | 93.4%  |
| rental apartment           | 4.2%    | 95.9%  |
| religious building         | 2.5%    | 98.4%  |
| entertainment building     | 1.7%    | 99.3%  |

Table 4
Criteria used by clients for the selection of architects.

| Criteria                                           | N  | Mean | Std. Deviation |
|----------------------------------------------------|----|------|----------------|
| Ease of communication                             | 119| 4.29 | 3.856          |
| Experience                                         | 122| 4.11 | 0.880          |
| Availability                                       | 118| 4.03 | 1.194          |
| Service reliability                                | 120| 3.91 | 0.870          |
| Competence/professionalism                         | 121| 3.89 | 1.055          |
| Professional advice                                | 120| 3.78 | 0.945          |
| Expertise in design of particular building types   | 122| 3.75 | 1.070          |
| Recommendation                                     | 121| 3.74 | 1.006          |
| Convenience                                        | 119| 3.73 | 3.099          |
| Quality of previous service                        | 122| 3.71 | 1.040          |
| Reputation                                         | 122| 3.68 | 1.014          |
| Friendliness                                       | 121| 3.66 | 0.954          |
| Value added services                               | 121| 3.64 | 0.965          |
| Client service                                     | 119| 3.64 | 1.006          |
| Accessibility of architect in urgency              | 122| 3.57 | 1.143          |
| Patience and help established relationship         | 121| 3.54 | 1.103          |
| IT proficiency                                     | 122| 3.48 | 0.947          |
| Financial Consideration                            | 118| 3.45 | 1.099          |
| Personal Relationship                              | 120| 3.33 | 1.252          |
| Past relationship                                  | 120| 3.31 | 1.282          |
| Geographical location                              | 121| 3.28 | 1.149          |
| International scope of architect                   | 120| 3.25 | 1.386          |
| Religious affinity                                 | 122| 2.61 | 1.256          |
| Ethnic affinity                                    | 118| 2.31 | 1.182          |

Fig. 1. Overall satisfaction with architectural services.
2.2. Implications of study

The data adds to knowledge by providing empirical data on the satisfaction of clients with architectural services from the context of Lagos State, Nigeria. The data serve as a standard to ascertain the level of satisfaction of clients of architects. It will also serve as a basis for further studies in other locations. The data suggest areas that clients are not so satisfied with their architect and the key factors to be addressed to client satisfaction.

Table 5  
Respondents’ satisfaction with the architectural services.

| Service                                           | N   | Mean | Std. Deviation |
|---------------------------------------------------|-----|------|----------------|
| Attainment of design requirement                  | 122 | 4.04 | 0.697          |
| Effective communication                           | 122 | 4.02 | 0.766          |
| Adequate consultant experience                    | 122 | 3.98 | 0.765          |
| Display of expertise                              | 122 | 3.93 | 0.689          |
| Speed of service                                  | 122 | 3.90 | 0.754          |
| Proper methods in rendering service               | 122 | 3.89 | 0.695          |
| Decision making                                   | 122 | 3.88 | 0.819          |
| Proper coordination of resources                  | 122 | 3.86 | 0.826          |
| Construction and supervision                      | 121 | 3.79 | 0.939          |
| Effective control of budget                       | 121 | 3.73 | 0.827          |
| Cost estimates                                    | 122 | 3.72 | 0.816          |
| Labour productivity                               | 121 | 3.72 | 0.788          |
| Waste reduction/management                        | 120 | 3.60 | 0.929          |

Fig. 2. Tendency to recommend last architect to friends and associates.

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Fig. 3. The quality of the services that the clients received.

Fig. 4. The value of services the clients received compared to the cost of the project.
Table 6  
Factors that influence clients’ satisfaction with architectural services.

|                                           | N  | Mean | Std. Deviation |
|-------------------------------------------|----|------|----------------|
| The architect displayed adequate knowledge about architecture | 121 | 4.16 | 0.730          |
| The architect understood the kind of help I wanted | 121 | 4.16 | 0.837          |
| The architect was friendly                | 119 | 4.06 | 0.784          |
| The architect understood my specific needs | 119 | 4.05 | 0.832          |
| I received the type of service I was looking for | 121 | 4.05 | 0.773          |
| The architect provided easy access to needed information | 120 | 4.04 | 0.762          |
| The architect displayed competence        | 120 | 4.03 | 0.788          |
| The architect rendered quality service.   | 120 | 4.02 | 0.778          |
| The architect always answered my questions satisfactorily | 120 | 4.02 | 0.879          |
| The architect’s office was welcoming      | 120 | 3.99 | 0.884          |
| The architect was dependable in handling service problems | 121 | 3.98 | 0.671          |
| I like the way the architect relates with me | 121 | 3.98 | 0.846          |
| The architect maintained professionalism  | 119 | 3.98 | 0.802          |
| The architect was consistently courteous  | 117 | 3.98 | 0.799          |
| The architect was always willing to help  | 119 | 3.97 | 0.736          |
| The architect informed me about decisions made on my behalf | 120 | 3.96 | 0.679          |
| The architect explained the process well  | 119 | 3.95 | 0.735          |
| The architect always properly handled problems that arose during the course of the project | 121 | 3.92 | 0.881          |
| The architect met my expectations         | 119 | 3.92 | 0.829          |
| The architect was caring and concerned    | 120 | 3.89 | 0.924          |
| The architect provided services at promised time | 118 | 3.88 | 0.879          |
| The architect is always available when I want to discuss | 121 | 3.87 | 0.865          |
| The architect was prompt at attending to my requests | 120 | 3.87 | 0.829          |
| The architect kept my dealings confidential | 120 | 3.86 | 1.031          |
| The architect follows through on his promises | 120 | 3.81 | 1.095          |
| The architect gave me personal attention  | 120 | 3.75 | 1.094          |
| The architect did things right the first time | 119 | 3.75 | 1.019          |
| The charges were reasonable               | 120 | 3.66 | 1.104          |
| The architect seemed to have a different idea about my project objective | 121 | 3.34 | 0.962          |
| The architect was often too busy to attend to my requests | 118 | 3.28 | 1.226          |

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Transparency document. Supplementary material

Transparency data associated with this article can be found in the online version at https://doi.org/10.1016/j.dib.2018.07.055.

Appendix A. Supplementary material

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