

Effect of Pre-Construction on Construction Schedule and Client Loyalty

Authors : Jong Hoon Kim, Hyun-Soo Lee, Moonseo Park, Min Jeong, Inbeom Lee

Abstract : Pre-construction is essential in achieving the success of a construction project. Due to the early involvement of project participants in the construction phase, project managers are able to plan ahead and solve issues well in advance leading to the success of the project and the satisfaction of the client. This research utilizes quantitative data derived from construction management projects in order to identify the relationship between pre-construction, construction schedule, and client satisfaction. A total of 65 construction projects and 93 clients were investigated for this research in an attempt to identify (a) the relationship between pre-construction and schedule reduction, and (b) pre-construction and client loyalty. Based on the quantitative analysis, this research was able to establish a negative correlation based on 65 construction projects between pre-construction and project schedule existed. This finding represents that the more pre-construction is performed for a certain project, the overall construction schedule decreased. Then, to determine the relationship between pre-construction and client satisfaction, Net Promoter Score (NPS) of 93 clients from the 65 projects was utilized. Pre-construction and NPS was further analyzed and a positive correlation was found between the two. This infers that clients tend to be more satisfied with projects with higher ratio of pre-construction than those projects with less pre-construction.

Keywords : client loyalty, NPS, pre-construction, schedule reduction

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020