

The Study on the Satisfaction of Foreign Caregiver an Employer with Services from the Broker

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ABSTRACT

The country is facing severe population aging just like other regions across the globe. Within only twenty-four(24) years, the population of elders is expected to grow from 7% in 1993 to 13.50% in 2017. In the coming twenty years, the 65-and-over population will be growing even faster and increase significantly the demand for long-term care services. However, a long-term caregiver has to do petty and low jobs as perceived by people that most people would not do, such as feeding the elders and diapering them, doing house chores and cleaning. As a result, the country is going to have a growing demand for foreign caregivers to come and work with us. However, what kind services do the employer and the caregiver need the most from the broker? How can the broker satisfy the customers' requirements in order to take market share? The study uses qualitative research methods and collects data through in-depth interviews to examine the elements of satisfaction with services. Finally, the study attempted to provide recommendations that could be used by the broker, the employer and the foreign caregiver.

Keywords : employer ; foreign caregiver ; broker ; home health care services industry

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