

SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY

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By
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ABSTRACT

Common perception by practitioners in the hotel industry today that satisfied guest would become profitability to the company is considered as a major subject for this research. Therefore, this study is conducted to extend the previous research on the service quality by examining the relationship between service quality and customer's satisfaction. The importance of this study is to identify the factors that lead to guest's satisfaction and also proposing a method to assist hotel in identifying characteristics which will increase customer's satisfaction. In this research, the service quality is measured through perception of hotel guest and manager toward the service quality of three hotels located in Kota Bharu by using five dimensions of SERVQUAL (tangibles, reliability, responsiveness, assurance and empathy). There are also another two additional dimensions used which are food quality and reasonable price. On the other hand, the model gaps were also applied in order to identify the gaps between perception of hotel managers and guest (Gap 1) and between perceptions and expectation of customers (Gap 5) towards service quality of hotel. The hypotheses of this study supported that there are significant relationship between service quality and customer's satisfaction. Besides that, this study found that there is difference regarding perceptions between hotel manager and guest. However there is no difference for customers' perception and expectation regarding the hotel service except for two variables which are tangible and customer satisfaction.

ABSTRAK

Persepsi umum di kalangan penggiat hotel industri hari ini, bahawa kepuasan pelanggan dapat memberi keuntungan kepada syarikat menjadi subjek utama dalam kajian ini. Justeru itu, kajian ini dijalankan adalah untuk memperluaskan lagi kajian yang lepas mengenai kualiti perkhidmatan, dengan mengkaji hubungan di antara kualiti perkhidmatan dengan kepuasan pelanggan. Kajian ini adalah penting untuk mengenalpasti faktor-faktor yang boleh menyumbang kepada kepuasan pelanggan dan sekaligus dapat membantu dalam mengenalpasti ciri-ciri hotel yang dapat meningkatkan kepuasan pelanggan. Dalam Kajian ini, perkhidmatan kualiti diukur melalui persepsi pelanggan dan pengurus hotel di tiga buah hotel yang terletak di Kota Bharu, melalui lima dimensi SERVQUAL (kebendaan, kebolehpercayaan, responsif, jaminan, empati dan kebolehcapaian) dan dua dimensi tambahan adalah kualiti makanan dan harga yang berpatutan. Selain itu gap model juga digunakan dalam kajian ini untuk mengenalpasti jurang perbezaan di antara persepsi pengurus hotel dan juga pelanggan (jurang 1) dan perbezaan di antara persepsi dan tanggapan pelanggan(jurang 5) terhadap kualiti perkhidmatan di hotel. Hipotesis kajian ini menyokong bahawa terdapat hubungan yang signifikan di antara perkhidmatan kualiti dan kepuasan pelanggan. Selain itu, kajian ini juga mendapati bahawa terdapat perbezaan persepsi di antara pengurus hotel dan juga pelanggan. Namun begitu, kajian ini menunjukkan bahawa tidak terdapat perbezaan di antara persepsi dan tanggapan pelanggan berhubung dengan kualiti perkhidmatan di hotel kecuali pada dua dimensi iaitu kebendaan dan kepuasan pelanggan.

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LIST OF ABBREVIATIONS

IV	Independent Variable
DV	Dependent Variable
SERVQUAL	Service Quality Model
SPSS	Statistical Package for Social Science
UUM	Universiti Utara Malaysia

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Malaysia is among of the famous tourists' destinations in the world. Many programs have been initiated by the government and public sectors to promote the growth of tourism industry. There are various activities which have been organized to attract tourists from local and foreign countries. One of the important factors that should be considered to invite more tourists is by providing good accommodation (Cooper et al, 1996) in order to make their travel more convenient and comfortable (Middleton & Clarke, 1999). Thus, with this condition, hotel industry has become one of the most competitive in services industries in Malaysia.

From time to time, the challenges in hospitality industry become serious with the increasing number of hotel in our country. For example in year 2006, there were 2,336 hotels in Malaysia and it showed the increasing of 67 hotels compared to 2,269 hotels in 2005 (Tourism Malaysia annual report, 2006). Due to the increasing number of hotel in the industry, customers will have more choice in choosing which services they are willing to pay and satisfied them.

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