UNIVERSITI TEKNOLOGI MARA

The Impact of Values on Service Quality towards Customer Satisfaction

A Case Study on MAF Hospitality Services

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Dissertation submitted in partial fulfillment of the requirements for the degree of

Master in Hospitality Management

Faculty Hotel & Tourism

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any others academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntary waive the right of conferment of my degree and agree to be subjected to disciplinary rules and regulations of University Technology MARA .

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Abstract

This study attempts to measure relationship between service quality and value towards customers' satisfaction on hospitality service in Malaysian Armed Forces using a modified version of the LODGSERV and SERVQUAL instrument (Parasuraman, Zeithaml and Berry, 1988). All five dimensions of service quality, being tangibles, reliability, responsiveness, assurance, and empathy, will be used. The questionnaire survey will be conducted on a two-week period during check-out time at banquet hall and dinnertime at dining hall Wisma Transit Kuala Lumpur. All customers who check-out before departure to Sabah & Sarawak will assemble at banquet hall. The Cronboch Coefficient Alpha will be used to test the construct reliability. Analysis of variance (ANOVA) will be used to determine the relationship between service quality and value towards customers' perceived service quality for five dimensions on hospitality service at Wisma Transit and different groups of loyalty. In addition, correlation analysis will be used to determine the relationship between customers' perceived service quality and customers' characteristics such as gender, marital status, age, and reasons for staying. The results of this study will asssist Wisma Transit management to assess the service quality provided to its patrons. Results of this study will also help Wisma Transit management establish a total quality management (TQM) program to improve overall service quality to its patrons.

Keywords: Service, SERVQUAL; Value, Customer satisfaction, Wisma Transit, MAF Customer's,

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