



**FACTORS INFLUENCING CUSTOMER'S SATISFACTION TOWARDS 5-  
STAR HOTEL SERVICES IN JOHOR BAHRU**

**NURUL AMANINA BINTI SULAIMAN**

**2016329109**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**JANUARY 2019**

**FACTORS INFLUENCING CUSTOMER'S SATISFACTION TOWARDS 5-STAR  
HOTEL SERVICES IN JOHOR BAHRU**

**NURUL AMANINA BINTI SULAIMAN**

**2016329109**

**Submitted in Partial Fulfilment of the Requirement for:**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**DECEMBER 2018**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

**NURUL AMANINA BINTI SULAMAN, 2016329109**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

DECEMBER 2018

The Head of Program

Bachelor of Business Administration (Hons.) International Business

Faculty of Business Management

Universiti Teknologi MARA

110 Off Jalan Hang Tuah, Melaka.

Dear Sir Mohd Isham bin Abidin,

### **SUBMISSION OF RESEARCH PAPER**

Attached is a research paper titled “FACTORS INFLUENCING CUSTOMER’S SATISFACTION TOWARDS 5-STAR HOTEL SERVICES IN JOHOR BAHRU” to fulfil the requirement for the completion of degree studies as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

---

NURUL AMANINA BINTI SULAIMAN

2016329109

Bachelor of Business Administration (Hons.) International Business

## **ABSTRACT**

**Purpose** – The purpose of this research is to study the factors influencing customer's satisfaction towards 5-star hotel services in Johor Bahru. While service quality is considered as an important factor on generating customer satisfaction and repurchase intention.

**Methodology** – The SERVQUAL Model developed by Parasuraman, Zeithaml and Berry (1988) was used in order to gather information data and to assess the variables of the study. It consists of a structured questionnaire used through google form. The questionnaire used Likert scale to collect hotel guest perception on service quality and customer satisfaction. The sample is composed of individual who stayed at 5-star hotels in Johor Bahru.

**Findings** – The results of the statistical analysis of the collected data show the significant factors that influence customer's satisfaction towards 5-star hotel services in Johor Bahru.