



**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF INFORMATION MANAGEMENT**

**INDUSTRIAL TRAINING REPORT:  
BELUM RAINFOREST RESORT  
PULAU BANDING, 33200 GERIK, PERAK**

**SPECIAL PROJECT:  
A STUDY OF CUSTOMER SATISFACTION AT BELUM  
RAINFOREST RESORT USING SERVQUAL DIMENSION**

**BY:  
PUTERI UMI KALSUM BINTI MEGAT IBRAHIM  
2013194657**

**IM 245 – BACHELOR OF SCIENCE (HONS.)  
INFORMATION SYSTEM MANAGEMENT  
FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KELANTAN**

**1<sup>st</sup> FEBRUARY 2017 – 30<sup>th</sup> JUNE 2017**

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**FACULTY SUPERVISOR  
DR KHALID BIN ABDUL WAHID**

**REPORT SUBMITTED IN FULFILLMENT OF THE  
REQUIREMENT FOR THE INDUSTRIAL TRAINING  
FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KELANTAN**

**1<sup>st</sup> FEBRUARY 2017 – 30<sup>th</sup> JUNE 2017**

## **DECLARATION**

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**PUTERI UMI KALSUM BINTI MEGAT IBRAHIM**  
2013194657

Date of submission: 12<sup>th</sup> July 2017

## ABSTRACT

**Abstract:** *Industrial training is the place exposed the trainee to the real working environment. The application of knowledge, skills and experience during internships helps trainee to gain more knowledge than the knowledge during their study in university. Trainee gained some knowledge based on the training activities during internship as well as learn the soft skills needed in working environment. The service quality in the resort environment will help to increase customer satisfaction. The right SERVQUAL dimension used to measure the customer satisfaction based on the service quality offered by the Belum Rainforest Resort. The SERVQUAL dimensions are tangibles, reliability, responsiveness, assurance and empathy. The research study comes out with a result that measure the customer satisfaction.*

**Keywords:** *Belum Rainforest Resort, Industrial training, SERVQUAL dimensions, tangibles, reliability, responsiveness, assurance, empathy, customer satisfaction*

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Alhamdulillah, at last I was finished off doing this industrial training and special project for this subject IMC 690 which is stand for Industrial Training. Even it seems pretty easy but the real fact is harder than it says. Thank you to Allah Al-Mighty who lets me to finish this assignment right on time.

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## CHAPTER 1: INTRODUCTION

### 1.1 Background of the Organization



Figure 1: Belum Rainforest Resort Logo

A member of EMKAY Group. The Belum Rainforest Resort is one of Malaysia's premier ecotourism holiday destinations. Set in the midst of a tropical paradise, Pulau Banding, the Belum Rainforest Resort, is everything nature-lovers and holiday-goers expect in a getaway destination: complete relaxation and serenity, stunning views and surroundings, adventure, and the chance to get close to nature.

The vision of Belum Rainforest Resort is to be catalyst for mankind to jointly conserve Belum-Temengor Tropical Rainforest. The mission of this resort is to inspire mankind to conserve Belum-Temengor Tropical Rainforest through enjoyment of nature.

With the Belum-Temengor Rainforest literally at our doorstep, guests at the resort will have a rare opportunity to experience the soothing beauty and mystery of the vast jungle, which has remained untouched for centuries. Nature lovers will revel at the chance to observe the beauty of plants and scenery that can be found only rarely elsewhere. Meanwhile, thrilling outdoor activities await adventure seekers who crave for adrenaline-pumping experiences.

Belum Rainforest Resort located in the 130 million year old rainforest sprawls over an area of 300,000 hectares and is believed to be the oldest rainforest in the world. This rainforest also home to all 10 species of hornbills in Malaysia. The total staff in Belum Rainforest Resort is 120 staffs. Not a large number of staff as the resort is too big. The surrounding of the resort is basically is the forest that located along the way of Lebuhraya Timr Barat.

#### Vision

- Champion of the Rainforest experience and conservation

#### Core Purpose

- Save Our Rainforest

#### Core Values (EPIC)

- Excellence
- Passion
- Innovation
- Conservation

## 1.2 Organizational Structure

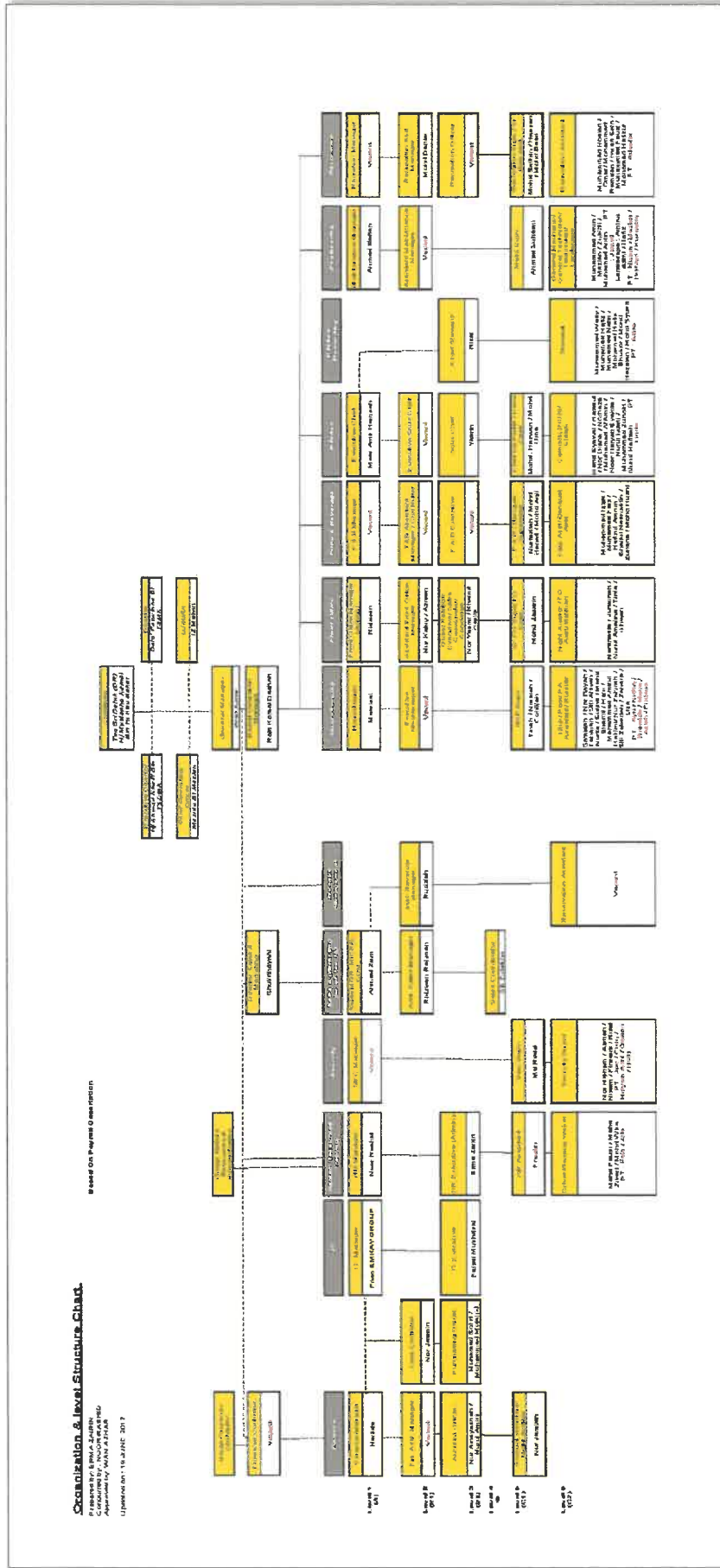


Figure 2: Organizational Structure



## CHAPTER 2: ORGANIZATIONAL INFORMATION

### 2.1 Departmental Structure

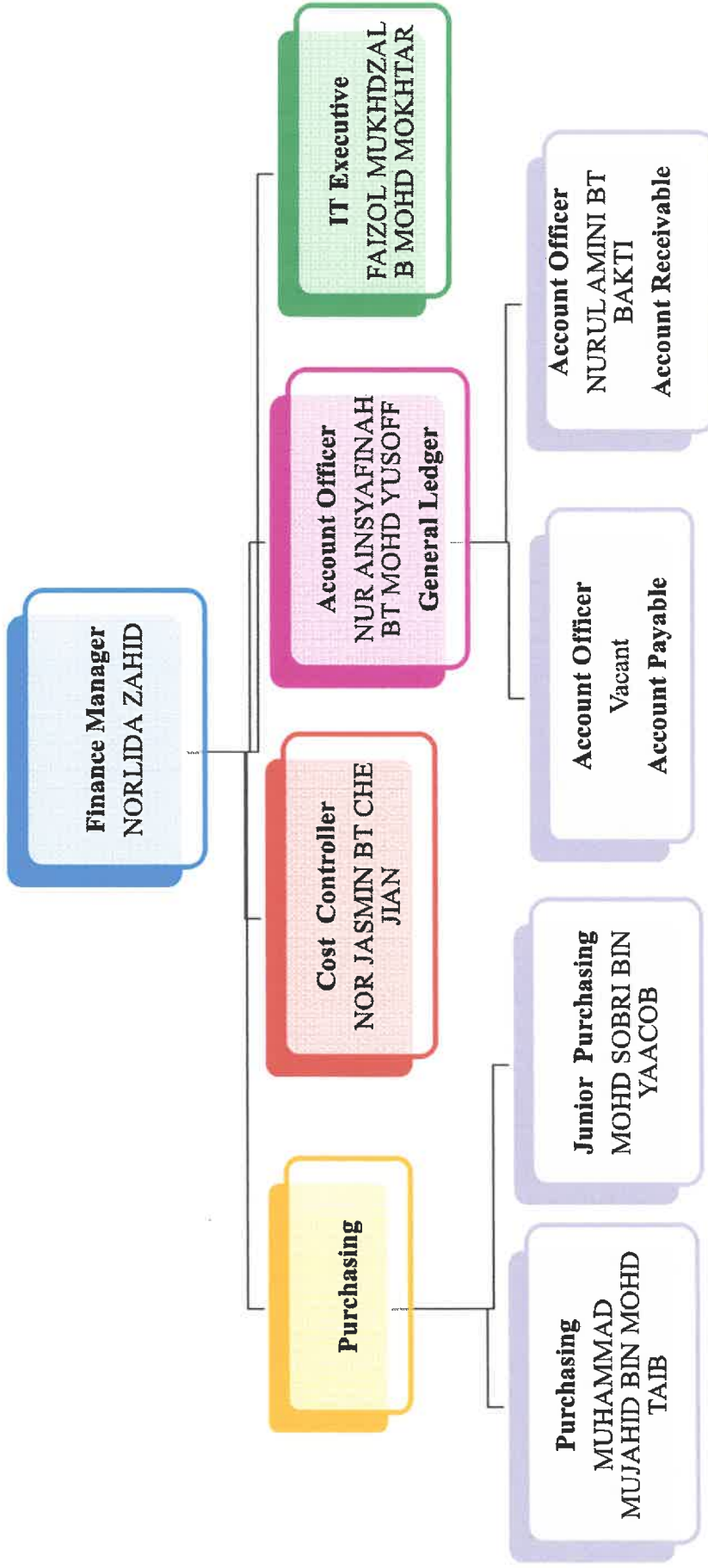


Figure 3: Departmental Structure

## 2.2 Department Function (IT Department)

First function of IT department is act as technical support. The IT department provides support to computer users in the company. The IT crew installing new software, repairing hardware problems, installing new hardware, troubleshooting problems and training employees how to use new software programs. Those hardware and software also should be maintained from time to time.

Next function is the IT department creates and maintains the company's website. A company website can be an informational site providing contact information to the public. As we know, the company website can also be commercial site that sells products directly to customers. This company website is being controlled by one of the IT staff that is expert in conducting the website. In case the website is having a problem with system down.

Other than that, the IT department is responsible for installing and setting up the computer network in an organization. The IT professional working in this capacity ensures that the network is operating properly and that all employees have the ability to communicate through the Internet and company intranet. Professional information technology troubleshoots and repairs the system in the event of a problem.

In addition, IT department is responsible for providing the infrastructure for automation. It implements the governance for the use of network and operating systems, and it assists the operational units by providing them the functionality that user need within the resort.

Lastly, IT department also responsible to manage application development. The application manage by the IT department in Belum Rainforest Resort allow business to be innovative, more productive, efficient, and to move ahead of its competitors.

## **CHAPTER 3: INDUSTRIAL TRAINING ACTIVITIES**

### **3.1 Training Activities**

#### **3.1.1 Hardware and Software**

The first thing trainee had done in the practical training is learning hardware and software of computer. Not only the computer, the other hardware such as printer also trainee had learned. For the printer, Belum Rainforest Resort use printer from Konica Minolta. Trainee had learned how to install printer and the scanner in the PC and laptop. There are some steps of installation that trainee need to follow in order to make sure that the installation is working. The installation of printer to the PC will be done when there is request form the department that need printer for their purpose. The installation of printer is quite difficult as the printer should be installing in the system that have link with the printer. For example, after installation in PC done, the installation in the Opera system should be done also as it have connection with the system. Trainee also learn how to do PC hardware cleaning. The PC hardware should be clean once a while to prevent the hardware is corrupted and to clean up the dust that trap in the fan of the PC.

#### **3.1.2 System**

There are several systems that have in Belum Rainforest Resort. This system only used by some of department in the resort. For example are Finance Department, Front Office Department, Kitchen and F&B Department, and Recreation Department. These systems very important in the operation of the resort and important information regarding to the resort. Front Office Department use the main system is Opera system which is for the hotel management or Property Management System (PMS). Opera is a services which flexible,

scalable, secure, fully mobile platform for hotel operations and distribution. They use Opera for check in and check out also for the audit. All information of guest that check in into resort will be kept in the Opera system and it is very confidential.



Figure 4: Opera PMS interface

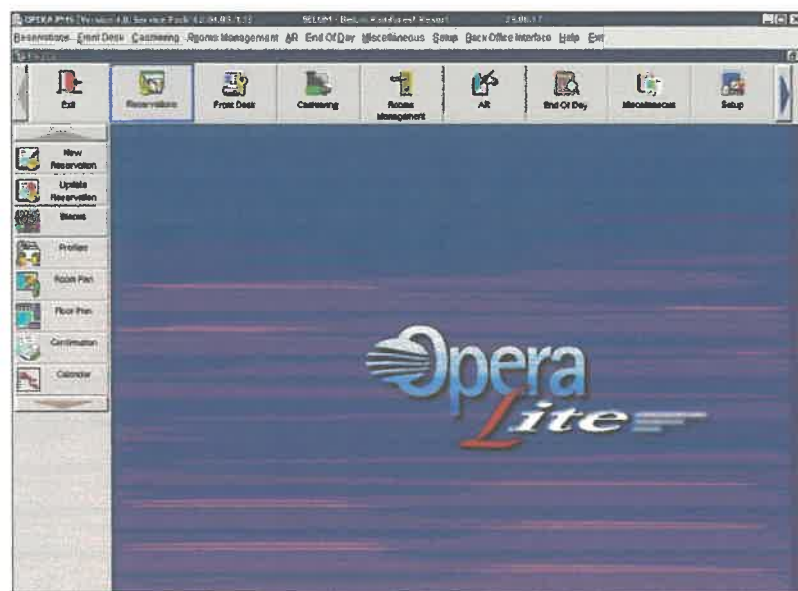


Figure 5: Opera PMS function

For Finance Department they use Q3 Financial system, Opera system for the arrangement of resort account. Recreation and F&B use Micros system which is restaurant and retail system. This Micros system is use for the serving staff to place order from the guest. Then the order will be sent to the kitchen to be done the dishes. While for Recreation department, they use Micros system to add reservation for activities that have in the Belum Rainforest Resort.

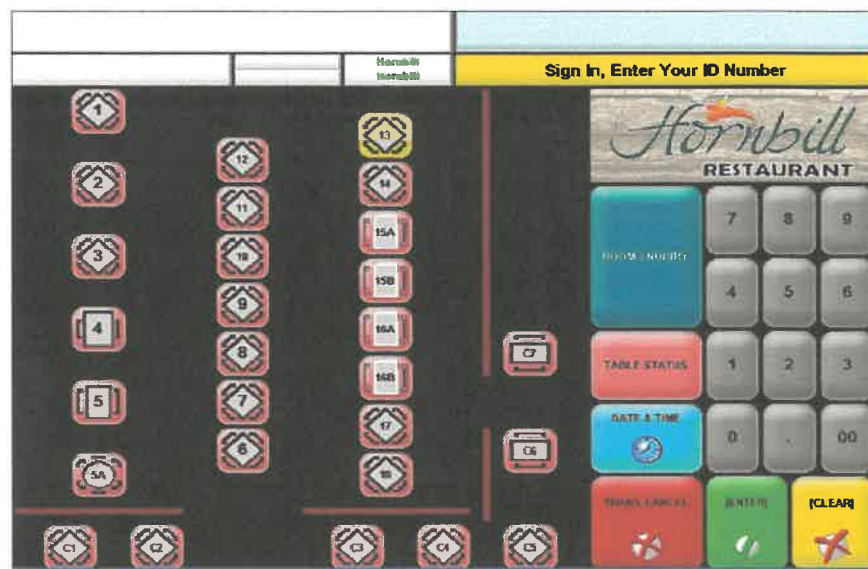


Figure 6: Micros system

The other system is Fingertec TCMS V3 Software use for fingerprint. This fingerprint is one of the systems to identify the staff attendance and trace staff that always absent during their working hours. This system have the software as the purpose to edit the attendance and do a correction for the time for the staff in and out if not correct or follow the right time they punch in and punch out. From this system also, the Human Resources department easy to count their payroll and the overtime that is being done by the staff. Trainee usually do an audit for this time attendance twice a month in order to avoid any mistake in the end of the month. Moreover, this fingerprint system is one of the secure ways to take the staff

attendance as staff cannot thumbprint for the other staff. This is because the security that applied in the system as only the person that authorized to thumbprint can do the job. Therefore, it is the safety way to avoid this problem. The HR department also has flexHR system which is leave application system. Staff only needs to login to this system to apply their leave and need to have approval from their Head of Department.

No.	Email ID	First Name	Last Name	Department	Card No.	Status	FV120	FV120B	Face	Group	Duty Roster
1		Erna	Harini	HR-Questioning		0	2				HR-Questioning
2		Muhammad Zulfan	Mohd Zubair	HR-Front Office		0	2				Front Office
3		Mamad Syarif	Mamad	HR-Kitchen		0	1				Kitchen
4		Pur Laila	Mohd Nor	HR-Front Office		0	1				HR-Data
5		Mohd Sam	Mamad	HR-Questioning		0	3				Questioning
6		Mirza	Harini	HR-Questioning		0	2				HR-Questioning
7		Corryah	Mohd Ridwan	HR-Questioning		0	1				HR-Questioning
8		Egi Kasad	Bahak	HR-Data		0	2				HR-Data
9		Sekah	Atiq Saad	HR-Questioning		0	1				HR-Questioning
10		Mohd Fauz	Suci	HR-Human Resources		0	2				Driver Weekly Shift
11		Hurizka	Mahamad Azam	HR-FRM		0	1				FRM
12		Azzah	Mohd Idris	HR-Front Office		0	1				Front Office
13		Abr Syah	Sakurisa	HR-Questioning		0	1				HR-Questioning
14		Mohd Saiful	Corryah	HR-Questioning		0	1				Questioning
15		Almar Sultan	Suhani	HR-Maintenance		0	2				HR-Data
16		Almar Sultan	Harini	HR-Questioning		0	1				HR-Questioning
17		Ruzmi	Harini	HR-Questioning		0	1				Questioning
18		Mohd Zhan	Suci	HR-Human Resources		0	2				Driver Weekly Shift
19		Idhariz	Mohamad Syarif	HR-Questioning		0	2				HR-Data
20		Mahamad Nur Hafidza	Atiq Saad	HR-Security		0	2				Security
21		Mirza	Harini	HR-Front Office		0	2				HR-Data
22		Mam	Mamad	HR-Kitchen		0	1				HR-Data
23		Mohd Idris	Corryah	HR-FRM		0	1				FRM

Figure 7: TCMS V3 user details

Date	User ID	Name	Shift	Day Type	In	Break	Release	Out	OT	Status	Hours	Remarks	Leave Type
01-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
02-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00	4.00		
03-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:11 PM		4.00	4.15		
04-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
05-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
06-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
07-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
08-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
09-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
10-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
11-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			
12-05-2017	211	Rizal Amir Suci	9	Monday	08:30 AM			05:30 PM		0.00			

Figure 8: TCMS V3 Scheduling & Attendance



Figure 9: TCMS V3 Fingertec Device

### 3.1.3 Saflok (MT 6000 System)

Saflok is the electronic lock and access control solution. This is a door locking system used in Belum Rainforest Resort as a system for the room door and access the door by using a keycard. The keycard needs to be inserting into the electronic door and the door will open if green light is flashes. If other than green light such as red and yellow light flashes it means that the door have a problem with the setting. To solve this problem need to use Handheld LPI (Lock Programmer/Interrogator) which is Saflok Probe as a device to check and configure the door problem. This Probe device helps to identify the door problem such as the battery, motherboard, deadbolt, lock set and ribbon. For example, for the event of Shiela Majid concert in April, trainee have to configure door room problem and repair the problem. Other than that, trainee also had done the door cleaning for the Phase 1 and Phase 2 room. This door cleaning being done to make sure that the door clean from any insect and dust which can be the reasons why the electronic door cannot functioning very well.

Other than that, trainee also make a duplicate of room key for a master key purpose by using the Saflok system. This master key will be using by the authorize staff which can access every room in the resort.



Figure 10: Saflok Interface

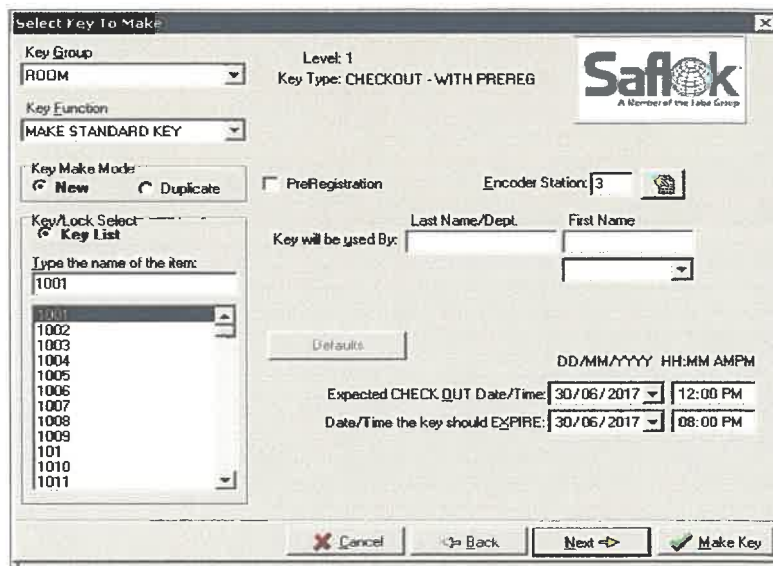


Figure 11: Saflok details





Figure 12: Room Door



Figure 13: Configure room door

#### 3.1.4 Network

Based on the network in the resort, trainee had an experience to do the network cable installation. This network cable important used to connect computing devices together directly that would normally be connected via a network switch. Before the installation, trainee had to do the patch cable. Arrange the wire color correctly to make sure that the cable can be used. The arrangement of the wire starts from white orange, orange, white

green, blue, white blue, green, white brown and brown. Sometimes trainee also need to reset the Wi-Fi connectivity as some of problems happen that effect the speed of Wi-Fi. The network in the resort also responsible to make sure that there is no error during the connectivity. Moreover, the network connection in the resort need to give full attention as there are some of problem regarding to the Wi-Fi connectivity. This is because the location of the resort which is far in the forest and the connection become slower than if the resort located in the town.



Figure 14: Patching Network Cable



Figure 15: Installing Network Cable

### 3.1.5 Activities and Event

There are several activity and event that trainee joined in this resort. Those activities and events help trainee to gain experience to handle a group of guest for their program. Trainee also had an experience to be a marshal of the guest activity and handle a game with the other staff. The biggest event happen for 5 months during industrial training here is the Sheila Majid concert which held at Pavillion owned by Belum Rainforest Resort. This Pavillion is nearby the resort.

Trainee was assign as marshal for the guest of the concert which trainee need to show them their seat during the concert. This is the best experience since trainee stay here. Other than that, there are activities had been done before the Annual Dinner of Belum Rainforest Resort. Trainee got involved with the games which every department should send their representatives.

Next is the Annual Dinner of Belum Rainforest Resort together with their theme is Kampung Night. There are lots of preparations that need to be done before the day of annual dinner. Last but not least, trainee attend the Hospitality Technology Workshop 2017 (High Speed Access Solutions) at MH Hotel, Ipoh. The reasons why trainee went to the workshop because we want to learn how to overcome the Wi-Fi problem which related to Wi-Fi speed at the resort. Other than that, we want to discover the benefits of Hospitality technology solutions and how to modernize our business to greater heights. This is also one of opportunities to attend Technology workshop.

Trainee also had an experience to go to Sungai Enam for gotong-royong. We going there by resort houseboat and took 2 hours to reach there. The other event that trainee involved is International Ipoh Waiters Race (IIWR) at Ipoh Kinta Riverfront. Trainee had the chance to be the participant for this program. In addition, trainee also involved in Karnival Pendidikan dan Kerjaya at Kinta Riverfront Hotel. There are lots of job vacancies that join this program and this is the opportunity for the people to look around any vacancy that suitable with their qualification. The badminton tournament inter department also being held in BRR and be the best experience among staffs because they can get to know other staff closely.



Figure 16: Gotong-royong at Sungai Enam



Figure 17: Goodies bag for Annual Dinner



Figure 18: Badminton match inter-department

## 3.2 Special Project

### **TITLE: A STUDY OF CUSTOMER SATISFACTION AT BELUM**

### **RAINFOREST RESORT USING SERVQUAL DIMENSION**

### **CHAPTER 1: INTRODUCTION**

#### 1.0 Introduction

The Belum Rainforest Resort is one of Malaysia's premier ecotourism holiday destinations. Set in the midst of a tropical paradise, Pulau Banding, the Belum Rainforest Resort, is everything nature-lovers and holiday-goers expect in a getaway destination: complete relaxation and serenity, stunning views and surroundings, adventure, and the chance to get close to nature. With the Belum-Temengor Rainforest literally at our doorstep, guests at the resort will have a rare opportunity to experience the soothing beauty and mystery of the vast jungle, which has remained untouched for centuries. Nature lovers will revel at the chance to observe the beauty of plants and scenery that can be found only rarely elsewhere. Meanwhile, thrilling outdoor activities await adventure seekers who crave for adrenaline-pumping experiences.

There are some specialties in this resort as there are attractions of customer to come to the resort. There are best time to visit BRR as those months have some activity and their own attraction of the forest that can attract guest. But for the all year round activity is Batu Puteh island (Limestone Outcrop in Temengor is ancient cycads; a very small falcon bird living on the limestone island which is said to be the fastest bird in the world.

Next is the rafflesia attraction. Rafflesia grows in the different part of the forest in Belum Temengor Forest Complex. This species is a seasonal parasite. With a good monitoring system, it will be possible to see a flower in bloom almost every day. Eagles perching on rotting stumps on the lake waiting to catch fish for its meals. Other than that is, families of Otters swimming close to the lake banks.

### 1.1 Background to the problem

Belum Rainforest Resort is one of the resorts that provides customer with the nature experience and how to love nature. For the study of customer satisfaction at Belum Rainforest Resort, researcher was use SERVQUAL dimension in order to know that those dimensions are suitable with the service quality provided by the Belum Rainforest Resort. Some of problem that related to the service quality offered by the BRR have made customer did not satisfy with the services. Means that the quality of services did not reach the standard service quality that should be followed by the management of the BRR.

### 1.2 Statement of the problem

This study was done at Belum Rainforest Resort. There are few problems regarding to the service quality in this resort which effect the customer satisfaction after using services provided by the resort. When there are problems occur related to service quality, the performance of the resort will be decrease as resort cannot give best service to satisfy the customer. The first problem is responsibility of staff duty. The staff did not alert with the service quality important to the resort performance. Some of staff that assigned to do the job did not pay attention on what they are doing as they think that customer satisfaction will not give impact to the resort's performance. Responsibility in increasing the resort

reputation is very important because every customer that comes want good services from the resort management. Other than that is the management on maintaining service quality. In maintaining service quality, management need to make sure that everything is followed the standard of procedure of resorts. Then, the service quality can be maintained. Last but not least, based on the resort's environment, the environment should make customer feel comfortable to stay at resort and healthy environment as every customer that check in to the resort needs a peace environment.

### 1.3 Purposes of the study

- To identify an appropriate factor structure that may be utilized to effectively measure a resort's performance relative to service quality.

### 1.4 Conceptual framework

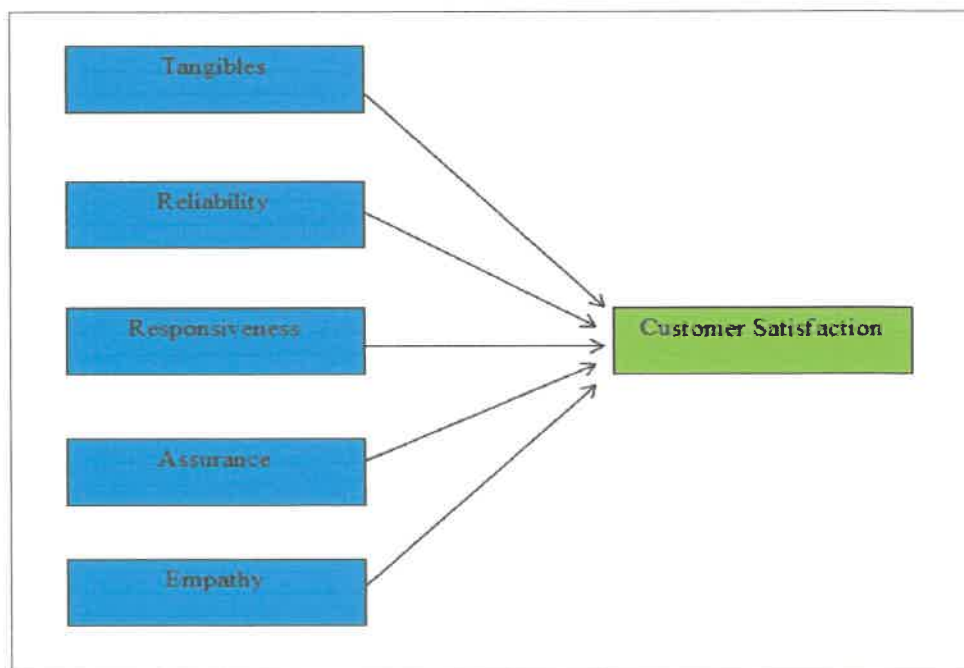


Figure 19: Conceptual Framework



### 1.5 Research question

In research question actually some relation with the research objective. For this research, there are four (5) research question to focus on this research. Research question is a way to find a solution to the problem that arises.

**Q1: What is the relationship between tangibles and customer satisfaction?**

- Relationship between independent variable and dependent variable.

**Q2: What is the relationship between reliability and customer satisfaction?**

- Relationship between independent variable and dependent variable.

**Q3: What is the relationship between responsiveness and customer satisfaction?**

- Relationship between independent variable and dependent variable.

**Q4: What is the relationship between assurance and customer satisfaction?**

- Relationship between independent variable and dependent variable.

**Q5: What is the relationship between empathy and customer satisfaction?**

- Relationship between independent variable and dependent variable.

## 1.6 Hypothesis

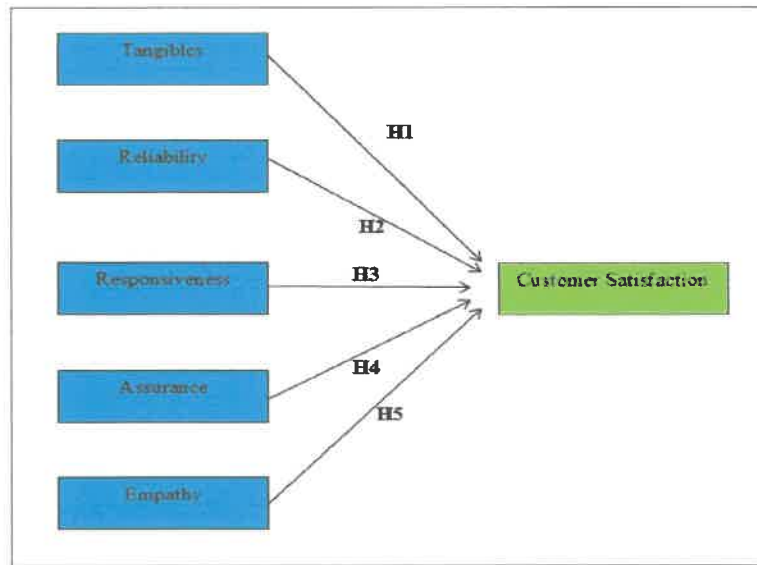


Figure 20: Hypothesis

### **Q1: What is the relationship between tangibles and customer satisfaction?**

The corresponding research hypothesis emerged from this research question:

#### ***Hypothesis to address RQ 1:***

H1: Tangibles is positively associated with customer satisfaction.

- If tangibles dimension is increase, then the customer satisfaction is increase.

### **Q2: What is the relationship between reliability and customer satisfaction?**

The corresponding research hypothesis emerged from this research question:

#### ***Hypothesis to address RQ 2:***

H2: Reliability is positively associated with customer satisfaction.

- If reliability dimension is increase, then the customer satisfaction is increase.

**Q3: What is the relationship between responsiveness and customer satisfaction?**

The corresponding research hypothesis emerged from this research question:

***Hypothesis to address RQ 3:***

H3: Responsiveness is positively associated with customer satisfaction.

- If responsiveness dimension is increase, then the customer satisfaction will increase.

**Q4: What is the relationship between assurance and customer satisfaction?**

The corresponding research hypothesis emerged from this research question:

***Hypothesis to address RQ 4:***

H4: Assurance is positively associated with customer satisfaction.

- If assurance dimension is increase, then the customer satisfaction will increase.

**Q5: What is the relationship between empathy and customer satisfaction?**

The corresponding research hypothesis emerged from this research question:

***Hypothesis to address RQ 5:***

H5: Empathy is positively associated with customer satisfaction.

- If empathy dimension is increase, then the customer satisfaction will increase.

### 1.7 Significance of the study

- Help to identify relationship between tangibles, reliability, responsiveness, assurance, and empathy towards customer satisfaction.

### 1.8 Operational definition

<b>TERM</b>	<b>MEANING</b>
Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials.
Reliability	Ability to perform the promised service dependably and accurately.
Responsiveness	Willingness to help customers and provide prompt service.
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence
Empathy	Caring, individualized attention the firm provides its customers.

Table 1: Operational Definition

### 1.9 Summary

This chapter consists of a few points which explain what happens about the topic that had been choosing. The points that had been discuss consists of introduction, background to the problems, statement of the problem, purpose of the study, conceptual framework, research questions, hypotheses, significance of the study and lastly is operational definitions. Will discuss a little bit about the topic that been choose in conduct this study, what problems which happen and reasons during conduct this study, research questions that might useful to make the questionnaire, and significance that might have in conduct this study.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

#### **2.1 The factor that will assist tangible dimension**

Assisting the service quality based on the tangible dimension which gives effect to the customer satisfaction. All of this is based on the service offered by the Belum Rainforest Resort. Based on the correlation statistical test of the research study, the tangible dimension is one of the SERVQUAL dimension where means that appearance of physical facilities, equipment, personnel, and communication materials.

Tangibles represent the physical facilities, equipment, and appearance of personnel and presence of users. Tangibles can create an atmosphere. The tangible aspect of a service is one of the few dimensions that a potential service patron can know and evaluate in advance of participation. The value that needs to be inserted in the tangibles dimension is that how the resort applies their good services based on physical facilities that they have.

Most importantly, the surrounding area of Belum Rainforest Resort is very important to be focused on. The surrounding area should make the customer comfortable and willing to come again to the resort. Most of the customers that come to the resort because they want to have a rest and get out of their problems to find a peace of mind. This is because based on the surrounding area it should provide the best surrounding environment which can make the customer feel calm and safe.

## 2.2 The factor that will assist reliability dimension

Reliability refers to the ability to perform the promised service dependably and accurately. Promises made to an organization's promotional efforts can contribute to participant expectations. Consistency of performance at the highest standard is crucial to reliability.

The main factor that will be an issue in reliability dimension is the ability to perform the promised service. These reliability dimensions involve delivery of service which is dependably and accurately. The best solution for this problem is giving the employee shows sincere interest in solving a problem. Other than that, the management should provide service at the time promised. Which means that, when there is request from the customer or guest, employee should take an action and able to solve the guest's problem without hesitation. By doing that, guest will feel that the resort management very appreciate any guest that come to the resort as they solve their problem in accurate time.

## 2.3 The factor that will assist responsiveness dimension

According to Kritchanhai and MacCarthy (1999), Responsiveness is the ability to react purposefully and within an appropriate time-scale to customer demand or changes in the marketplace, to bring about or maintain competitive advantage. Responsiveness also is the willingness to help participants and provide prompt attention. Hotel patrons expect their requests to be handled quickly and accurately.

For the responsiveness dimension, the main thing to be focused is the customer expectation towards the service quality offered by the resort. This is because from the customer satisfaction on how staffs work can affect the customer satisfaction towards the services.

The resort management have to refer the main purposes of service where the service quality should reach the standard service quality that should have for a resort.

Responsiveness dimension needs in service quality have to capture customer needs. Customer needs can be fulfill through how the staffs work to make sure the needs can be reach. Time management also relate in the responsiveness as it shows how the time management of the staff in facing some problems and how they solve the problem. Responsiveness also can become the essentials cornerstone of sustained competitiveness of the other organizations. Therefore, responsiveness is important to be focused on as it can be one of the factor to the customer satisfaction.

Based on the references from the article, responsiveness is one of the dimensions of SERVQUAL that being used to identify relationship between service quality and customer satisfaction. Without responsiveness of the SERVQUAL dimension, one of the factors to identify how the customer satisfaction for certain service that is being provided by the resort. This article also investigates customer responsiveness in the hotel industry, and the role of market orientation including both internal and external information sharing. So to make this responsiveness dimension success, the information sharing between hotel staff and customer need to be clear and brief the information as customer demand.

Gaps in service quality provided by hotels, caused by lack of customer responsiveness and the main important thing that happen during to identify customer satisfaction is that the hotel responsiveness did not follow the right way to implement responsiveness as a SERVQUAL dimension to estimate the customer satisfaction.

#### 2.4 The factor that will assist assurance dimension

Assurance indicates courteous and knowledgeable employees who convey trust and confidence. Assurance contains element of the organization's credibility, competence and security. The increasingly compulsory nature surrounding the sending of fiscal information by electronic means require that the web site of the Department of Taxation conforms to certain quality criteria. The relevance of this study can be justified by the fact that the identification of specific

The fact that should being followed is that the customer satisfaction that need to be take care. The main issue in service quality is customer satisfaction. Therefore the resort management should identify the main problem regarding to service quality as a method to increase the level of customer satisfaction.

Other than that, staff at Belum Rainforest Resort should take an action to improve their knowledge skills especially about the resort and service that they delivered to the guest. Means that staff need to improve their knowledge based on resort facilities and resort background. This is because some of guest will directly ask to the staff related question about resort. If staff did not know how to explain or answer the questionnaire, guest will lost their interest to stay longer at the resort. Staff knowledge skills need to be correctly proposed as skills is the main things that should be concern. Without skills, guest will not feel that the staff able to deliver right information to them. Some of the guest love to have a staff that can deliver well about the resort to them.



## 2.5 The factor that will assist empathy dimension

Empathy dimension includes caring and individual attention to users. Empathy expresses an understanding of the participant's needs. The study aims to assess the perceptions and expectations of hotel customers in hotel and find out if the service quality gaps exist. The results of the quantitative assessment of service quality may provide some insights on how customers rate the service quality of particular hotel. Quantitative assessment is a method of gathering information about student learning that is integrated into the teaching-learning process. From the quantitative assessment, result can be used to assess individual staff performance or they can be aggregated to provide information about the course or program which can be formative or summative.

## 2.6 The factor that will assist customer satisfaction

Service quality is an important driver of customer satisfaction and behavioral intention. According to Carol Lu, Celine Berchoux, Michael W. Marek, Brendan Chen, (2015), satisfaction means providing goods and services that create specific levels of perceived value for the customer so that the customer remains engaged positively with the organization.

Customer satisfaction in the resort is measure based on the service quality that offered by the resort. Satisfaction is measure when guest is willing to come again to the resort as they satisfy with the service and facilities in the resort. Customer satisfaction is important to be care because with the feedback from the customer satisfaction can improve the hotel service quality and the management know how to give a better service to the guest. Guests often described being satisfied as when they feel that the value of service received is equal to or greater than the price they said. Some of the guest satisfaction can be measure based

on the resort services are met their expectations. Guest satisfaction is hard to achieve is the service deliver by the resort is not reach their standard and expectation. Therefore, to gain high level of guest satisfaction, the main factor that should be concern is the service quality of the resort.

## 2.7 Summary

As a conclusion, service quality is the main factor that can help to burst the customer satisfaction. To reach better customer satisfaction, SERVQUAL dimension is very helping because of those dimension can be a reference to the resort to follow the right factor that can help in improving customer satisfaction.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Methodology**

In this chapter, it will describes what is about on this research population and samples, what are the research variables and the research design that will be used in conducting this study, what method that had been choose to collect the data in order to get the results from this study, the instruments that researchers used in order to collecting data, the research procedures and finally, the data analysis procedures and method used in order to finalize the results from the obtained data closed with short summary for this chapter. This final chapter is significance in this research proposal because it consist the research methodology that had been choose and will be used by the researcher in this study to give the understanding to the readers about this study. This chapter also acts as a guideline to the researcher and future research on how to perform and accomplish this study in the future. Each of the sub-topics listed under this chapter will be briefly discussed and representing it with figures or tables so that the readers can easily caught the picture of this study.

### **3.1 Research Population and Samples**

The population that had been choosing in this study is in the area of Belum Rainforest Resort (BRR) where the target respondents are the customer of the resort. The customer of BRR including adult, youth and children will become population and the sample to the study. To acquire sample from the population, researcher used simple random sampling from the listed BRR. This simple random sampling technique is a technique where the result of the sampling being chooses randomly without any bias.

The limit for the target respondent for this study is only the customer of Belum Rainforest Resort because easier for the researcher to collect data and information for the purpose of analysis at the end of the study. Other than that, by focusing only to the customer of BRR, scope of question can be focus only to the service that being offer by BRR. Estimation for the respondent is range between 100 to 200 respondents. This is the number of respondent in this research study and should follow the number of respondent in order to get the data. Other than that, the technique that being used in this study is simple random sampling to get the best data from the customer. Simple random sampling is a subset of statistical population in which each member of the subset has an equal probability of being chosen. A simple random sample is an unbiased surveying technique. Simple random sampling is a basic type of sampling, since it can be a component of other more complex sampling method.

### 3.2 The Research Variables

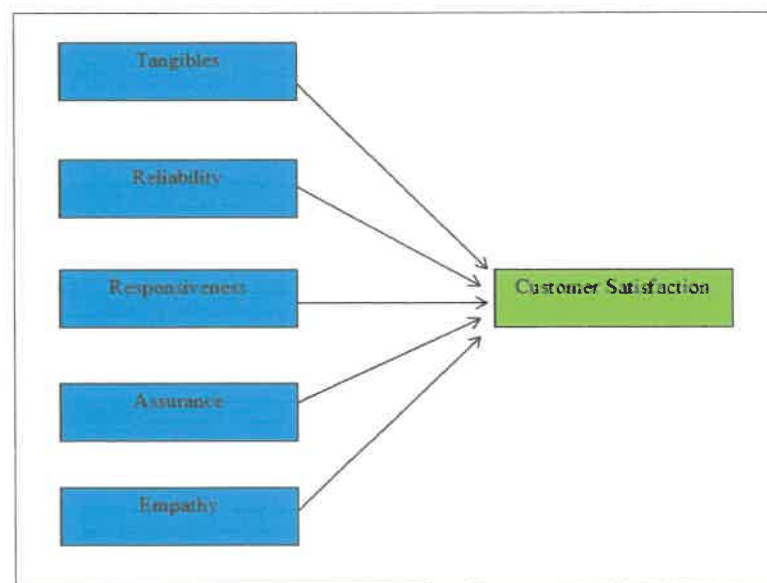


Figure 21: Theoretical Framework

Based on the figure above, there are five (5) variables divided into two (2) sections which are independent variable and dependent variable. The independent variable is the variable that influences the dependent variable in either positive or negative way. The variance in the dependent variable is accounted for by the independent variable. Dependent variable cannot be created if there is no exists, the dependent variable also is present and if there are any changes, increase or decrease in independent variable, it will affect the dependent variable too. In this research, our independent variables were the service product, service delivery and service environment. Each of the independent variables was taken based on the study from the literature review that had been done. As for dependent variable, it is the primary interest to the researcher and goal of the research project is to understand. Predict or explain the variability of this variable. In this research framework the dependent variable is customer satisfaction and it is the main factor on why does this research was conducted. In order to know the results of customer satisfaction towards the service quality at Belum Rainforest Resort, the factors in independent variable play a vital role in this research where most of the question, hypothesis and objectives of this research were developed based on the research framework. Customer satisfaction in Belum Rainforest Resort was depending on the independent variable.

The customer satisfaction is the main thing that should be focus on this research study as it is the dependent variables that help to justify the service quality in the resort. The main factor that should be focus on in this research study is the variables which come from SERVQUAL dimension. Both independent variable and dependent variable helps to identify the main problem of service quality where it can measure the customer satisfaction based on the dimension involve.

Based on the survey that will be conducted, the main thing that need to be considered is the customer satisfaction. As we need to know the level of customer satisfaction after using the service provided in the Belum Rainforest Resort. We want to know how the customer's perception based on service quality of the resort. After know the customer satisfaction, there will be an advantage to the resort as they can improve the way of their service and the quality after the analysis has been made.

### 3.3 Research Design

Research design is the plan and structure of investigation considered as to obtain answers to research questions. In this research, descriptive research was used. Descriptive research is used to describe characteristics of a population or phenomenon being studied. To be clear this descriptive research it does not answer questions about how/when/why the characteristics occurred. Descriptive research can be used when the researcher has a clearer idea about the social phenomenon or behavior under investigation. Descriptive research provides details about a situation, the setting or social relationship. The purpose of descriptive research in study is to be unbiased while conducting the research to the respondent and also to make conclusion.

In this study, researcher use simple questionnaires with three sections consist of section A, section B, and section C. From the questionnaires, it covers all of the relationship between independent variables and dependent variable. The population limit in the Belum Rainforest Resort only. In order to distribute the questionnaire, researcher ask permission from Belum Rainforest Resort management first for collecting data from the customer of the resort. Next, after the process of collecting data is done, the researcher start to analyses the data collected by using SPSS application software.

This research study also will use descriptive research which is one of the methods that give the best result. This is because descriptive research is unbiased between customer and resort can give better opinion regarding to the service quality. Means that both sides will have an equal right to speak out their opinion regarding to this service quality.

### 3.4 Data Collection Method

In order to collect the data from the respondents, the researcher selected the Belum Rainforest Resort's users through simple random sampling. The data will be collected through traditional survey where a set of questionnaire passed to the customers in Belum Rainforest Resort. Simple random sampling is one of probability sampling techniques type. Probability sampling techniques is a sampling technique which every member of the population will have an equal chance of being included in the sample. Furthermore with using probability sampling techniques, it can give the good estimates of the population characteristics consequently the results will become more representing the population. Therefore, the most suitable sampling in probability sampling techniques choose by the researcher is simple random techniques.

Simple random sampling is a sampling procedure that makes sure each of the elements in the population has an equal chance to be included in the sample. The process in collecting data firstly will be an introductory from the researcher towards the customers in Belum Rainforest Resort. If the customers agreed to answer the questionnaires, the researcher will asked them to return the answered questionnaires to them afterwards. Therefore, it ensures that all of the questionnaires passed to the customers in Belum Rainforest Resort were returned and counted by the researcher. The researcher will ask a collaboration or agreement with the Belum Rainforest Resort in collecting the data. The sampling or the

respondents chosen will be range from various categories of customers starting from the youth to adult. This is to avoid any biased in selecting customers.

Simple random sampling which also referred to as random sampling is the purest and the most straightforward probability sampling strategy. It is also the most popular method for choosing a sample among population for a wide range of purposes. In simple random sampling each member of population is equally likely to be chosen as part of the sample. It has been stated that “the logic behind simple random sampling is that it removes bias from the selection procedure and should result in representative samples”. Ideally, the sample size of more than a few hundred is required in order to be able to apply simple random sampling in appropriate manner.

### 3.5 Instruments

#### 3.5.1 Instrument 1

The instrument use for this study is questionnaire form. The questionnaire was constructed by the researcher to meet the required variables relationship towards the service quality in Belum Rainforest Resort.

The questionnaire consists of three sections which is section A is about demographic information, section B1 is about tangibles, section B2 is about reliability, section B3 is about responsiveness, section B4 is about assurance, section B5 is about empathy and section C is about the customer satisfaction. Section A consists of seven (7) items covering the demographic profiles which are the respondents' gender, age, race, nationality, travel partner, purpose of visit, and how customer make their reservation. This section is in ordinal scale where the respondents need to tick in the box of their chosen answers. Section



B consists of five subsections that represent five independent variables which are tangibles, reliability, responsiveness, assurance and empathy. Section C consists of customer satisfaction. All three (3) sections are stated in Likert Scale form from number 5 (Excellent) to number 1 (Very Poor).

### 3.6 Research Procedures

The procedure for this research study is from the survey that being done by the researcher throughout the problem arises regarding to the service quality in the resort. In order to measure the service quality in Belum Rainforest Resort, researcher used SERVQUAL dimension. There are 5 SERVQUAL dimensions which are tangibles, reliability, responsiveness, assurance and empathy. Researcher chooses guest of the resort as the respondent. Total respondent needed in this research study is about 100 to 200 respondent respectively. Those respondents will be given a set of questionnaire which have question related to the service offered by the resort. Then researcher will collect those data in order to produce statistic and know the feedback from the customer about the services offered by Belum Rainforest Resort.

### 3.7 Data Analysis Procedures and Methods

After the questionnaires answered by the respondents whom the guests of Belum Rainforest Resort, the questionnaires will be distinguished by the researcher by categorizing the questionnaires into relevant and irrelevant. Irrelevant questionnaires refer to the errors made by the respondents while answering the questionnaire, if the researcher detects any errors in it, the questionnaire will be classified as irrelevant data or information to analyses and vice versa. While the data were included in the system, the researcher will automatically altered or edit the results for each questions answered. To add on, while

checking each of the questionnaires, the researcher also will go through several processes such as editing, coding and data transcribing. These processes will be done while the researcher want to entered the data into the system. The system used to help the researcher analyses the data collected by statistical sampling such as sample t-test, correlation, ANOVA and many more. The system used by the researcher in analyzing the data called SPSS and the data will be analyses from the hypotheses produced from the theoretical framework. Below are the summary for hypotheses and its statistical test.

No	Hypotheses test between the main variables in the study		Statistical Test
1	H <sub>1</sub>	Tangible is positively associated with customer satisfaction.	Correlation
2	H <sub>2</sub>	Reliability is positively associated with customer satisfaction.	Correlation
3	H <sub>3</sub>	Responsiveness is positively associated with customer satisfaction.	Correlation
4	H <sub>4</sub>	Assurance is positively associated with customer satisfaction.	Correlation
5	H <sub>5</sub>	Empathy is positively associated with customer satisfaction.	Correlation

Table 2: Statistical Test

Correlation is a bivariate analysis that measures the strengths of association between two variables and the direction of the relationship. In terms of the strength of relationship, the value of the correlation coefficient varies between +1 and -1. Correlation analysis in statistics is a statistical technique that can show whether and how strongly pairs of variables are related.

### 3.8 Summary

As a conclusion, service quality is very important in Belum Rainforest Resort which the management needs to focus on this service quality. Based on the service quality, management can know the customer perception for their service quality that offered. Other than that, service quality will affect the customer satisfaction where customer will give feedback based on the service quality provided by the Belum Rainforest Resort. Customer will rate service quality based on the satisfaction by using all services in the resort and they will review how the service in the resort either good service or bad service. Last but not least, to maintain service quality in an organization is not an easy task. Maintaining service quality needs a support from the whole resort as it will give advantages to everyone. Service quality is very important and need to be implement in the right way as the service quality can satisfy guest of the resort who used the service provided as their main facilities in the resort.

## CHAPTER 4: FINDINGS OR DISCUSSION

### 4.0 Introduction

This chapter analyzed about the findings of the research study conducted at Belum Rainforest Resort, Gerik, Perak. The data obtained then were analyzed using IBM Statistical Package for the Social Science (SPSS) Version 20 software. This research study was focus on the customer satisfaction based on the service quality offered by the resort using SERVQUAL dimensions. The questionnaire was distributed randomly to 150 guests at Belum Rainforest Resort. The total 150 responses were received which generated 100% response rates.

Description	N	Response Rate (100%)
Total Questionnaire	150	100
Number of distributed questionnaire	150	100

Table 3: Survey Return Rate

### 4.1 Descriptive Statistics

#### 4.1.1 Section A: Demographic Profile of Respondent

The descriptive analysis are discusses the result of the analysis on the demographic of respondents. The details of the result from the respondent are as follows. Section A of the questionnaire consists of demographic data of the respondents such as gender, age, race, nationality, travel partner, purpose of visit and how the guest make reservation.

#### Gender of the respondents

Gender	Frequency	Percentage (%)
Male	90	59.8
Female	60	40.2
Total	150	100

Table 4: Gender of respondents

Table shows the total of the respondents that based on the gender which were male and female. Based on the table, it can be concluded that male respondents was higher than female respondents where frequency for male was 90 (59.8%) and for female 60 (40.2%).

#### Age of the respondents

Age	Frequency	Percent of sample (%)
20 years old below	18	11.9
21-30 years old	43	28.5
31-40 years old	26	17.2
41-50 years old	35	23.7
51 years old	28	18.5
Total	150	100

Table 5: Age of the respondents

This table shows the frequency and percentage of the respondents. There are 5 of options for the age of respondents. The highest frequency of age of respondents is 21-30 years old which is 43 (28.5%) and the lowest frequency is 20 years old below which is 18 (11.9%).

### Race of the respondents

Race	Frequency	Percent of sample (%)
Malay	61	40.4
Chinese	34	22.5
Indian	48	31.8
Others	7	4.6
Total	150	100

Table 6: Race of the respondents

Table shows the race of the respondents which are Malay, Chinese, Indian, and others. The highest frequency of race is Malay which is 61 (40.4%) and the lowest frequency is others which is 7(4.6%).

### Nationality of the respondents

Nationality	Frequency	Percent of sample (%)
Malaysia	90	59.6
Thailand	9	6.7
Singapore	46	39.5
Others	5	3.3
Total	150	100

Table 7: Nationality of the respondents

Table shows the nationality of the respondent of this research study. There are five options for the respondents to choose their nationality. The highest frequency of nationality is Malaysia which is 90 (59.6%) and the lowest frequency of nationality is others which is 5 (3.3%).

#### Travel Partner of the respondents

Travel partner	Frequency	Percent of sample (%)
Single	39	25.8
Family	42	27.8
Friends	61	40.4
Colleagues	8	5.3
Total	150	100

Table 8: Travel partner of the respondents

Table shows the travel partner of the respondents which are single, family, friends and colleagues. The highest frequency of travel partner is friends which is (40.4%) and the lowest frequency of travel partner is colleagues which is 8 (5.3%).

#### Purpose of visit of the respondents

Purpose of visit	Frequency	Percent of sample (%)
Leisure	82	60
Transit	23	15.2
Business	39	25.8
Meeting conference	6	4.0
Total	150	100

Table 9: Purpose of visit of the respondents

Table shows that the frequency and percent of sample for the purpose of visit of the respondents. The highest frequency of purpose of visit is leisure which is 82 (60%) and the lowest frequency is meeting conference which is 6 (4.0%).

How respondents make their reservation

Reservation	Frequency	Percent of sample (%)
Travel agent	20	13.2
Direct email	7	4.6
Hotel website	72	47.7
Our sales office	28	18.5
Mobile applications	23	15.2
Others	0	0
Total	150	100

Table 10: How respondents make their reservation

Table show how respondents make their reservation and the frequency as well as the percent of sample. Respondents have some options for them to choose how they make reservation at the resort. The highest frequency is from hotel website which is 72 (47.7%) and the lowest frequency is direct email which is 7 (4.6%).



#### 4.1.2 Reliability Analysis

Variable	Number of item	Cronbach's Alpha Based on Standardize Items
Tangibles	5	.790
Reliability	2	.674
Responsiveness	6	.808
Assurance	4	.782
Empathy	3	.733
Customer satisfaction	4	.871

Table 11: Reliability analysis

The Cronbach's Alpha was used to determine the consistency of each items measurement. As shown in table below, the Cronbach's Alpha for tangibles dimension is .790 which follow the criteria for a reliability statistic. For reliability dimension, the Cronbach's Alpha is .674. The Cronbach's Alpha for responsiveness dimension is .807 which follow the criteria for a reliability statistic. For assurance dimension, the Cronbach's Alpha is .782 and follow the criteria for reliability statistic. The Cronbach's Alpha for empathy dimension is .725 which follow the criteria for reliability statistic. Lastly is customer satisfaction dimension, the Cronbach's Alpha is .872 which also follow the criteria for reliability statistic

#### 4.1.3 Correlations

	Tan_mean	Relia_mean	Respon_mean	Ass_mean	Emp_mean	Cust_mean
Tan_mean	1	.500	.620	.452	.329	.512
	Pearson					
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	150	150	150	150	150
Relia_mean	.500	1	.749	.487	.476	.482
	Pearson					
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	150	150	150	150	150
Respon_mean	.610	.749	1	.509	.513	.528
	Pearson					
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	.000

	N	150	150	150	150	150	150	150	150
Ass_mean	Pearson	.452	.487	.509	1	.542	.448		
	Correlation								
	Sig. (2-tailed)	.000	.000	.000		.000	.000		
	N	150	150	150	150	150	150	150	150
Emp_mean	Pearson	.329	.476	.513	.542	1	.390		
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000		.000		
	N	150	150	150	150	150	150	150	150
Cust_mean	Pearson	.521	.482	.528	.448	.390	1		
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
	N	150	150	150	150	150	150	150	150

\*\*Correlation is significant at the level 0.01 level (2-tailed).

Table 12: Correlations

The table shows the result of correlation between tangible dimension and responsiveness dimension at Belum Rainforest Resort. The score was 0.610\*\*. Based on correlation between two variables ( $p < 0.05$ ,  $r = 0.610$ ), a moderate relationship between the two variables. The table shows the result of correlation between reliability dimension and responsiveness dimension at Belum Rainforest Resort. The score was 0.749\*\*. Based on correlation between two variables ( $p < 0.05$ ,  $r = 0.749$ ), a moderate relationship between the two variables.

The table shows the result of correlation between responsiveness dimension and reliability dimension at Belum Rainforest Resort. The score was 0.749\*\*. Based on correlation between two variables ( $p < 0.05$ ,  $r = 0.749$ ), a moderate relationship between the two variables. The table shows the result of correlation between assurance dimension and empathy dimension at Belum Rainforest Resort. The score was 0.542\*\*. Based on correlation between two variables ( $p < 0.05$ ,  $r = 0.542$ ), a moderate relationship between the two variables.

The table shows the result of correlation between empathy dimension and assurance dimension at Belum Rainforest Resort. The score was 0.542\*\*. Based on correlation between two variables ( $p < 0.05$ ,  $r = 0.542$ ), a moderate relationship between the two variables. The table shows the result of correlation between customer satisfaction dimension and responsiveness dimension at Belum Rainforest Resort. The score was 0.528\*\*. Based on correlation two variables ( $p < 0.05$ ,  $r = 0.528$ ), a moderate relationship between the two variables.

#### 4.1.4 Normality Test

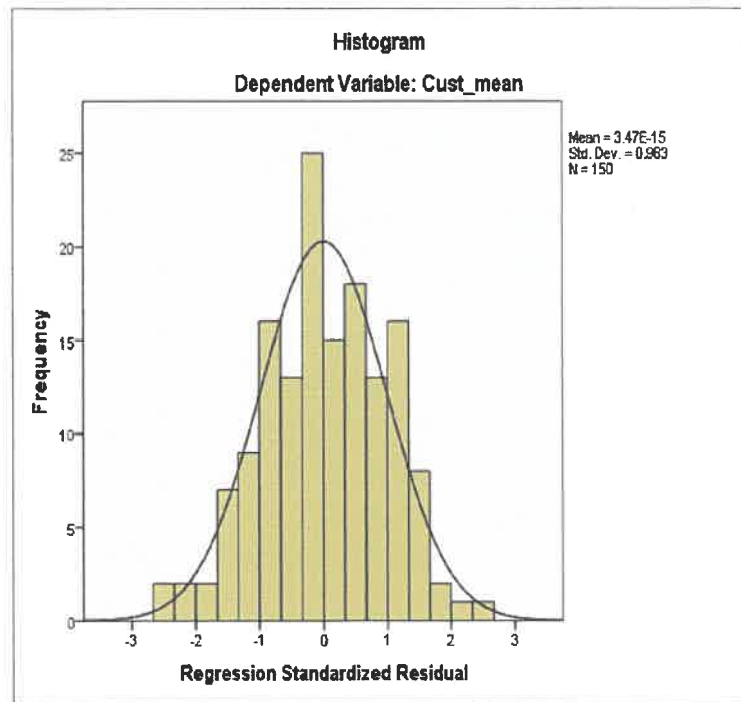


Figure 22: Histogram Chart

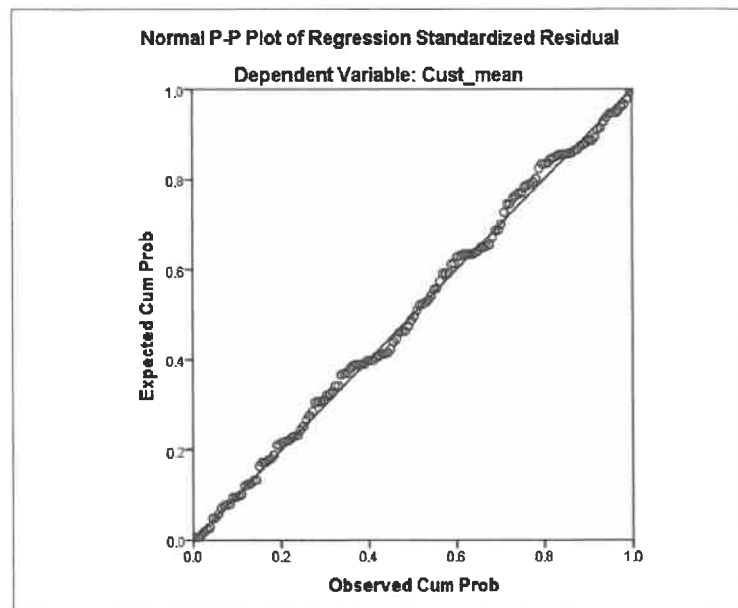


Figure 23: Normal P-Plot

#### 4.1.5 Multiple regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.616 <sup>a</sup>	.379	.357	.57792	.379	17.573	5	144	.000	1.218

Table 13: Multiple Regression

Based on the table, from Adjusted R Square shows that 35.7% is the customer satisfaction from this research study. Only 35.7% for the customer satisfaction from the five variables and dimension of SERVQUAL which are tangibles, reliability, responsiveness, assurance and empathy used to measure the service quality offered by the Belum Rainforest Resort. The other percent for the customer satisfaction is out of the variable scope used for this research study. The significant change of this research study is 0.000 which is significant for the research.

## CHAPTER 5: CONCLUSION

Service quality is one of the factor that contribute to the customer satisfaction. Customer satisfy with the service offered if the services offered follow the standard service quality. From this research study, researcher find out the suitable dimension to measure the customer satisfaction which is SERVQUAL dimension. SERVQUAL dimension used to measure the customer satisfaction which have five dimension such as tangibles, reliability, responsiveness, assurance, and empathy. Before that, researcher comes out with problem statement that build from the problem arises at Belum Rainforest Resort regarding to customer satisfaction.

Researcher used the method quantitative research which is distribute questionnaire to the guest of Belum Rainforest Resort in order to collect the data based on the SERVQUAL dimension that used in the questionnaire. The result from the distributed questionnaire will help researcher to know the level of customer satisfaction at the resort. This is because customer will answer the question honestly based on what they feel about the service offered by the resort will give them good satisfaction or bad satisfaction.

From this research study shows that 35.7% customer satisfaction had been achieved. The other percent of customer satisfaction is out of this variable scope. This low percentage of customer satisfaction because of some customer did not get the good services from the Belum Rainforest Resort. Therefore, service quality is very important to increase the customer satisfaction.

## CHAPTER 4: CONCLUSIONS

### 4.1 Application of knowledge, skills and experience in undertaking task

#### 4.1.1 Saflok

Saflok is a door security system. Saflok is one of the software that enable room's door to be open by using key card. This key card will be inserting into the door and if the light is green means that door ready to be open. If the light flashes are red or orange means that the door have problem and need to do some fix. Maintenance should be done to avoid problem with the door locking system. To fix the problem with the door, it needs probe to give an analysis about the door problem and from that we can know the problem and easy to be fixed. Electronic Lock Power Supply (ELPS) used to restore battery power for a lock that has insufficient battery power. Saflok probe used to read error of the room's door problem, first probe need to be inserting into the card slot. Probe need to be inserting halfway then press any key to continue and immediately insert probe into the lock. At the card slot, there are LED indicators which consists three color; green, yellow and red. When light flashes green shows that correct keycard is used, yellow light flashes two times shows that incorrect key card is used. Red light flashes if the battery is low and when there is no lights means key switch is problem.





Figure 24: Saflok Probe Device

#### 4.1.2 Fingertec

Fingertec TCMS V3 is one of the staff attendance systems. This system will record staff attendance and easy to do an audit at the end of the month. This is one of the safeties systems which staff cannot do cheating regarding to their attendance. This is because only staff itself can do the thumbprint and not the other staff. Therefore with this system can avoid problem such as the staff asking their friends to thumbprint for them. Only the authorized person can handle this system as this is very secure in terms of staff information and for the organization use. Audit will be done in order to avoid any mistake with the system regarding to the time check in and check out from the work.

#### 4.1.3 Formatting laptop

Format laptop is one of knowledge that trainee learned during internship at Belum Rainforest Resort. Trainee learn how to format a Windows 7 laptop by using a USB. This step for formatting laptop need to be followed carefully to make sure that the process of formatting laptop success. The function of formatting laptop is when laptop is also cannot

done their job and there are some errors occur which effect to the work productivity. The certain function of the software in the laptop cannot be used as usual anymore.

#### 4.1.4 PC Hardware cleaning

By having an experience to look at how the process of PC hardware cleaning, trainee learned something new where trainee can recognize some of the PC hardware. PC hardware have the responsibilities to run the PC very well. Problem happen when the hardware cannot be used as it is already obsolete and sometimes the dust that stick in between hardware become the main problem. PC hardware cleaning is important to make sure that PC can be used as the estimated time.

#### 4.1.5 Vegas (Video editing)

Vegas is one of the software for video editing. This software has different features with other software. This Vegas software has function that can make the video easy to be edited. Trainee used Vegas to edit video to be used in the Staff Information Gathering (SIG) meeting. By using Vegas software, it has layer by layer that easy for the user to insert image, audio or video where user can edit those instruments by layer without disturbing the other layer.

#### 4.1.6 Konica printer

Konica printer is one of the important printer that being used by Belum Rainforest Resort. This printer was being used by finance department, human resource department, F&B department, kitchen department, housekeeping department and recreation department. This printer needs to be setup carefully in every PC which connected to this printer. This printer functions as printer, scanner, and photostat machine. Trainee had the chance to learn about

how to setup new printer in a PC and how to setup the scanner. For the function of printing, Konica printer needs to be installing in a PC at the printer and devices. For the scanner function, an authorized person need to log into the Konica page and add for the new registration and select the PC that can use the scanner.

#### 4.1.7 Door cleaning and door programmed

Door cleaning should always be done to avoid from any insect make their nest there. By doing the door cleaning, the key card can be inserting into the room lock device easily. In addition, programmed room door may help to reprogram the room door by using the probe device. Electronic cleaning card used as a card for a door cleaning. This electronic cleaning card has some liquid in the packet to make sure that the card always moist. If the electronic cleaning card moist means that when the card insert into the door for a door cleaning, all the dust easier to attached to the electronic cleaning card.

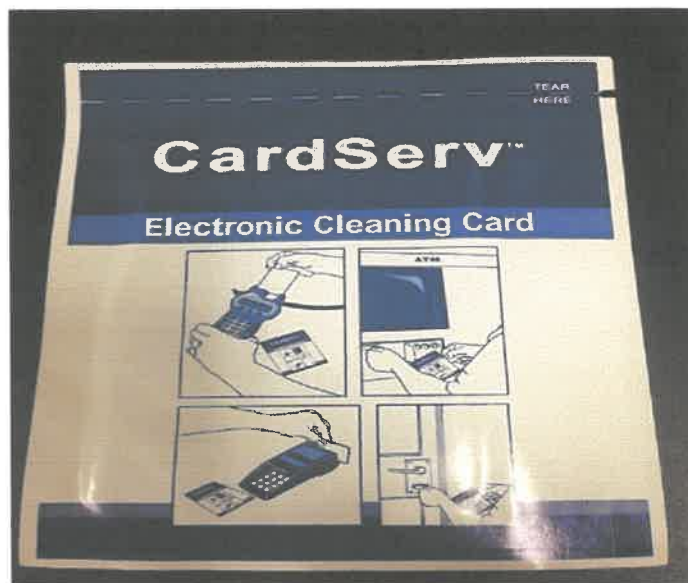


Figure 25: Electronic Cleaning Card

#### 4.1.8 Cable network

For the cable network lesson, trainee had apply the knowledge that trainee learned before in Semester 2 is patching network cable. Ethernet cables, also known as RJ-45 cables, are used in computer networking and deliver data between computers on the Internet. The cable's port resembles a standard phone cable, although it is roughly twice as big. Networking cables are networking hardware used to connect one network device to other network devices or to connect two or more computers to share printers, scanners and others. Most of cable network that I make is patch cable which used for short distances in offices, Villa Santubung and Sidai Restaurant. The color of the wire in the patch cable starting from white orange, orange, white green, blue, white blue, green, white brown, brown. Those wires should be arrange correctly and insert into the RJ-45 plug or pin and clamp by using the crimping tools.

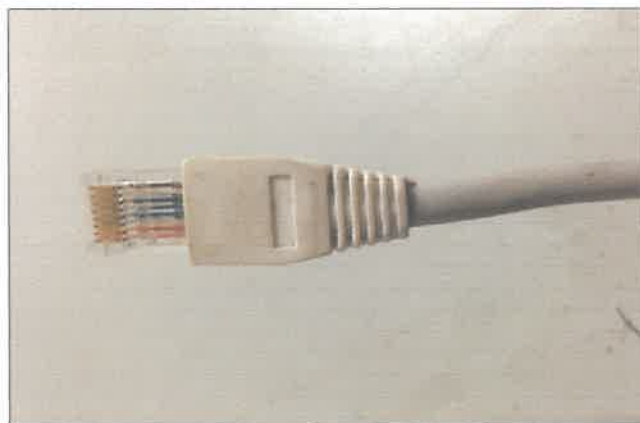


Figure 26: RJ-45 cable

#### 4.2 Personal thoughts and opinion (regarding to system that trainee had learnt)

Based on my opinion for the five months trainee's internship in Belum Rainforest Resort, the resort operation is very good in terms of their management based on staff, guest and the environment in the resort. The resort management really takes positive regarding to what is going on in the resort. They know every single detail that happen in the resort and they aware by the problem that arises. The system used in the resort also user friendly and really make the staff easy to do their job as the system instruction easy to understand. The system that had built in the resort has become one of the initiatives for the organization to be success in terms of their operation. Some of the systems also need to be upgrade such as the Opera system as we need the system to be compatible with the current situation and the current system that have nowadays. Therefore some of the system in BRR need to be upgrade and should become user friendly.

#### 4.3 Lesson Learnt

##### 4.3.1 Discipline

During the trainee internship at Belum Rainforest Resort, trainee learn how to be more discipline as this resort really appreciates the meaning of discipline as every work here needs a discipline. To make the resort success in term of the operation and make some profit, the staff and the management should have discipline in anything that they do and they should know their own responsibilities. Trainee also become more discipline in terms of time management because in this resort time management is very important because we deal with the guest who came into the resort.

#### 4.3.2 Teamwork

At Belum Rainforest Resort, teamwork also very important to bring up this resort to become known in the world. For the resort operation, without teamwork something cannot be achieved. Same goes with this resort, as they need teamwork to make sure that resort can operate well and become one of the resorts that can give competitive to the other resort. Teamwork need to be strong in the resort operation as everything in the resort should be done by teamwork and cannot be done alone.

#### 4.3.3 Work follow the instructions

Other than that, trainee was trained to work follow the instructions form the top management and also from leader or supervisor. Work by following instructions will make works become more efficient and can be done by the estimated time. Follow instructions also shows that we believe our leader to bring us to the success. There are many advantages if we follow instructions in doing a job. This is because it can help our job to be in the right track and can avoid any mistake if we want to try something new.

#### 4.3.4 Good communication

Good communication between subordinates and top management will become a strong weapon for an organization to achieve their goal. Without good communication, there are nothing can be done as it should be. Communication is important in any organization as well as in our life. No communication means that no understanding between each party. To avoid any mistake happen, good communication should be practice between staff and top management so that the message that need to be delivered is clear and may understand by the staff. Trainee always communicate with the supervisor for a task that being assigned by the supervisor so that the task assigned will be done as it would be.

#### 4.3.5 Good cooperation

Good cooperation also one of the thing that trainee learned during internship at Belum Rainforest Resort. Every staff has good cooperation as they give and take while doing a task. They show their cooperation in completing their task as sometimes for the certain thing have the deadline and they need to follow the deadline. So this cooperation from every staff is important in order to make sure that there is no mistakes happen.

#### 4.3.6 Problem solving skills

When working with many people and in another environmental, it will make you more matured when you handling all the problems that related to been exposed when working. Thus, this industrial training is the real working area that had thought the trainee to be more mature when does anything decision for the problems and need more think first before takes any action for the problems.

#### 4.3.7 Ethics in working environment

During the industrial training, the trainee had learnt how to address the people around and not only in the department but also for the whole department. At Belum Rainforest Resort, the staffs are work under pressure and the manager will manage all the activities based on the task that have given. By this, the trainee also gathers the other lesson which is not regarding to what was learnt in theory but in practical too. Communication between the staffs is make the trainee learns on how to appreciate and respect the others privacy and opinion. Thus, can accept and heard the opinion from others. For trainee, this is the one of best lesson should be learnt in addressing peoples around and can make an others business networking in the future. Furthermore, in Belum Rainforest Resort, the manager always gives a good advice for staffs and makes the staffs more confident in working.

## 4.4 Limitations and Recommendations

### 4.4.1 Wi-fi

The first limitation in this resort is Wi-Fi connections which lead to some problems with customer satisfaction and the work efficiency of staff. Wi-Fi connection in the resort is too slow and sometimes they lost the connection. Wi-Fi is very important in the resort as they need to use it daily. Everyone in the resort need to use this Wi-Fi connection for their daily routine work as the environment surrounding this resort is forest. Therefore, as recommendations, this Wi-Fi connection problem need to be solved as soon as possible because it can increase the customer satisfaction as well as the work productivity of staff.

### 4.4.2 Server room

Server room at Belum Rainforest Resort is the center of information for the organization as every department keep their information in the server rack. The space in the server room is small and did not suitable with the equipment keep in the server. The small space of server room can give effect to the device and equipment as the room do not have better humidity that should being followed for a server room. The server room need to be convenient and give some advantages to the staff that need to do a maintenance in the server room. As a recommendation, server room need to be larger than exist server room. When there is enough space in the server room, the work for maintenance can be done easily.

### 4.4.3 Facilities for the recreation team

Facilities for the recreation team is not enough which can cause bad satisfaction from the customer. The recreation team should have enough facilities as many activities joined by the guest used them. For example, round island activity needs a boat to bring the guest. But



the main problem is insufficient boat which caused to a problem as management cannot bring guest on time. Because of this problem, the guest satisfaction will be decrease. As a recommendation, the management should alert with the facilities needed by every department because some of the facilities needed may affect the customer satisfaction when using their services.

As a recommendation, the management of the Belum Rainforest Resort need to strengthen their service quality. This is because service quality is very important to increase customer satisfaction. Every aspect that have relation with service quality need to be focus on because in any hotel or resort, the service quality is one of the main thing that will be focused because they know the effect of service quality to their hotel and resort. Therefore, to increase the customer satisfaction after using the services offered, management need to invest new method how they can increase the service quality and the relationship of service quality towards customer satisfaction.

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**APPENDIX A:  
INDUSTRIAL  
TRAINING USER  
CHECKLIST**

## INDUSTRIAL TRAINING STUDENT'S CHECKLIST

**Student's Name** : PUTERI UMI KALSUM BINTI MEGAT IBRAHIM  
**Student's Id** : 2013194657  
**Unit / Department** : IT DEPARTMENT  
**Organization** : BEUM RAINFOREST RESORT  
**Semester** : Mac - July 2017

NO.	DESCRIPTION	APPENDICES IN REPORT	TICK (√)	DATE
1.	Receive, read and understand the documents;			28/12/16
	1. Industrial Training Handbook		✓	
	2. IMC690 Assessment		✓	10-14/7/2017
	3. Definition of Special Project (IM225/245 Only)		✓	
	4. Insurance Letter (UiTM)		✓	
	5. Industrial Training Report Overall Contents		✓	
	6. Cover & Title Page Guideline		✓	
	7. Declaration Guideline		✓	
2.	Receive, read and understand the rubrics;			
	1. Rubric – Industrial Evaluation		✓	
	2. Rubric - Individual Presentation		✓	
	3. Rubric - Industrial Training Report (Overall)		✓	
4.	4. Rubric - Industrial Training Report (Reflection Assessment)		✓	
			✓	
3.	Receive, read and understand all the forms		✓	
4.	Report duty to organization and submit report duty form to the Industrial Training Coordinator ('Borang Report Duty') within the first week of internship Email : nurul1217@kelantan.uitm.edu.my OR Fax : 09-9762156 – HEA (please put a note : "U.P : Puan Nurulannisa Binti Abdullah")		✓	1-10/2/2017
5.	Understand that students are <b>NOT ALLOWED</b> to take any leave during internship, unless for emergency leave / MC / special case (not more than 6 days in 5 months); or else the internship status is automatically <b>FAIL</b> . Get the permission from Organizational Supervisor before taking any leave. <b>**Any extra leave provided by organization is not counted under this clause. Organization may provide extra leave / benefits to students, if necessary**</b>	YES (MC / Letter)	✓	
6.	Understand that <b>NO</b> semester break during internship.		✓	

7.	Understand that public holidays/special leaves/weekend are different between states; follow current state during internship / organization's policy. (put remark in the logbook)		✓	
8.	Record every attendance in the form (' <b>Borang Kedatangan Latihan Industri</b> ') or use any method provided by organization (thumbprint or punch card).	<b>YES (Copy of attendance)</b>	✓	
9.	Record every task given in the logbook every day. Ask the Organizational Supervisor to sign/verify on daily <b>OR</b> weekly <b>OR</b> monthly basis.	<b>YES (Copy of logbook entries)</b>	✓	
10.	Fill up Organizational Supervisor's details (' <b>Template Maklumat Penyelia</b> ') and submit to the Industrial Training Coordinator once the supervisor has been assigned. (**You may include the topic for Special Project, if you already have it**) Email : nurul1217@kelantan.uitm.edu.my		✓	<b>28/2/2017</b>
11.	Discuss with Organizational Supervisor regarding Special Project (must be ISM <b>OR</b> IM related tasks).		✓	
12.	Plan and strategize all the tasks given during internship (discuss with the Organizational Supervisor regarding duration for the tasks, especially Special Project). You may use the planner (' <b>Jadual Perancangan Latihan Industri</b> ') <b>OR</b> make your own custom planner using MS Office / MS Project <b>OR</b> use the planner provided by the organization (if any).	<b>YES</b>	✓	
13.	Consult with your Faculty Supervisor regarding the tasks (especially Special Project) at least <b>3 TIMES</b> , via face-to-face <b>OR</b> email <b>OR</b> phone calls <b>OR</b> any types of communication medium, which necessary.		✓	
14.	Hand over the industrial evaluation form ( <b>Rubric – Industrial Evaluation</b> ) to the Organizational Supervisor (softcopy or hardcopy, any way preferable by the supervisor). The Organizational Supervisor will make an evaluation on the student's performance.		✓	
15.	<b>PAY</b> your fees (semester Mac – July 2017) Refer Academic Calendar for the date.		✓	<b>BEFORE 26/3/2017</b>
16.	<b>REGISTER</b> for IMC690 (Industrial Training) course– Refer Academic Calendar for the date.		✓	<b>27/2– 12/3/2017</b>
17.	<b>VALIDATE</b> for IMC690 (Industrial Training) course.– Refer Academic Calendar for the date.		✓	<b>13–26/3/2017 GUGUR TARAF 30/3/ 2017</b>
18.	Update your MUET status to the HEA (to those who not yet submitted the result/status).		✓	
19.	Have a visit from the Visiting Supervisor (from nearest campus / faculty) during internship. Prepare the evaluation form (' <b>Borang Penilaian</b>		✓	



	Visiting Supervisor'). Students may discuss or seek for opinions from the Visiting Supervisor. But approval for the tasks (especially Special Project) may only be done by the Organizational Supervisor & Faculty Supervisor.		✓	
20.	Submit the evaluation form (Rubric – Industrial Evaluation) to Industrial Training Coordinator OR Faculty Supervisor within the last week of internship		✓	BEFORE / ON 30/6/2017
21.	Attend the presentation (viva) at the faculty *subject to change. Bring along the evaluation form ('Borang Penilaian Pelajar') during the presentation.		✓	10-14/7/2017
22.	Submit the Industrial Training Report (hard cover bind, dark blue)		✓	10-14/7/2017
23.	Provide a softcopy of Industrial Training Report in a CD, sealed in an envelope nicely, and attached at the back of the report.	YES	✓	
24.	Attach this checklist in <b>Appendices</b> section.	YES	✓	
25.	Attach any other necessary documents which related to your tasks in Appendices section (i.e. : user manual, photos of activities, forms, sketches of storyboard, sample of interface, etc.).	YES	✓	

#### NOTES :

1. Organizational Supervisor – supervisor assigned by the industry / organization.
2. Faculty Supervisor – supervisor (lecturer) assigned by the faculty / campus, of which students come from. (i.e.: A faculty supervisor from Kelantan campus will be assigned for students from Kelantan campus).
3. Visiting Supervisor – supervisor (lecturer / staff) assigned by the faculty / campus, from the nearest campus/state to the organization. (i.e.: A visiting supervisor from Shah Alam will be assigned for students who undergo the internship in Selangor / Kuala Lumpur).

**APPENDIX D:  
QUESTIONNAIRE  
OF RESEACH  
STUDY**

Dear Valued Guest,

I am a student from Faculty Information Management semester 7 at University Teknologi MARA Kelantan. The objective of this survey is to measure service quality based on resort's performance. Answering this survey takes approximately 2 minutes. All information given in this survey will be confidential and it will not be revealed in the report. The data collected will be useful information to the resort in improving service quality from time to time.

**PART A: DEMOGRAPHIC INFORMATION**

Please tick (✓) the answer below.

1. **Gender:** 1. Male  2. Female
  
2. **Age:**
  1. 20 years old below
  2. 21-30 years old
  3. 31-40 years old
  4. 41-50 years old
  5. 51 years old above
  
3. **Race:**
  1. Malay
  2. Chinese
  3. Indian
  4. Others: \_\_\_\_\_
  
4. **Nationality:**
  1. Malaysia
  2. Thailand
  3. Singapore
  4. Others: \_\_\_\_\_
  
5. **Travel partner:**
  1. Single
  2. Family
  3. Friends
  4. Colleagues:
  
6. **Purpose of visit:**
  1. Leisure
  2. Transit
  3. Business
  4. Meeting Conference
  
7. **How did you make your reservation?**
  1. Travel Agent
  2. Direct Email
  3. Hotel Website
  4. Our Sales Office
  5. Mobile Applications
  6. Others: \_\_\_\_\_

**APPENDIX E:  
OTHER  
MATERIALS**

## On the Job Training Supervisor's Curriculum

### SCHEDULE

Month	Topics Covered
1	<ul style="list-style-type: none"> <li>• Department orientation</li> <li>• Working together in a workplace</li> <li>• Health and safety in the workplace</li> <li>• Employee benefits</li> <li>• Direct the development, implementation &amp; administration of all IT</li> <li>• Preparing &amp; managing the operation and capital budgets</li> <li>• Negotiate contracts with manufactures for all software, hardware and consulting services (Supplier &amp; Vendor)</li> <li>• Manage external vendor relationship and services (Supplier &amp; Vendor)</li> <li>• Manage multiple areas of knowledge and multiple departments</li> </ul>
2	<ul style="list-style-type: none"> <li>• Monitor and ensure proper storage/ back-up systems and policies.</li> <li>• Daily, weekly and monthly back-up of essential data and system files</li> <li>• Proper record and safekeeping of company IT assets eg data, computers, printers and software</li> </ul>
3	<ul style="list-style-type: none"> <li>• Train users to trouble-shoot normal PC problems</li> <li>• Ensure that PC/server is up &amp; running at all times</li> <li>• To ensure that the network system is up 100% of the time.</li> <li>• Staff able to access files at network</li> </ul>
4	<ul style="list-style-type: none"> <li>• IT/IS Administration               <ul style="list-style-type: none"> <li>➤ Opera PMS, Micros POS, Saflok, Material Control &amp; FingerTec TCMS</li> <li>➤ System and software application maintain BRR Panda Cloud AntiVirus</li> </ul> </li> <li>• IT/IS Support &amp; Services               <ul style="list-style-type: none"> <li>➤ Train users to trouble-shoot normal PC problems (Software &amp; Hardware)</li> </ul> </li> <li>• Data Center/Server               <ul style="list-style-type: none"> <li>➤ Understanding server and the purpose of it.</li> <li>➤ Ensure that PC/server is up &amp; running at all times</li> <li>➤ Daily, weekly and monthly back-up of essential data and system files</li> </ul> </li> <li>• IT/Inventory (Asset tagging/Inventory)               <ul style="list-style-type: none"> <li>➤ Proper record and safekeeping of company IT assets eg data, computers, printers and software</li> </ul> </li> <li>• Web design and administration               <ul style="list-style-type: none"> <li>➤ Learning Resort Web design and created resort promotion design</li> </ul> </li> </ul>
5	<ul style="list-style-type: none"> <li>• IT/IS Administration               <ul style="list-style-type: none"> <li>➤ Opera PMS, Micros POS, Saflok, Material Control &amp; FingerTec TCMS</li> <li>➤ System and software application maintain BRR Panda Cloud AntiVirus</li> </ul> </li> <li>• IT/IS Support &amp; Services               <ul style="list-style-type: none"> <li>➤ Train users to trouble-shoot normal PC problems (Software &amp; Hardware)</li> </ul> </li> <li>• Data Center/Server               <ul style="list-style-type: none"> <li>➤ Understanding server and the purpose of it.</li> <li>➤ Ensure that PC/server is up &amp; running at all times</li> <li>➤ Daily, weekly and monthly back-up of essential data and system files</li> </ul> </li> <li>• IT/Inventory (Asset tagging/Inventory)               <ul style="list-style-type: none"> <li>➤ Proper record and safekeeping of company IT assets eg data, computers, printers and software</li> </ul> </li> <li>• Web design and administration               <ul style="list-style-type: none"> <li>➤ Learning Resort Web design and created resort promotion design</li> </ul> </li> </ul>



# Modernize Your Business with Hospitality Technology

These days, travelers expect some form of **technological amenities** from a **hospitality provider** or they simply take their business elsewhere. A bad experience goes beyond just losing one customer and can haunt a provider in the form of negative online reviews and **peer-to-peer social sharing** (of said negative reviews).

But a few hospitality technology trends are helping to reshape this industry. They are being fed by **consumer demand**, **newer innovations** and an **ever-changing industry** that's **constantly adapting to its target demographic**.

We believe technology of such should help bring out the best in people and amplify their strengths especially in this Hospitality industry. These technology solutions should **enable hotels to deliver the best guests experience**. That's why, every year we would share our best initiative to everyone on how they can **benefit and modernize their businesses to greater heights**.


This year, together with **Brocade-Ruckus-an international company who build extensive network on data-centers** and has more than 70% installed base of **Hospitality Wi-Fi worldwide**; would like to extend our invitation to all members of MAH Perak Chapter to join our technology sharing session with us.

**Let's us innovate you with our best practices for Hospitality industry.**

DATE:  
8<sup>th</sup> June 2017 | Thursday

VENUE:  
MH Hotel Ipoh

AGENDA  
4.00 pm – 8.00 pm

- Registration
  - Hospitality Technology  
– NexGen HSIA
  - Coffee break
  - Brocade & Ruckus Technology
  - Q & A session
  - Buka Puasa Dinner
- 

GET IN TOUCH

05-255 7033 (Perak Branch)  
03-8060 3836 (Head Quarter)

[marketing@alphamatic.com.my](mailto:marketing@alphamatic.com.my)

if you have questions regarding to this event

Organizer:



Co-organizers:

**BROCADE**



# TECHNOLOGY UPDATE WORKSHOP 2017

MODERNIZE YOUR BUSINESS WITH HOSPITALITY TECHNOLOGY

**Main Organizer** : Alphamatic Systems Sdn Bhd

**Co-Organizers** : Brocade-Ruckus

## INTRODUCTION

These days, travelers expect some form of technological amenities from a hospitality provider or they simply take their business elsewhere. A bad experience goes beyond just losing one customer and can haunt a provider in the form of negative online reviews and peer-to-peer social sharing (of said negative reviews).

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This year, together with Brocade-Ruckus – an international company who build extensive network on data centres and has more than 70% installed base of Hospitality Wi-Fi worldwide; would like to extend our invitation to all members of MAH Perak Chapter to join our technology sharing session with us. Let's us innovate you with our best practises for Hospitality industry.

## EVENT OBJECTIVES

- I. To share the technology solutions with members of MAH Perak Chapter.
- II. To identify the benefits of Hospitality Wi-Fi solutions by looking at the Technology Trends that are Reshaping the Industry.

## EVENT OUTLINES

**Date:** 8<sup>th</sup> June 2017 (Thursday)

**Venue:** MH Hotel Ipoh

**Time:** 4.00 pm to 8.00 pm

**Who should attend?**

- General Manager, Business Owner, Director and Decision Maker of Hospitality industry.

**Why should attend?**

- Discover the benefits of Hospitality technology solutions and how to modernize your business to greater heights.
- Opportunities to attend Technology workshop.
- Free Consultancy from a pool of qualified and experienced specialists.

## EVENT AGENDA

Time	Agenda
4.00 PM – 8.00 PM	Registration
	Welcome speech
	Hospitality Technology – NexGen HSIA
	Coffee break
	Brocade & Ruckus Technology
	Q & A session
	Dinner* & Networking session

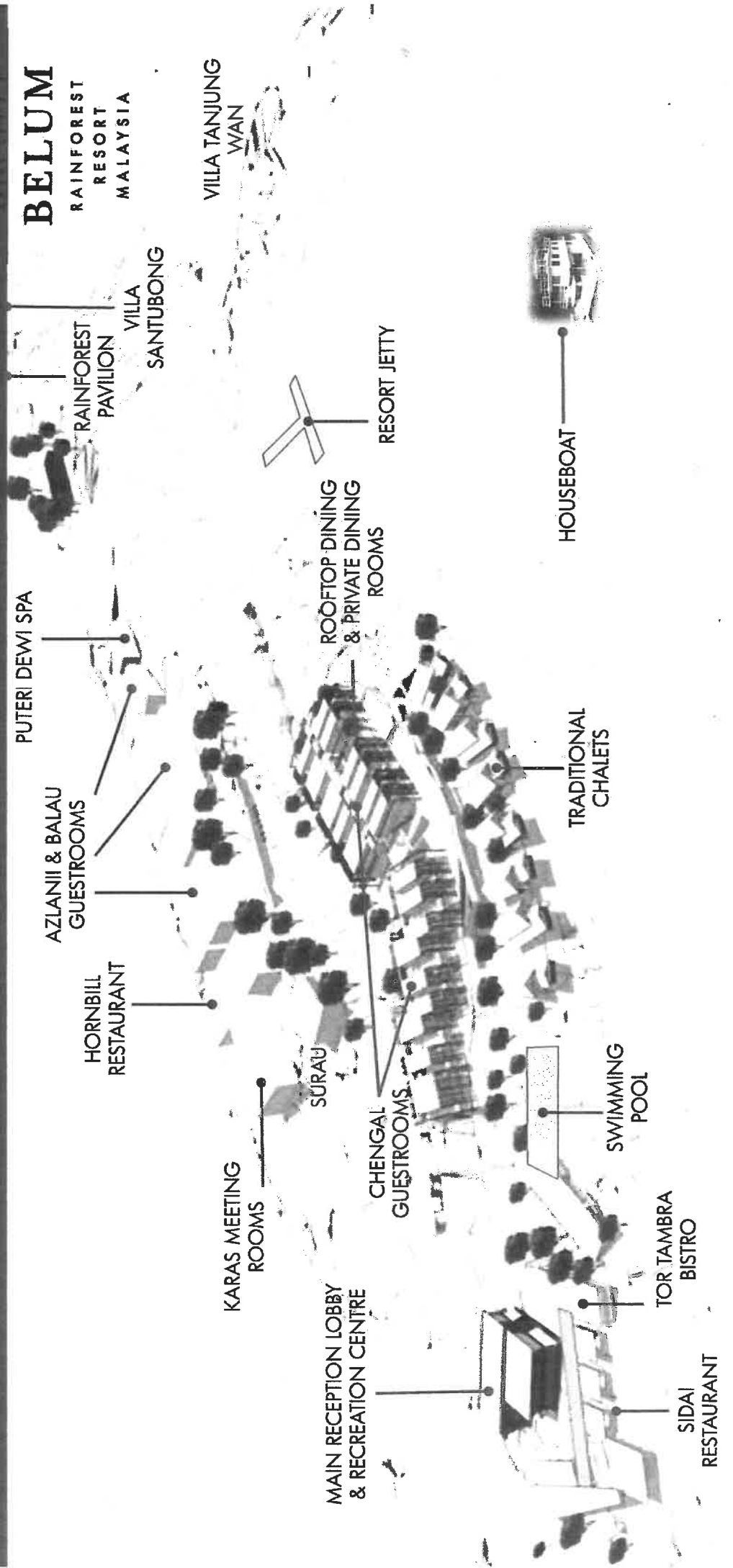
*\*Buka puasa dinner will be served*



# THE BELUM RAINFOREST RESORT

**BELUM**

RAIN FOREST  
RESORT  
MALAYSIA



PUTERI DEWI SPA

AZLANII & BALAU  
GUESTROOMS

HORNBILL  
RESTAURANT

KARAS MEETING  
ROOMS

MAIN RECEPTION LOBBY  
& RECREATION CENTRE

CHENGAL  
GUESTROOMS

SURAU

ROOFTOP DINING  
& PRIVATE DINING  
ROOMS

TRADITIONAL  
CHALETs

SWIMMING  
POOL

TOR TAMBRA  
BISTRO

SIDAI  
RESTAURANT

RAIN FOREST  
PAVILION

VILLA  
SANTUBONG

RESORT JETTY

HOUSEBOAT

VILLA TANJUNG  
WAN

  
**BELUM**  
RAINFOREST  
RESORT  
MALAYSIA


AN EXCLUSIVE EVENING WITH SHEILA MAJID  
AT THE OLDEST RAINFOREST IN THE WORLD

# SHEILA MAJID

LIVE @ BELUM RAINFOREST RESORT  
SATURDAY, 29 APRIL 2017

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#belumrainforestresort



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