

**THE LEVEL OF CUSTOMER SATISFACTION  
TOWARDS QUALITY OF FACILITIES PROVIDED  
BY BUSINESS CENTER IN BERJAYA TIMES  
SQUARE HOTEL & CONVENTION CENTER**

**ROSMAHYATI BINTI MOHD ANOAR**

**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

**2006**

## **ACKNOWLEDGEMENT**

### **In The Name of Allah the Most Merciful and Most Compassionate**

There are many individuals that had contributed to the success of this thesis. First and foremost, my gratitude goes to the Al-Mighty for bestowing me the strength and patience to complete this thesis. My warmest gratitude goes to Prof. Madya Asmah Zainuddin (First Advisor) and Puan Halimahton Binti Borhan (Second Advisor), for giving me the most beneficial assistance throughout the development of this study.

My appreciation goes to all the staff of Sales & Marketing Department, Berjaya Times Square Hotel & Convention Center especially Mr. Marcus Tioh and Murphy Lee, who gave me access, co-operation and invaluable insights in relation to the relevant information gathered for the study and also for the practical training stint with the company.

I would like to express my deepest gratitude to my beloved mother and father, as well as my family members for their moral support and understanding. I also wish to thank my friends and everyone who has involved directly or indirectly in the making of this research who were always there when I need them the most. I really treasure your honest opinions and encouragement that have put me through good and bad times

Thank you.

## **ABSTRACT**

Business Center is one of the most important places to attract customers, especially Business travelers. It plays a significant role in bringing the communication and office equipment technology into the hotels operation. As world getting smaller, there is no doubt that the quality of facilities provided in the Business Center will always be evaluated by the customers who act as the end users. Therefore this study on the level of customer satisfaction towards the quality of facilities provided by the Business Center is necessary in order to find out the relationship between the two variables, independent and dependent. With regards to research questions, the significance of Business Center existence in the hotel operation needs to be analyzed. This is in terms of its contribution towards customers' requirements and satisfaction. As a result with the full understanding upon the customers' expectations toward Business Center, the hotel operator could draw up a long term plan to ensure that the quality of the facilities is standing at the highest level.

<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENTS</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>xv</b>
<b>ABSTRACT</b>	<b>xvi</b>
 <b>CHAPTERS</b>	
<b>1. INTRODUCTION</b>	
1.1 Introduction	2
1.2 Company Background	3
1.3 Background of study	6
1.4 Problem Statement	6
1.5 Research Questions	7
1.6 Research Objectives	7
1.7 Scope of Study	7
1.8 Significant of Study	8
1.8.1 To customer	8
1.8.2 To company	8
1.8.3 To researcher	9
1.9 Limitation of Study	9
1.9.1 Availability and accuracy of data	9
1.9.2 Source of data	9
1.9.3 Financial	10
1.9.4 Time Constraint	10
1.10 Definition of Term	10

<b>2.</b>	<b>LITERATURE REVIEW</b>	
2.1	Customer Satisfaction	13
2.2	Service	17
2.3	Service Quality	18
2.4	Quality of Facilities	21
<b>3.</b>	<b>THEORETICAL FRAMEWORK</b>	
3.1	Introduction	27
3.2	The Model of Theoretical Framework	28
3.2.1	Dependent Variable	27
3.2.2	Independent Variable	28
<b>4.</b>	<b>RESEARCH METHODOLOGY AND DESIGN</b>	
4.1	Introduction	30
4.2	Data Collection	30
4.2.1	Primary Data	30
4.2.2	Secondary Data	32
4.3	Sampling Method	33
4.4	Time Frame	33
4.5	Data Coding Analysis	33
4.5.1	Coding	33
4.5.2	Data Analysis	34
4.5.3	Cross-Tabulation	34
4.5.4	Frequency Distribution	34
4.5.5	Mean	34
<b>5.</b>	<b>RESEARCH FINDINGS AND ANALYSIS</b>	
5.1	Introduction	36