



**SERVICE QUALITY AND CUSTOMER SATISFACTION
AT THE KATERINA HOTEL**

'AWIDA BINTI MOHD SAH

2008404048

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

APRIL 2011



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, 'Awida Mohd Sah,

Hereby, declare that,

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

Signature: _____

Date: _____

ACKNOWLEDGEMENT

Alhamdulillah. Praise to the Al-Mighty.

Thanks to Allah SWT, whom with His willing giving me the opportunity to complete this Final Year Project which is title The Service Quality Dimensions Towards Customer Satisfaction. This final year project report was prepared in my final year 2011, basically for student in final year to complete the undergraduate program that leads to the degree of Bachelor in Business Administration (Hons.) Marketing.

Firstly, I would like to express my deepest thanks to, Puan Nor Hamiza Mohd Noor my advisor, and my second advisor PM Zaihan Binti Abd Latip, a lecturer at UiTM Melaka City Campus and also assign, as my supervisor who had guided be a lot of task during semester six. I also want to thanks the lecturers and staffs of UiTM Melaka City Campus for their cooperation during I complete the final year project that had given valuable information, suggestions and guidance in the compilation and preparation this final year project report.

To my subject of Final Year Project, Hotel Katerina and their respective personnel and key leaders, special thanks to all who provided help, supports and precious information during my stays and walk through experienced in challenging working environment. Deepest thanks and appreciation to my parents, family, special mate of mine, friends and others for their cooperation, encouragement, constructive suggestion and full of support for the report completion, from the beginning till the end.

Last but not least, my thanks to Faculty of Business Administration and everyone else, for great commitment and cooperation during my Final Year Project.

ABSTRACT

The aim of this study is to assess service quality dimensions towards customer satisfaction of guests in the Katerina Hotel, Batu Pahat. The identification of the service-quality attributes that are most valued by customers, and an accurate assessment of their relative importance, is required for any effective deployment of resources. The study should help hotel management to identify features that need attention to meet hotel guests' satisfaction. The main elements have been chose which is service quality dimensions; reliability, responsiveness, assurance, empathy and tangible that contribute to the customer satisfaction who have experience stay in the hotel. These main elements were chosen to apply a survey and interview technique to accumulate information for analysis using SPSS version 14.0. This article is organized as follows: first we review prior theory and research relevant to service quality and the level of service quality dimensions effects the customer satisfaction. This research also develops hypotheses to describe the proposed interrelations between variables. Then this research describes the method and presents the results from the field study of hospitality. Then research would be concluded by discussing the findings and implications of the research program.

**REPORT TABLE OF CONTENT
MODE B**

CONTENT	PAGE
LETTER OF DECLARATION	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
1.0 Background Of Company	1
1.1. Background Of Study	3
1.2. Rsearch Statement	3
1.3. Research Questions	5
1.4. Research Objectives	5
1.5. Theoretical Framework	6
1.6. Hypothesis	8
1.7. Significance Of Study	9
1.8. Scope Of Study	10
1.9. Limitation of Study	11
1.10. Definition Of Terms	12
CHAPTER 2: LITERATURE REVIEW	
2.0. Introduction	14
2.1. Customer Satisfaction	16
2.2. Reliability	18
2.3. Responsiveness	18
2.4. Assurance	19
2.5. Empathy	20
2.6. Tangibles	21