

**DETERMINANTS THAT CONTRIBUTING TO QUALITY
CUSTOMER SERVICE AND CUSTOMER SATISFACTION
AT RIVERSIDE MAJESTIC HOTEL KUCHING, SARAWAK**

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ABSTRACT

The hotel industry contributes significantly to economic development especially in Malaysia. However, they play important roles to meeting and exceeding their customer expectation through high quality service in order to ensure that customer satisfaction which is the bedrock of any business. The study investigates the determinants that contributing to quality customer service and customer satisfaction, a five-star hotel; Riverside Majestic Hotel which was located at Kuching, Sarawak. 150 customers were purposively selected from North Kuching City Hall (DBKU) who were already received the services from Riverside Majestic Hotel which was in order to reach their experience throughout visiting the hotel. By use of conceptual framework and survey questionnaires that listed all the five variables which mainly content total quality management, management strategies, frontline assistance, employee knowledge, skills and abilities (KSA's) and customer expectation these assumed that all the determinants expected to have a relationship with customer satisfaction.

CHAPTER 1

INTRODUCTION

Background of the study

Nowadays in a business environment it is quite challenging for entrepreneur to stay competitive compare to ever than before especially in terms to compete with other businesses. In the hospitality industry, challenges and increasing in demands from the customer a managerial move one step further to take initiative in re-engineering their structures and process to operate their business, it is in order for them to stay competitive and sustains growth for a long time period.

According to Ministry of International Trade and Industry (as cited by Ooi, 2011) from Growth Domestic Product (GDP) in Malaysia shows that over 53.4 percent from service sector industry lead to the development of economy in the country and the most crucial essences that takes part is the quality from the services offer by the hotelier. Therefore, the hotelier should try to win his customer's heart by providing a better quality of service to the customer, exceeds from their meets and expectations. Satisfied customer does have a positive effect towards the better outcome of the organization itself and hence create a positive assumption as they are the people who will contribute to the greater investment towards purchasing the product and services.

Subsequently, it will depend on what will be the factors and strategies that will lead to quality customer service from the management itself. Throughout the study on