

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

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ABSTRACT

Although quality customer services increasingly became the phenomenon topic among the researchers, few researches have been done regarding the hospitality industry in Malaysia. The objectives of this study were to identify factors that contributing to quality customer service and to determine the relationship between factors that contributing to quality customer service and customer satisfaction. The study were conducted to identify which among five factors that more related to customer satisfaction. The first factor were Total Quality Management, the second factor were Management Strategies, the third were Frontline Assistance, the forth were Employees Knowledge, Skills and Abilities, and the last factor were Customer Expectation. 150 of questionnaires were distributed to Dewan Bandaraya Kuching Utara (DBKU) and answered by the employees who received the services from Riverside Majestic Hotel, Kuching Sarawak. The results revealed that among the five factors, the most related to customer satisfaction were Employees Knowledge, Skills and Abilities, and the least were Frontline Assistance.

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 customer quality service from the management itself. Throughout the study on