

**A STUDY ON QUALITY OF FRONT OFFICE
COUNTER SERVICE
AT ALOR SETAR HOLIDAY VILLA**

**NORSALBIAH BT SAAD
96677994**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY**

ACKNOWLEDGEMENT

“Syukur Alhamdulillah” to Allah S.W.T for His consent and regard.

In completing this research there are so many people involved directly and indirectly. First of all I would like to express my special thanks to **En. Azemi Che Hamid**, my advisor for his encouragement, guidance, advises, comments, and help throughout the study on Quality of Front Office Counter Service at Alor Setar Holiday Villa.

Special thanks also goes to my supervisor, Miss Dini Azima (Sales Manager), Ku Noraiza Ku Nahar (Assistant Public Relation), Miss Ch'ng Ee Ling, Miss Hemamalini, Puan Noraini (Assistant Front Office Manager), the front office receptionists and cashiers for their co-operation and valuable information.

To mom, dad, sister, and brother thanks your for your support, encouragement and love. Not to forget to all my beloved friends and colleagues for their kindness, sight comments, ideas and criticism.

“May Allah bless all of us and may we get benefits from it”

TABLE OF CONTENTS

	<i><u>Page</u></i>
Letter of Transmittal	i
Acknowledgement	ii
Table of Contents	iii
List of Tables	v
List of Figures	vii
Abstract	viii
CHAPTERS	
1.0 INTRODUCTION	1
1.1 Background of Company	3
1.2 Scope of Study	5
1.3 Problem Statement	5
1.4 Objective	6
1.5 Significance of Study	7
1.6 Hypothesis	8
1.7 Definition of Terms	10
 2.0 LITERITURE REVIEW	
2.1 Service and Quality Definition	11
2.2 Leadership Style	14
2.2.1 TQM Leads to Quality Service	16
2.2.2 Comparison of Traditional and TQManaged Organization	19
2.2.3 Employees Care	20
2.2.4 Listen to Front Liner Employee	21
2.3 The Psychology of Customer Satisfaction	21
2.3.1 The Satisfaction Process	22
2.4 Two Dimension of Quality Counter Service	23
2.5 The Importance of Empowerment and Communication Skills in Counter Service Provider	23
2.5.1 Empowerment	23
2.5.2 Communication Skill	24
 3.0 RESEARCH METHODOLOGY AND DESIGN	
3.1 Data Collection	27
3.1.1 Survey Instrument	28
3.1.2 Supportive Instrument	29
3.2 Sampling Technique	30

3.2.1 Sampling Frame	31
3.2.2 Sampling Size	32
3.3 Procedure For Analysis of Data	32
4.0 ANALYSIS AND INTERPRETATION OF DATA	
4.1 Respondents Profile	33
4.1.1 Gender	33
4.1.2 Guest Status	34
4.1.3 Occupation	35
4.1.4 Race	36
4.1.5 Age	37
4.1.6 Regular Guest	38
4.1.7 Number of per visit per year	38
4.2 Customer Perception	39
4.2.1 Gender	40
4.2.2 Guest Status	42
4.2.3 Occupation	44
4.3 Relationship of the Independent Variables and Quality of Front Office Counter Service	48
4.3.1 Gender	48
4.3.2 Guest Status	50
4.3.3 Occupation	52
4.4 Customer Satisfaction on the Front Office Counter Service	56
4.5 Conclusion	58
4.5 Hypothesis Testing	60
5.0 CONCLUSION AND RECOMMENDATION	
5.1 Overall Conclusion	71
5.2 Recommendation	73
BIBLIOGRAPHY	77
APPENDIX - QUESTIONNAIRE	

ABSTRACT

This research is about a study on quality of front office counter service at Alor Setar Holiday Villa. It scrutinized the level of quality front office counter service at Alor Setar Holiday Villa have that is perceived by Alor Setar Holiday Villa guests during their visit or stay at the hotel.

In measuring the quality of front office counter service at Alor Setar Holiday Villa, five variables had been identified. The five variables are warm attendance, immediate attendance, co-operation, personality, and courtesy communication.

Finding shows that the five variables are the important elements in providing quality counter service, especially at the hospitality industry. In order for the company to enhance their quality of front office counter service the management of the company should emphasize on this five elements. Besides it also can be effectively done through a proper and continuous training and etc.