

UNIVERSITI TEKNOLOGI MARA

**QUEUING MANAGEMENT TOWARDS
ACHIEVING CUSTOMER SATISFACTION IN
THREE-STAR HOTEL SEGMENT IN MALAYSIA**

MOHD ZOOL FADLI BIN IBRAHIM

Master of Hospitality Management

November 2010

UNIVERSITI TEKNOLOGI MARA

**QUEUING MANAGEMENT TOWARDS
ACHIEVING CUSTOMER SATISFACTION IN
THREE-STAR HOTEL SEGMENT IN MALAYSIA**

Mohd Zool Fadli Bin Ibrahim

Dissertation submitted in partial fulfillment of the requirements

for the degree of

Master in Hospitality Management

Faculty of Hotel and Tourism Management

November 2010

Author Declaration

I hereby confirmed that this dissertation was my own work and declare that this dissertation is not being submitted for any other academic award.

.....

Mohd Zool Fadli Bin Ibrahim

2009234164

Faculty of Hotel and Tourism Management

Universiti Teknologi MARA

ABSTRACT

In an intensely competitive world pressure, expectation of need to accomplish more in less time is likely the main priority of most hotels customers. Customer waiting time for service typically represents the first direct interaction between customers and most service delivery processes in hotel operations. Today, many people are basically surprise to discover a queue, especially when the service itself is not overloaded. Customer feels that they are wasting their time seems that time nowadays is consider as valuable.

The purpose of this study is to present the role of psychology of queuing in mediating queuing management toward customer satisfaction. Queuing management dimension consist of multi channel services and installation of distraction, since both are appropriate method that can be practiced in hotel. The dimensions in psychology of queuing include certainty, fairness and value of services. To measure customer satisfaction, the behavioral intention will be use. All the variables is adapt from previous research which is conducted in different settings, in different location.

This research involves a distribution set of questionnaire with customer selected randomly based on their experience stayed at three star hotels in Kuala Lumpur. Empirical data are analyzed using structural equation models.

The findings of this study show that there is a significant relationship between queuing management and customer satisfaction. However, the relationship is varies among dimensions. Psychology of queuing however has a small mediating influence on the relationship of queuing management and customer satisfaction.

Implication of this study is present in two forms, managerial and theoretical. The limitations of this study are based on the local setting, thus the performance of current situation.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

Alhamdulillah. Thanks to Allah SWT, whom with His willing giving me the opportunity to complete this study which is Queuing Management towards Achieving Customer Satisfaction in Three Star Hotel Segment. This study was prepared for Faculty of Hotel and Tourism Management, Univeristi Teknologi MARA (UiTM) This study is based on the methods given by the university.

Firstly, I would like to express my deepest thanks to, Mr. Raziff Jamaluddin, a lecturer at Faculty of Hotel and Tourism Management, Univeristi Teknologi MARA (UiTM) and also assigned as my supervisor who had guided and support a lot of task during three semester's session 2009/2010.

Deepest thanks and appreciation to my parents, family, 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, a warm appreciation also for those respondents who have been contributed in completing this study. Deepest thanks to hotel managers for brilliant idea and moral support.