



THE FACTORS INFLUENCING CUSTOMER SATISFACTION IN HOTEL INDUSTRY

(CASE STUDY: HOTEL SERI MALAYSIA SUNGAI PETANI)

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DECLARATION OF ORIGINAL WORK



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TABLE OF CONTENT

Declaration of Origin Work	i
Letter of Submission	ii
Acknowledgement	iii
Table of contents	iv
List of Table	vii
List of Figures	viii
Abstract	ix
Chapter 1: Introduction	1
1.1 Introduction	1
1.1,1 Company Background	1
1.2 Background of study	2
1.3 Problem statement	3
1.3.1 Report complaint from customer	4
1.4 Research objective	5
1.5 Research question	5
1.6 Scope of the research	5
1.7 Significance of study	6
1.8 Definition of main variables	6
1.8.1 Facilities	6
1.8.2 Price	7
1.8.3 Services	7

Chapter 2 : Literature Review	8
2.0 Introduction	8
2.1 Customer satisfaction	8
2.2 Facilities	9
2.3 Price	10
2.4 Services	11
2.5 Theoretical Framework	13
2.6 Hypothesis	14
Chapter 3 : Research Methodology	15
3.0 Introduction	15
3.1 Sample and population	15
3.1.2 Sample size	15
3.2 Data collection Method	16
3.2.1 Primary data	16
3.2.2 Secondary data	17
3.3 Data analysis procedure	17
Chapter 4 : Finding & Analysis	18
4.0 Introduction	18
4.1 Profile or respondent	18
4.2 Descriptive Analysis	20
4.3 Reliability analysis	20
4.3.1 Reliability analysis for all variable	21

ABSTRACT

The purpose of this research is to study on the factors influencing customer satisfaction in hotel industry. There are some factors that influence customer satisfaction which consists of facilities, prices and services .The method used in this research is simple random sampling method whereby the respondent of the research consist of guest who come to hotel Seri Malaysia. Data were collected by using the questionnaire that given to the respondents who are willing to answers. Data that has been collected is analyzing by using SPSS software to measure the variable for the research. However, the result shows that only two variable that have a significant relationship between independent variable and dependent variable. The facilities and services only have a significant relationship with customer satisfaction in hotel industry.

Keywords: Customer Satisfaction, Facilities, Prices and Services