

**TOURISTS' PERCEPTION OF HOTEL
FRONTLINES' QUESTIONABLE BEHAVIORS
IN PENANG ISLAND**



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JUNE 2011

LETTER OF OFFER (RESEARCH GRANT)

Rujukan Kami : 600-RMI/SSP/DANA 5/3/Dsp (288/2009)
Tarikh : 20 Januari 2010



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TAJUK PROJEK : TOURISTS' PERCEPTION OF HOTEL EMPLOYEES
QUESTIONABLE WORK-RELATED BEHAVIOUR IN PENANG ISLAND**

Dengan segala hormatnya perkara di atas adalah dirujuk.

Dengan sukacitanya, Institut Pengurusan Penyelidikan (RMI) mengucapkan tahniah kepada tuan kerana telah berjaya ditawarkan Geran Dana Kecemerlangan bagi projek penyelidikan tersebut tertakluk kepada syarat-syarat dalam lampiran.

Tempoh projek penyelidikan ini ialah satu (1) tahun, iaitu bermula **01 Januari 2010** hingga **31 Disember 2010**. Peruntukan yang diluluskan ialah sebanyak **RM5,000.00** sahaja bagi **Kategori C** dengan menggunakan peruntukan yang telah disalurkan kepada kampus cawangan. Tuan diminta mengemukakan kertas cadangan penyelidikan beserta bajet yang baru seperti yang dicadangkan dan bersesuaian dengan jumlah kelulusan yang telah diluluskan.

Sekian, harap maklum dan terima kasih.

"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"

Yang benar


MUSTAFAR KAMAL HAMZAH
Ketua INFOREC
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ABSTRACT

Previous scholars agreed that tourists' satisfaction is the main objective in hotel business which reflects the service profit chain concept where satisfied employees will treat the customers fairly then lead to happy customers and satisfied customers will contribute to the organization profitability through repeat purchase and brand loyalty. However, the issues of questionable work behaviors always arise in hotel industry particularly in the three main departments. Questionable behaviors define as the behavior that not certainly right or wrong and thought to be important to at least that part of the market which makes return trips and also to the process of 'word-of-mouth' recommendations that visitors may engage in. Owing to the definition, it could be concluded that the effect of such behaviors is very bad since it involves the long-term profitability and growth of the hotel. This research was assessing on the tourists' perception regarding questionable work behaviors by hotel frontline employees in all the three pillar-of-the-house departments which are front office, food and beverages, and also housekeeping. Not to forget, this research not only examining the tourists' perception but at the same time exploring the relationship between the variables of interest. Findings discovered that questionable work behaviors have a positive relationship with tourists' satisfaction.

Keywords: Questionable behaviors, hotel frontlines' ethics, tourists' satisfaction

ACKNOWLEDGEMENT

First of all I would like to thank Allah s.w.t for giving me the strength in completing this research. This accomplishment would not be possible without His blessing. Then I wish to acknowledge and express my appreciation to many persons who have contributed in my research. Without their help and guidance, it would be impossible for me to complete this research.

I would like to express my most sincere gratitude to my advisor, Miss Nur`Hidayah Che Ahmat who has sincerely guided and motivated me until I am able to finish my research. Thank you for your attention to detail, suggestions, and assistance. It is really appreciated.

I would like to thank to the fellow team members, Mr. Norhamizan Hamir and Mr. Nor Azhar Mohd Taib for being so helpful in assisting me throughout the journey. I also want to acknowledge Prof. Madya Mohd Zaki Abdullah, Rector, UiTM Pulau Pinang and to Dr. Aziyah Bakhari from Research Management Unit (RMU) UiTM, Pulau Pinang for giving me a good cooperation and smoothen the flow of my research. Lastly, special thanks to my family and my friends for their moral support and motivation.

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