



**A STUDY ON SERVICE CONSISTENCIES PROVIDED BY FOOD  
AND BEVERAGE DEPARTMENT OF HOTEL UiTM  
TERENGGANU FOR THE YEAR 2001.**

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## **ABSTRACT**

The purpose of this research is to study the service consistencies provided by Food and Beverage Department of Hotel UiTM Terengganu For The Year 2001. There are varieties of factors, which can influence the service consistencies and the focuses only on the service quality, staffs and trainees performance and customer's expectation, towards the service consistencies.

The study was conducted in Terengganu which is concentrated on Hotel UiTM customers. The sample was comprised of 113 respondents. The questionnaires was distributed by hand, fax and post to the customers. The questionnaires also will be asked through the telephoned.

The findings are gathers from the questionnaires which was divided into 5 sections. Section A is measurement on respondents profile. Section B is on service quality. Section C is on staffs and trainees performance. Section D is on customer's expectation and section E consist of 1 question on service consistencies.

Analysis of data indicated that three factors of independent variables: service quality, staffs and trainees performance and customers expectation, correlated with great influence on dependent variables : service consistencies.

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