

A STUDY ON CUSTOMER SATISFACTION
TOWARDS SEMINAR PACKAGE OFFERED
BY HOTEL SERI MALAYSIA SUNGAI PETANI

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UNIT RUJUKAN & PERKHIDMATAN PEMBACA

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LETTER OF TRANSMITTAL

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October 17, 1999

Encik Azemi bin Che Hamid
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Dear Sir,

Herewith I enclosed my reports entitled “ **A Study On Customer Satisfaction Towards Seminar Package Offered By Hotel Seri Malaysia Sungai Petani** “.

With the submission of this project paper, I do hope that it will meet the requirements and the purpose of the Marketing Internship (MKT 650) subject.

Thank you in advance for all the guidance and kind assistance that you had rendered to me for the completion of this report.

Thank you

Yours sincerely,



(Azlina Bt. Ahmad)

UNIT BUKUHAN & PERALATAN PEMBACA

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EXECUTIVE SUMMARY

This study will focus on measuring customer satisfaction towards seminar package offered by Hotel Seri Malaysia Sungai Petani where it will help the hotel to identify customer level of satisfaction in order to improve or at least maintain it through recommendation suggested by the researcher.

This study was conducted at Seri Malaysia Sungai Petani where the focused respondent were the customer who using the seminar package. The problem statement of this research is to know the seminar package performance, the level of customer satisfaction and promotional strategy in the hotel perceive by their customer.

From the finding, the result shows that the overall customer satisfaction on the seminar package is at moderate satisfied level. It means that the customer were satisfied with the service provided during the seminar but it not enough to increase the sales. So the

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