

Thesis 31 (JMM-1998).

THE RELATIONSHIP AND IMPORTANCE OF SERVICES
PROVIDED BY THE CHEY BAYVIEW HOTEL TOWARDS
CUSTOMER SATISFACTION

JENDA BIT BRABUM

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(MARKETING)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
TERENGGANU

OCTOBER 1998

Bachelor of Business Administration (HONS) (Marketing)
School of Business and Management
Mara Institute of Technology
Terengganu

OCTOBER 5, 1998

Puan Muhazita Alias
Course Tutor of BBA (HONS) (Marketing)
School of Business and Management
Mara Institute of Technology
Terengganu

Sir,

Report on ' The Relationship and Importance of Services Provided by The City Bayview Hotel Malacca towards Customer Satisfaction'.

On June 1st 1998, I was authorized by you to undertake an investigation into the requirement to complete the report mentioned above and to submit the report to you not later than 5th October 1998.

I, hereby submit the report and hope you will find everything in satisfactory.

Yours sincerely,


.....
(LEND A BT IBRAHIM)
BBA (HONS) (Marketing) Part 04
96685717

ACKNOWLEDGMENT

I would like to take this opportunity to thank those who have contributed in various way towards the success of the project paper. First and foremost, I would like to give my sincere thanks to our dedicate advisor for Encik Che Ismail Long from whom we sought advise and encouragement to proceed in our project paper.

I would kindly thank the management of The City Bayview Hotel for giving us the opportunity to do our practical training in this hotel and for their cooperation in providing information and knowledge.

The making of the research require time and financial consumption were information have to be gathered from the library, interviews, observation , questionnaires and secondary data.

ABSTRACT

Leisure and business travellers today enjoy unprecedented advantages as competition in the hotel industry heats up unabated throughout Asia as currencies tumble to historical lows, creating a world of value-for-money bargains for visitors from the western world as well as for domestic travellers. The prime concern of all hotels, from budget to 5-star and 5-star-plus, is total guest satisfaction which invariably wins guest loyalty. More than profitability, survival in the present scenario appears to be the name of the game.

The City Bayview hotel as among of the hotel in this decade have to compete too, in these challenging games. In the mad race to secure the competitive edge, hotel must offer a host of enticing benefits for guests who are now, more than ever, respected as the most important element in the success of a hotel operation. And any form of displeasure from the guest spells disaster for the hotel in mind.

Fast advancement in Information technology has play a major role in enhancing the efficiency and competitiveness of hotel properties with a direct focus on guest. The great contribution of Information Technology is by setting up a new benchmark for in-room infotainment. With this innovation, Malaysia hospitality industry is leaping frogging over its neighbors and setting admirable benchmark.

LETTER OF TRANSMITTEL	ii
ACKNOWLEDGMENTS	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	v
ABSTRACT	iv
CHAPTERS	
1. INTRODUCTION	
1.1 Background and Scope of Study	1
1.2 Problem Statement	4
1.3 Objective	5
1.4 Significant of Study	6
1.5 Hypothesis	7
1.6 Limitations	8
1.7 Definitions of Terms	9
2. LITURETURE REVIEW	10
3. RESEARCH METHODOLOGY AND DESIGN	
3.1 Data Collection	13
3.2 Sampling Techniques	15
3.3 Procedure for Analysis of Data	16
4. ANALYSIS AND INTERPRETATION OF DATA	
4.1 Frequency and Characteristic of Respondents	17
4.2 Finding and Analysis	18
4.3 Hypothesis Analysis	38
5. CONCLUSIONS AND RECOMMENDATION	
5.1 Conclusions	62
5.2 Recommendations	64
BIBLIOGRAPHY	
APPENDICES	
Appendix i	Cover letter
Appendix ii	Questionnaire
Appendix iii	Leaflets