



**THE EFFECT OF INNOVATIVENESS OF PHYSICAL ENVIRONMENT AND HOSTING
QUALITY TOWARDS GUESTS SATISFACTION IN HOTEL SERVICES**

NOOR SYAHIRAH BINTI YUSLI

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

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ABSTRACT

This study focusing on the hotel industry, beside builds functional definition of hosting quality and the innovativeness of physical environment. The findings of this research to provide empirical evidence on the effect of the interactional term between hosting quality and innovativeness of physical environment on guest satisfaction for hotel services. Moreover, the aspects the guest considers to be important when evaluating the hotel experience and have reliable and valid instruments for measuring quality perceptions. The objective of this study is to examine the effect of host quality on guest satisfaction in the context of hotel services. This research found that the majority of variation in overall satisfaction can be explained by tangible aspects of the housekeeping department which is the most important department in hotel services. This is because this study related to their department about the environment of this hotel. Besides that, this study more focused approach to service quality management than the total quality management literature generally recommends. Managers should concentrate attention and resources on the aspects that have highest importance for obtaining overall satisfaction. Field research conducted at Hotel Symphony Suites Hotel in Ipoh, Perak.