



**CUSTOMER SATISFACTION TOWARDS HOSTEL SERVICES:  
A CASE STUDY ON KINABALU HOSTEL**

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## ABSTRACT

This study aimed to compare between the customers' expectation and customers' perception towards Kinabalu Hostel services, to assess the service quality of Kinabalu Hostel, and to evaluate the level of customer satisfaction towards Kinabalu Hostel services. The data was collected using questionnaire survey from 100 respondents. Based on past literature reviews, SERVQUAL model was applied to analysed the data collected. It was found that, Kinabalu Hostel has higher service quality thus higher customer satisfaction towards its services in terms of its responsiveness, assurance, and mostly in terms of its reliability. On the other hand, there were gaps that need to be improved by Kinabalu Hostel. This is whereby Kinabalu Hostel has lower service quality thus lower customer satisfaction towards its services in terms of tangibles and empathy. In conclusion, some recommendations have been made to narrow the SERVQUAL gaps score as well as suggestion for future research has also been incorporated in the final component of the report.