



MEASURING PERCEIVED SERVICE QUALITY
USING SERVQUAL MODEL: A CASE STUDY
OF THE HOTEL KOTA KINABALU.

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ABSTRACT

This research is an attempt to investigate the customer's perceived service quality in TH Hotel Kota Kinabalu. Over 300 questionnaires were distributed during the study. The researcher identified that there are five (5) independent variables which is the SERVQUAL involved in this study namely Responsiveness, Tangibles, Reliability, Assurance and Empathy. In the findings, it is shown that Responsiveness has an insignificant relationship with the dependent variable which can be determine as weakest dimensions and need to be improve. The dependent variable in this study is the customer's perceived service quality in TH Hotel Kota Kinabalu. Respondent involved in this study are among walk in customer who are happens to be the customer of TH Hotel Kota Kinabalu.

1.1 Background of the organization

TH Hotel Kota Kinabalu is wholly owned subsidiary of Lembaga Tabung Haji (LTH) which provides service of hospitality. It is located in the middle of town along Jalan Sensarlan, known as one of the town that is in close approximation to many tourist and wildlife related activities. In 2009 and previous years, it was once known as Kompleks Tabung Haji where the prior objective was a placement for customer who are planning hajj to Mecca. Then in 2010, it was change to TAJMA DBAYU which it applies hotel concept but only for Muslims customer and the old concept was still be the priority for the company. Started in 2011, the name was changed to TH Hotel Kota Kinabalu and the function was upgraded to full hospitality services. TH Hotel is offering high quality as Islamic hospitality and provide 108 rooms which is fully Syariah compliant, professional event planners and two comfortable Arabic style restaurant for the customer to enjoy meals (Dati' C, 2013). TH Hotel provides not only room and restaurant services but various type of services such as seminar room rental and food catering for weddings. As the name Tabung Haji is well-known among government servant, most of Government Company prefer to do seminar or talk in TH Hotel.