

**MEASURING SERVICE QUALITY: A CASE STUDY ON
HOUSEKEEPING DEPARTMENT OF SOMERSET
GATEWAY KUCHING**



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ABSTRACT

Somerset Gateway Kuching is a serviced residence that offers luxurious fully furnished units ranging from studio apartments to two to three bedroom suites. Somerset Gateway vision is wanted to be the leading international serviced residence company with global brands, and products and services that set new industry benchmarks.

Housekeeping Department is the nerve of the hospitality industry. Their roles are to ensure the highest standard cleanliness and maintenance for the establishment, to ensure the maximum security and comfort of guest while staying in the establishment. Besides that their roles also to provide the guest with basic amenities and guest needs to make their stay memorable.

The aim of this research is to measure the level of service quality provided by Housekeeping Department of Somerset Gateway Kuching. The basis of this study is theory upon the SERVQUAL Model – A Conceptual Model of Service Quality by A. Parasuraman, Valarie A. Zeithmal and Leonard L. Berry.

Generally, guests that stay in Somerset Gateway Kuching satisfied with the services rendered by Housekeeping Department since majorities of the respondents partly agree with the quality of services delivered. However, certain aspects of the services need to be improved. Findings on this research have identified crucial information regarding the guest's perception. This information is useful for providing a basis for Somerset Gateway future development.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

This study is on “Measuring Service Quality: A case study on Housekeeping Department of Somerset Gateway Kuching”. This study will determine the level of Service Quality provided by Housekeeping Department of Somerset Gateway Kuching whether the service performance exceeds customer expectations.

The tourism and hotel industry in Malaysia showed an upward trend until the onset of financial crisis in 1997, SARS and the US-Iraq war in 2003. During the 1980s, the Tourist Development Corporation had engaged in publicity campaigns both locally and abroad to entice tourists to the country. By 1990, with the launching of “Visit Malaysia Year” campaign, the tourism industry had become the third largest source of income for foreign exchange. This was due to the development of new tourism products as well as improved promotion and marketing efforts. Ever since 1995, tourism earning has surpassed the target for the year 2000 of Ringgit Malaysia (RM) 8.36 billion in the National Tourism Plan. The tourism earnings amounting to RM24.22 billion were recorded in 2001 and the tourist receipts increased to RM 25.78 billion in 2002 (Malaysia Tourism Promotion Board, 2003).

That’s why nowadays there are so many hotel industry in the market such as Holiday Inn, Hilton, Merdeka Palace, and many others international company like Somerset Gateway Kuching. All this hotels provide hospitality services to their customer that is a person or group that stays in their hotel rooms.

CHAPTER 2: LITERATURE REVIEW

2.1 DEFINITION AND DIMENSION OF SERVICE QUALITY

According to Parasuraman, Zeithaml and Berry (1985) all-embracing definition of service quality is notoriously difficult to produce. It goes to Carman (1990), Mattsson (1994) and Bolton and Drew (1991). According to Parasuraman, Zeithaml, and Berry (1985), service quality as the ability of an organization to meet or exceed customer expectations.

Sasser, Olsen, and Wyckoff (1978), listed seven service attributes that they believe adequately embrace the concept of service quality. These include:

- Security - confidence as well as physical safety;
- Consistency - receiving the same treatment for each transaction;
- Attitude – politeness;
- Completeness – the availability of ancillary services;
- Condition - of facilities;
- Availability – spatial and temporal customer access to services;
- Training- of service providers;

According to Wisniewski (2001), Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either. There are a number of different "definitions" as to what is meant by service quality. According to