



**A STUDY ON QUALITY SERVICE DELIVERY SYSTEMS
OF TOURISM DESTINATIONS IN SABAH**

**YAZMINA PEARL BINTI YABIN
2008549067**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

OCTOBER 2010

ACKNOWLEDGEMENT

I am Yazrina Pearl Yabin heartily thankful to all persons who help me in done this research paper. I would like to thank to my supervisor, Mr. Franklin Hazley Lai as the UiTM Sabah practical students Coordinator, to my first examiner Mr. Cyril Supain and also to my second examiner Madam Sharifah Nurafizah Syed Anuar whose encouragement, guidance and support from the initial to the final level. I am appreciated all of your guidance and support that enabled me to develop an understanding of this subject and finally done this report.

In addition, I want to thank to the all of my officemates at Jahsia Sdn. Bhd and Pembinaan Jaya Timuran Sdn. Bhd especially to Executive Director who act as my supervisor, Mr. Viccor Lee Vun Nyien and Mr. Hanafiah Wahab. I has learned many things about the company's business management and got some new experiences that will be as guidance to me in pursues my future. I am also grateful to thank to Datuk Joehari Ayub and Tuan Haji Mohd. Nasir bin Hj. Mohd. Rashid.

I am also like to thank to all my colleagues that were like to share their ideas. Other than that, thank you to my parents because of their support to me in completing this research paper.

Lastly, I offer my regards and blessings to all of those who supported me in any respect during the completion of this project.

Yazrina Pearl Yabin

ABSTRACT

“A Quality Service Delivery System of Tourism Destinations in Sabah” is a research study that purpose to study the level of customers’ satisfaction towards the provided service delivery by the Sabah tourism destinations. Researcher aims to identify the influenced dimensions of cleanliness, friendliness, accessibility, functionality and competency in make their holiday destinations decision. Moreover, researcher has identified the problems occurred in Sabah tourism destinations. By know the problems incurred, Sabah tourism organization will know the good alternatives that should be taken in order to increase the customers level of satisfaction towards the Sabah tourism destinations service delivery quality. In addition, it will contribute into high Sabah economy growth. By applied the new strategies, it will attract more tourists to come and visit Sabah. More over, Sabah tourism destinations become well known beyond and the tourism aims to be as liveable place by 2025 will achieve.

TABLE OF CONTENT

CHAPTER 1

Particulars	Page No.
1.0 Introduction	1-2
1.1 Background of the Study.....	3
1.2 Scope of Study.....	4
1.3 Problems Statements.....	5
1.4 Research Objectives.....	6
1.5 Research Questions.....	7
1.6 Limitation of the Study.....	8
1.7 Significance of the Study.....	9
1.8 The Abbreviations.....	10
1.9 Definitions of Terms.....	11

CHAPTER 2

Particulars	Page No.
2.1 Literature Review.....	12 - 23
2.1.1 Cleanliness	
2.1.2 Friendliness	
2.1.3 Accessibility	
2.1.4 Functionality	
2.1.5 Competency	
2.2 Theoretical Framework.....	24 - 26
2.3 Proposed Hypothesis.....	27 - 28

CHAPTER 3

	Particulars	Page No.
3.1	Data Collection Methods.....	29 - 34
	3.1.1 Primary Data.....	29
	3.1.1.1 Questionnaire Survey	
	3.1.1.2 Interview	
	3.1.1.3 Pilot Testing	
	3.1.2 Secondary Data.....	30
3.2	Research Design.....	30-33
	3.2.1 Target Population	
	3.2.2 Sampling Size	
	3.2.3 Sampling Technique	
	3.2.4 Questionnaires Design	
3.3	Data Analysis procedures.....	34
	3.3.1 Details Analysis	
	3.3.2 Descriptive Frequency Analysis	
	3.3.3 Cross Tabulation Analysis	
	3.3.4 Correlations Analysis	