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ABSTRACT

Customer's satisfaction has always been an important element for every company to know what customer thinks about services offered by them. As a result, the purpose of conducting this study is to identify customer's satisfaction towards Bunibon Lodge services quality and by knowing so the management can improve and maintain their services in order to perform better in the future. The researcher used primary and secondary data to collect all the information needed and has targeted guest who stayed at Bunibon Lodge. The result shows that factor that the highest factor recorded as the highest percentage is the facilities and services of the lodge are conveniently to be used because it has flexible operating hours. Male gender and age group between 18 – 25 years recorded as the highest percentage shows how they strongly agree about the fact that Bunibon Lodge has convenient operating hours as compared to female gender and older respondent's. As a conclusion, the highest factor falls under one of SERVQUAL's dimension which is "empathy".

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