



A STUDY ON THE LEVEL OF CUSTOMER  
SATISFACTION TOWARDS SERVICES PROVIDED BY  
PERKASA HOTEL KENINGAU

BIDIANA FLORA BINTI STEPHEN  
2003111707

BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING, E-PJJ  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA, SABAH  
KOTA KINABALU

MAY 2009

<u>TABLE OF CONTENTS</u>	<u>PAGE</u>
<b>ACKNOWLEDGEMENTS</b>	vi
<b>LIST OF TABLES</b>	vii
<b>LIST OF FIGURES/GRAPHS/DIAGRAMS</b>	Viii – ix
<b>LIST OF ABBREVIATIONS (GLOSSARY)</b>	x
<b>LIST OF DEFINITION OF TERMS</b>	xi
<b>ABSTRACT</b>	xii
<b>CHAPTERS:</b>	
<b>1. INTRODUCTION</b>	1
1.1. Perkasa Hotel Keningau	1
1.2. Facilities And Services	5
1.3. Background Of The Study	9
1.4. Problem Statement	10
1.5. Research Objective	10
1.6. Research Questions	11
1.7. Significance Of Study	11
1.8. Scope Of Study	12
1.9. Limitations Of Study	12
1.10. Theoretical Framework	13
1.11. Definitions Of Terms	14
<b>2 LITERATURE REVIEW</b>	17
2.1 What is Customer Satisfaction?	18
2.2 Determinants of Customer Satisfaction	22
2.3 How to Measure Hotel Guests' Expectation?	39
2.4 When to Conduct Customer Satisfaction Survey?	41
2.5 The Roles of Tourism Malaysia Agency	42

<b>3</b>	<b>RESEARCH METHODOLOGY AND DESIGN</b>	<b>43</b>
3.1	The Data Collection Method	44
3.1.1	Secondary data	44
3.1.2	Primary data	45
3.1.3	Survey Instrument (Questionnaires)	45
3.1.4	The Research Design	46
3.2	Sampling Techniques (Probability Or Non-Probability)	47
3.2.1	Sampling Size and Population	47
3.2.2	Sampling Process	48
3.3	Procedure For Analysis Of Data	49
3.3.1	Cross Tabulation	49
3.3.2	Frequency Analysis	49
<b>4</b>	<b>ANALYSIS AND FINDINGS OF THE RESEARCH</b>	<b>51</b>
4.01	Demographic Profile	51
4.02	Satisfaction	57
4.03	Cross Reference	78
<b>5</b>	<b>CONCLUSION AND RECOMMENDATIONS</b>	<b>81</b>
5.01	Conclusion	81
5.02	Management Priority	82
5.03	Service Criteria Sought By Guests	84
5.04	Recommendation	85
<b>6</b>	<b>BIBLIOGRAPHY</b>	<b>87-91</b>
<b>7</b>	<b>APPENDICES</b>	<b>92</b>
<b>Appendix I</b>	<b>- Cover letter</b>	
<b>Appendix II</b>	<b>- Questionnaires</b>	
<b>Appendix III</b>	<b>- Hotel leaflet</b>	
<b>Appendix IV</b>	<b>- Photographs/Maps/Lengthy Charts/Tables</b>	
<b>Appendix V</b>	<b>- PHK Management Team</b>	

## ACKNOWLEDGEMENT

I am much indebted to the Course Coordinator of InEd UiTM Sabah, **Puan Habibun Nisa Mohamed Ajmal** and my project advisor, **Professor Madya Puan Hamidah Hashim** for their kind guidance, assistance and suggestions during the course of this study. Their thoughtful and wise comments enabled the completion of this research.

My special thanks go to the Manager of Perkasa Hotel Keningau, Ms Evelyn Leong and her management team for consenting me to conduct this research through their organization. I am deeply obliged to all the survey respondents comprised of the Perkasa Hotel guests, local and foreign tourists. My gratitude also goes to the Yayasan Sabah Group, particularly Encik Thajudin Jeman, Keningau Regional Manager (2004-2009) for his support and advice along the completion of my studies.

All sources of information presented herein were meant as references to support my research and had been acknowledged accordingly.

Praise the Lord!

Thank you.

## ABSTRACT

The aim of this study is to analyse the relationships between four variables: customer perception towards hotel employees' performance; the perceived quality of hotel services; the customer satisfaction level towards services delivered by Perkasa Hotel Keningau and the criteria of services sought by hotel guests.

According to *Philip Kotler*, Customer satisfaction depends on a product's/service's perceived performance in delivering value relative to a buyer's expectations. If performance exceeds expectations, the buyer/user is delighted and that will certainly a worthy goal of the marketing company. *David L. Kurtz/Kenneth E. Clow* (1998) supported the fact that these customers will return and will tell others about the fantastic service they received.

A questionnaire was designed to elicit the guests' profiles, their satisfaction with the services and facilities provided by Perkasa Hotel Keningau. About 170 questionnaires were completed by the hotel guests representing the local and foreign tourists. The analyzed data and dissemination of information were beneficial for assisting the management in decision making related to the identification of problems or opportunities in identified through the study.

*Keywords:* customer satisfaction, hotel services, Perkasa Hotel Keningau, tourism