



**CUSTOMER PERCEPTION ON SERVICE QUALITY
FOR BAYU BALAU BEACH RESORT (HOTEL &
CHALET)**

**MOHAMMAD NUR ASYRAF BIN MD SAHLAN
2014926925**

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**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT JOHOR**

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TABLE OF CONTENT

TITLE PAGE	PAGE
Declaration of Original Work	iii
Letter of Submission	iv
Acknowledgment	v
Table of Content	vi
Abstract	ix
<i>CHAPTER 1: INTRODUCTION</i>	
Background of Study	1
Background of the Company	2
Problem Statement	5
Research Objective	6
Research Question	7
Significance of Study	7
Scope of the Study	9
Limitation	9
Term and Definition	10
Hypothesis	11
<i>CHAPTER 2: LITERATURE REVIEW</i>	
Introduction	12
Review of Literature	12
Theoretical Framework	21
<i>CHAPTER 3: RESEARCH METHODOLOGY</i>	
Introduction	22
Research Design	22
Research Sampling	23
Data Collection Method	24
Construct Measurement	29
Data Analysis	30

ABSTRACT

Quality of service is intangible to understand and measure but it should have tool in measure the quality for service provider to understand what their customer want. Bayu Balau Beach Resort is mid-scale hotel that still finding that what their guest see through their product in measure their service. If we talk about full scale hotel and luxury hotel there is many thing to consider to measure their quality from the small thing to the bigger thing are all count for delight their guest. In other side, mid-scale hotel or resort is accommodation service provider that do not have all the luxury thing but still they provide a good service for their service. I as researcher want to understand what the factor that guest see through to the resort especially in Bayu Balau Beach Resort that can consider in measure the quality of the service. The factor that I have in this research is product service, product delivery, and product environment. Product service is about the tangible product it service such as room and facilities. While product delivery about human to human interaction (staff and guest). Lastly product environment is about the horizon of the place, the nature and what the geographic of the place offer for guest to enjoy such as fresh air, beach, uptown seeing and etc.

Keyword – Service Provider, Service Quality, Product Service, Product Delivery, Product Environment, Mid-Scale Hotel, Accommodation Service

CHAPTER ONE

1.0 Introduction

1.1 Background of study

Service quality can be defined as an assessment of how well the service delivered to the customer and meet their expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction. Bayu Balau Beach Resort as service provider in hospitality and accommodation area must to make sure that all service that are in good quality.

Service provider must improve all the service that their offer from time to time for make sure they offer the best service in town. Service provider can cooperate with their customer in understanding their expectation. According to Denis (2015) stated that continually updating our understanding of how an ever-evolving customer-base perceives service quality in hotels is critical. Competition among hotels to attract and retain customers is intense and customers may be less likely to return to a hotel if the property fails to meet its customers' expectations relative to service quality, regardless its price-point. Improvement of quality is important in compete the best service in the area. Accommodation service is huge industry and with many competitor. If the service provider misses the customer expectation, it will encourage customer to shift other service provider in the area.