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**CUSTOMER SATISFACTION ON SERVICE QUALITY
OF GRAND BLUEWAVE HOTEL SHAH ALAM**

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DECEMBER 2015

ABSTRACT

The study was conducted to examine the customer satisfaction on service quality of Grand BlueWave Hotel Shah Alam. Data were gathered using questionnaires from a population of Grand BlueWave Hotel Shah Alam. The result demonstrated that service quality had significant and positive associations between the customer's satisfaction and Grand BlueWave Hotel Shah Alam. The objectives that can be seen would be to identify level of customer's satisfaction on Grand BlueWave Hotel Shah Alam, to identify which service quality has the most attribution on Grand BlueWave Hotel Shah Alam and to provide recommendations to Grand BlueWave Hotel Shah Alam to improve its service quality. Respondents in this study were the guests and employees based in the Grand BlueWave Hotel Shah Alam. Descriptive research has been adopted for this study. The findings showed that the most of the customers are satisfied with the service provided and service quality dimension seems to have influence with customer satisfaction. Recommendations are put on how to improve and increase customer's satisfaction on the service provided by Grand BlueWave Hotel Shah Alam.

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CHAPTER 1 INTRODUCTION

1.0 INTRODUCTION

Customer satisfaction is a promoting term that measures how products or services supplied by an organization meet or surpass a customer's desire. Customer satisfaction is critical on the ground that gives marketers and entrepreneurs with a metric that they can use to oversee and enhance their organizations. The significance of consumer loyalty is obvious when the organization understands that, without clients, there will be no business exchange. The more the organization concentrates on customer maintenance, the more the long haul business that the organization will get. It is essential to concentrate on customer satisfaction techniques, regardless of how large or small the organization is. A customer who is happy with the first buying experience needs and wants to be equally happy on each further occasion (Portakabin, 2011)

Service quality is a comparison of expectations with performance. A business with high service quality will address customer needs whilst remaining economically competitive. Service quality has been essential theme to marketers as well as the focus of much recent research because it is the general achievement to the overall success of the organization practice. Service quality can have a significant effect on customer satisfaction. In turn, it has been seen as critical for service firms to position themselves strongly in a competitive environment (Parasuraman, et al., Shemwell et., 1988; Mehta et al., 2000) and also as indicators of business performance (Hurley&Estelami, 1998). Every company wants to delight its customers. Striking guarantees are regularly made however toward the end, terrible results are frequently truth. The issue is not that services are poor, the real issue is that the promised and necessary great services are harder to deliver than ever. It trusts that giving excellent levels of customer service is as essential as the nature of the products it makes.

Environment is known as the surroundings or conditions in which a person, animal or plant lives or operates. The physical environment will impact the customer emotion and it includes the hygiene, smell or comfortable of the place. It is critical to have a nice environment that will pull in more clients to come. It is characterized physical

CHAPTER 2 LITERATURE REVIEW

2.0 INTRODUCTION

Literature review are crucial for this research paper as it will shows other studies related to the topic and has been proved by previous researchers. Literature reviews presented will be one of guidance in conveying the ideas of the topic for purpose of research. Literature reviews of concepts used in the research for hypothesis are described by section as below.

2.1 CUSTOMER SATISFACTION

Customer satisfaction is results of customer evaluation on the services received and influence customers to repeat their purchase on the service, or visiting the same location that provides them the satisfaction. Kotler in Rana (2006) stated previous buying experience and other people opinions that surrounds the customer strongly influence customer satisfaction as it will create high expectations during their buying process in achieving satisfaction that will be established accordingly with their buying experience.

Armstrong and Kotler at 1996 highlights that customer satisfaction are well known especially in customer-oriented industry that injects economic development. The authors conclude that satisfaction is the output level of impacts on customer's feeling upon their acceptance of any services. The satisfaction increase when the services received exceeded their expectation by excellence services and decrease satisfaction if the received services are not as expected and leads to customer retention. As the study focused of customer satisfaction on service quality at hotel, customer satisfaction will be defined as levels of service quality that meets customer expectation.

According to Zeithami (1996), a success of long-term business is mainly because of customer satisfaction. While Tsoukatos and Rand (2006) defined that in order to protect or gain market shares, an organizations need to have a positive performance of competitive advantage that offers high quality of product or service that can guarantee satisfaction of customers. With better understanding of customer's perceptions, an organization can determine the actions needed that can give positive affect of customer's