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**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**A STUDY ON FACTORS INFLUENCING CUSTOMER COMPLAINT  
BEHAVIOUR**

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## ABSTRACT

The knowledge and understanding of quality standards of guests helps the hotel improve the quality of hotel services and increase guest satisfaction with the hotel stay. In every hotel provide their own procedures and policies that may lead the guest had a different of an experience. There exist a large number of factors that influence guest impressions from the sector of product and services they provided. Besides, the organization has to be aware of the strengths and weaknesses of their business and the operation of the hotel management to identify the improvements and innovations which could bring additional value towards the guest. By proving improvements towards the organization may enhance the profits plus, could reach the goal of the organizations.

The study aims to review the literature with regard to the factor of guest complaint behaviour. Secondary data had been used to collect the information regarding the topic that they study on. Based on the data collected, these studies also identify the main factors involved in guest complaint. Review of the literature in this topic was suggested that staff attitude, product and price other factor that contribute that complaint behaviour. This shows that staff attitude is the most influential factor towards guest complaint. Future research could be carried out on the separate in the area of category of accommodation such as hotel or resort because these points have a different of need and expectation when guest stay.

The hotel management should to deliver a proper service by proving a training to maintain the reputation of the hotel. Maintain the level of services may help the organization could run the operation smoothly and effectively. The environment in which hospitality businesses operate nowadays has become an attraction place for

tourist to come visit. They have to ensure that all the product and services provided in a good conditions to minimize guest complaints.

The result of this research has point out that the attribute of staff attitude is the *greatest influence on the customer satisfaction with the hotel stay*. In addition, it is suggested that the way a service is provided by staff toward the guest have to deliver the service in the proper way based on the standard of procedure. Moreover, in a deliver a proper service towards the guest play an important role in the hotel industry. And with this, have to ensure in delivering a service in an appropriate way that might to maintain the image and reputation towards of hotel industry.

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### **Declaration of the work originality**

I am hereby aware that no plagiarism from any media or electronic resources that is allowed to be printed out as my research paper.

(Hani Yusrina Binti Yahaya)

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