



UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

TITLE:

THE IMPACT OF CUSTOMER PERCEIVED VALUE  
ON CUSTOMER SATISFACTION IN HOTEL  
INDUSTRY: AN ARGUMENTATIVE STUDY

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## **ABSTRACT**

This study aims to give exposure to customer perceived value and also attempts to make more explanation on the impact of customer perceived value as a foundation stone to the hotel industry to gain customer satisfaction. This research study has three question objectives and for the research design, argumentative research design has been applied to this research to analyze the impact of customer perceived value toward customer satisfaction. The secondary data collection method has been used to gather information to achieve the objectives. Journal, website, and books were used to gather the data and analyze the impact of the perceived value on customer satisfaction. The findings show that emotional value is found as the biggest impact on customer satisfaction in the hotel industry, and followed by social value and functional value. This research study fulfilled its purpose by identifying the impact of customer perceived value on customer satisfaction in the hotel industry.

## ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah S.W.T for an opportunity for me to accomplish my undergraduate project. I would like to thank you to my parent for giving me support and encouragement to me. Without their support, I might not able to complete my undergraduate project this semester. Secondly, a big appreciation to my supervisor, Madam Amanina Mat Ghani, and my academic advisor, Madam Jazira Anuar for giving me guidance and support during my journey to complete this project.

Thirdly, I also would like to express my gratitude to my classmates that helped me and gave moral support for each other during completing this project. I also want to express my deepest thank you to my presentation panel, Madam Wan Nazriah Wan Nawawi, Madam Jazira Anuar, and Madam Fauziah Deraman for their time and kindness in evaluating my presentation.

Lastly, I would like to express my appreciation for those who have been involved with me during my journey to complete this undergraduate project. I will apply all of my knowledge and skills in a research study that I gained during my undergraduate project to become a successful researcher in the future.

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