



SERVICE QUALITY DIMENSIONS AND CUSTOMERS'
SATISFACTION IN HOTEL INDUSTRY

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ABSTRACT

Customer satisfaction is crucial and important in every sector including in hotel industry as it was one of the reasons that contribute to the successful of the business. The purpose of this study is to determine the service quality (SERVQUAL) and customers' satisfaction in hotel industry. The objective of this study is to identify the dimensions of SERVQUAL and to discuss the most influence dimension influencing customers' satisfaction. This study uses secondary data and an argumentative method which by looking at the journals and articles from previous researchers and academicians. At the end of this study, tangible is the most influence dimensions in influencing customers satisfaction among others SERVQUAL which is reliability, responsiveness, assurance and empathy. The hotel industry will get to improve their service quality more and the academicians get to gain more information regarding the SERVQUAL and customers' satisfaction.

Key words: Customers' Satisfaction, Hotel Industry, SERVQUAL

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TABLE OF CONTENT

	PAGE
DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
CHAPTER 1 : INTRODUCTION	
1.1 Overview	1
1.2 Background of The Study	1
1.3 Problem Statement	2
1.4 Research Objective	3
1.5 Research Questions	3
1.6 Research Framework	3
1.7 Significance of The Study	
1.7.1 Practitioner Perspective	4
1.7.2 Academic Perspective	4
1.8 Definitions of Terms	5
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	6
2.2 Customer Satisfaction	6
2.3 Service Quality (SERVQUAL)	
2.3.1 Tangible	7
2.3.2 Reliability	7
2.3.3 Responsiveness	8

2.3.4 Assurance	8
2.3.5 Empathy	9
CHAPTER 3 : METHODOLOGY	
3.1 Introduction	10
3.2 Research Design	10
3.2.1 Source of Data	11
CHAPTER 4 : FINDINGS AND DISCUSSION	
4.1 Introduction	12
4.2 Discussion	13
CHAPTER 5 : CONCLUSION AND RECOMMENDATION	
5.1 Introduction	14
5.2 Conclusion	14
5.3 Recommendation	16
REFERENCES	17