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FACULTY OF HOTEL AND TOURISM MANAGEMENT

A REVIEW ON SERVICE FAILURE IN HOTEL INDUSTRY

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ABSTRACT

The rapid growth of hotel industry nowadays had forced the hotel management to critically acknowledge the service failure occurred in the organization itself. Service failure will cause the company or business the loss of customers or increase negative reviews by the customers, as well as service failure is one of the major factors that contribute to customers switching intention. Therefore, the objectives of the study are to identify the factors of service failures in hotel industry and to determine the most influence factor of service failure in hotel industry. The factors of service failure in the hotel industry are employee behavior, service delivery and customer complaint. The result of the study indicated that employee behavior is the most influence factor of service failure. As a conclusion, this study gives a huge impact to the organization which contributes to bad reputation of the hotel itself. This study also contributed to future significance in terms of practitioner and academic perspective.

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