



THE STUDY ON CUSTOMER SATISFACTION  
TOWARDS SERVICES PROVIDED BY BATU  
BUROK BEACH RESORT

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SEPTEMBER 2001

## **ACKNOWLEDGEMENT**

Allhamdulillah, thank to Allah for giving me the strength and spirit to complete this report. To complete has proven to be a great undertaking that would not have been feasible without the support of many people.

I would like to express my gratitude to my advisor for he patient, guidance and constructive criticisms towards the completion of this project paper. Special thanks to marketing course tutor Dr. Razali Shahul Hameed for he valuable assistance and support.

Thanks to the management of Batu Burok Beach Resort especially to Mr. Kama Rezuan kamaruddin, General Manager, for the support given to me through out the training and he guidance in providing valuable information for study. Special thanks to Cik Norfaizah Atiqah, En. Rosdi, En. Rofli, Chef Saidi, Cik Rohayu and all Batu Burok Beach Resort staffs for their constant encouragement and help in finishing the project paper.

For all guidance, assistance and ideas from the mentioned above, again from the depth of my heart, thank you very much. May Allah bless all of you.

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## **ABSTRACT**

This study will focus on measuring customer satisfaction towards services provided by Batu Burok Beach Resort. A customer satisfaction survey on this service must be carried out in order to provide a better understanding of the current services performances and to give recommendation and suggestions to the management of Batu Burok Beach resort about the services.

There are varieties of factors, which can effects on the customer satisfaction. The factors such as services, facilities and price. This study was conducted at Batu Burok Beach Resort, which is concentrated on the guest whose come to Batu Burok Beach Resort. The problem of the study is BBBR does not know the extent customer satisfaction on term of accommodation, functions and coffee house provided. In this research, the questionnaire was distributed to the selected respondent for gathered the data. SPSS software version 10.0 is used for data analysis and the data was interpreted in term of frequency distribution and cross tabulation.

The result shows that the overall customer satisfied on the current services of Batu Burok Beach Resort is at a good level. It means customers satisfied with their current services. The factors that have contributed to the satisfaction are good and affordable price with their facilities. Most service business face active competition.