

**A STUDY ON SERVICE QUALITY FACTORS TOWARDS EFFECT TOWARDS
CUSTOMER BEHAVIOR INTENTIONS AT RUMORS CHALET, PULAU
LANGKAWI, KEDAH**



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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
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APRIL 2009

LETTER OF SUBMISSION

20 APRIL 2009

The Head of Program
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Associated Professor Ahmad Hj.Wahid
Project advisor

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON SERVICE QUALITY FACTORS EFFECT TOWARDS CUSTOMER BEHAVIOR INTENTION AT PULAU LANGKAWI, KEDAH”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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ACKNOWLEDGEMENT

Towards to my completion of research, I had endured tremendous challenges which I regard as a very valuable experience especially in preparing the report for this research. However, I cannot face these entire problems alone without assistance from others whom I would like to express my deepest for being able to give a helping when I needed them most.

First and foremost, my deepest appreciation goes to my research advisor Associated Professor Ahmad Hj.Wahid for his beneficial assistance, invaluable guidance, continuous support and encouragement throughout the completion of this project paper. Not forgetting to Associated Professor NorAzam for giving me support and precious advice.

My grateful appreciation also goes to my supervisor En.Johary Mustapha and all staff at the Forest Interactive Sdn Bhd and Rumors Chalet Pulau Langkawi for giving full cooperation in helping me gathering the data and information needed during my practical training.

I also wish to thank my friends and colleagues who were there when I needed them the most. I really treasure your honest opinions and encouragement that have put me through good and bad times. Besides that, my best regards and thanks to everyone who participated directly or indirectly in completing this project paper.

Thank you.

ABSTRACT

The purpose of this research is to study service quality factors effect towards customer behavior intention in terms of words of mouth, price sensitivity, purchase intentions and complaint behavior. Moreover this study will identify the service quality factors effect towards customer behavior intention, the relationship between service quality and customer behavior intentions, and determine which service quality factors most influence customer behavior intention. Therefore the objectives of this research are:

- 1) To identify service quality factors towards customer behavior intention.
- 2) To identify relationship between service quality and customer behavior intentions.
- 3) To determine which service quality factor most influence customer behavior intention.

In this study, we used questionnaire to identify the relevant aspect regarding the study on the service quality at Rumors Chalet, Pulau Langkawi, Kedah and other secondary sources such as list of guests, reports and so on. Based on Frequency, Means and Pearson Correlation, a clear finding and results are observed. The finding showed that which independent variables influence towards the customer behavior intention. The researcher is also able to give some recommendations and suggestions on how to improve and increase service quality at Rumors Chalet Pulau Langkawi, Kedah

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