A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY: NOVOTEL KOTA KINABALU 1BORNEO HOTEL ROOM

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TABLE OF CONTENTS

1.0   INTRODUCTION

In this chapter, there will be a background study of Novotel Hotel Room. Then, followed by the problem statement whereby there will be issues about the room. Next is the research objective whereby it is consists of research goals and target. After that, there will be a research question in order to find out whether this study can answers the question. Then, followed by the theoretical framework that consist of the independent and dependent variable of customer satisfaction towards service quality of Novotel Kota Kinabalu 1Borneo Hotel Rooms.

1.1   BACKGROUND OF STUDY

Novotel Kota Kinabalu 1Borneo is under the management of Accor Hotels and the location is 7km from the city. Whereby, there are lots of attractions around Kota Kinabalu such as 1Borneo Hypermall, Gaya Street Fair, Bird Sanctuary and Sabah State Museum & Heritage Village. Besides that, it is 25 minutes' drive from Kota Kinabalu International Airport to Novotel Kota Kinabalu 1Borneo. It is also an integral part of 1Borneo Hypermall with 1.5 million square feet for dining, shopping and leisure choices.

In addition, there are 4 types of rooms which is the Standard Room, Superior Room, Premier Room and Suite Room. Novotel Kota Kinabalu 1Borneo Hotel is designed with chic and modern style with advance high speed broadband internet and the bathroom is full glass with bathtub. On the other hand, for people that purchase premier room, they will get advantages such as the complimentary breakfast at the Square, evening mocktail & privilege at Premier Lounge. However, there is no bathtub for premier room because their target market is for business people that always in a rush and will not waste their time on bathtub. While, for the suite room it is designed with the business traveler in mind whereby it offers luxurious bathroom to complement a master bedroom,

1.2   PROBLEM STATEMENT

The problem statement of this study is to identify customer satisfaction towards the service quality of Novotel Kota Kinabalu 1Borneo Hotel Room. I had checked Tripadvisor, a website that provides hotel information, booking service and reviews from the past customer. Most of the reviews regarding to this hotel rooms was negative and was ranked No.15 among 84 hotels in Kota Kinabalu. Besides that, the revenue of the hotel that had been collected by me through Reservation Manager of Novotel Kota Kinabalu, Mrs. Zaidah shows that they usually did not achieved their forecast occupancy value for rooms. Therefore, it has triggered me to study the related issues of Novotel Kota Kinabalu 1Borneo Hotel Room.

1.3   RESEARCH OBJECTIVES

The main purpose of this study is to identify:

1. The level of customer satisfaction towards the service quality of Novotel Kota Kinabalu 1Borneo Hotel Room and to suggest necessary improvements.

1.4   RESEARCH QUESTIONS

1.   What is the level of customer satisfaction towards service quality of Novotel Kota Kinabalu 1Borneo Hotel Room?

2.   Did the hotel meet customer overall satisfaction?