



اَوْنِيُوْ رَسِيْئِيْ تِيْكَوْ لُوْ كِيْ مَارَا
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TITLE:

**THE SERVICE DELIVERY TOWARD CUSTOMER SATISFACTION FOR 3
STAR HOTEL IN TERENGGANU**

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ABSTRACT

The study discusses the Delivery Service Toward Customer Loyalty for 3 Star Hotel in Terengganu. The manager and staff hotel are responsible to provides a good services because directly related to the customers have to keep service delivery to the customers. We found that the delivery service is an important role in supporting the hotel operational. The hospitality industry is about connecting with people. Skills and experience can be taught and learn, so the delivery service is one of the element for employer to consider. It's also related to the people, environment and situations. The good delivery service can affect the hotel operation day to day

The specific objective of the study was to identify the service of the three star hotel in Terengganu in establishing and maintaining to effective the communication with the customers. Besides, the objective is to explore the performance of service delivery as a technique used to improve the quality of the service and research leading to the three star hotel in Terengganu. The delivery service can be done with successful if they apply the right techniques to manage their hotel. For examples, the receptionist is at the front or entrance hall of the business, should play a key role in attracting the customer to be interest and loyalty of the customer to come.

In this research, it can be concluded that the delivery service is important things in the hotel industry. In same time, also can managed hotel organization in establishing and maintaining effective communications with other department. All a employees at the front of the house may have been efficiently trained to be more professional in assisting the customer. The front office staff is a someone who is almost always there to help all the customers when the customers stay at the hotel.