

**A STUDY OF  
CUSTOMERS' SATISFACTION  
TOWARDS SERVICE QUALITY IN  
GADEK HOT SPRING**

By

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# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b>	i
<b>TABLE OF CONTENTS</b>	ii
<b>LIST OF TABLES</b>	iv
<b>LIST OF FIGURES</b>	vi
<b>ABSTRACT</b>	viii
<b>CHAPTER 1 : INTRODUCTION</b>	
1.0 BACKGROUND OF THE STUDY	1
1.1 PROBLEM STATEMENT	3
1.2 SIGNIFICANCE OF THE STUDIES	4
1.3 RESEARCH OBJECTIVE	5
1.4 RESEARCH QUESTION	5
1.5 THEORITICAL FRAMEWORK	5
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.0 INTRODUCTION	6
2.1 TOURIST ATTRACTION ON NATURAL ATTRACTION	6
2.2 SERVICE QUALITY (SERVQUAL)	7
2.3 SERVICE QUALITY (SERVQUAL) OF NATURAL ATTRACTION	12
<b>CHAPTER 3 : METHODOLOGY</b>	
3.0 INTRODUCTION	18
3.1 RESEARCH DESIGN	18
3.2 SAMPLING	19
3.3 DATA GATHERING PROCESS	20
3.4 PRE-TEST	21
3.5 DATA ANALYSIS	22
<b>CHAPTER 4 : RESULT ANALYSIS</b>	
4.0 INTRODUCTION	23
4.1 DEMOGRAPHIC ANALYSIS	23
a) GENDER	23
b) AGE	24
c) PROFESSION	25
d) EDUCATION BACKGROUND	26
e) INCOME	27
f) FREQUENCY OF VISITING GADEK HOT SPRING	28
g) REASON OF VISITING GADEK HOT SPRING	29
4.2 RELIABILITY TEST	30
4.3 FREQUENCY TEST	31
a) TANGIBILITY	31
b) RELIABILITY	41
c) RESPONSIVENESS	45
d) ASSURANCE	47

# ABSTRACT

As people have the awareness of the benefits of natural hot spring it makes them travel from their origin to another destination just because to experience by themselves. Even in Malaysia itself there is only 7 natural hot spring that been discover and become one of the tourist attraction. One of it is Gadek Hot Spring that located in Alor Gajah, Melaka. People that staying near with Melaka usually will comes and enjoy the hot spring. Moreover, travellers from abroad also come to Gadek Hot Spring. From the benefit that it provides it make people come but the factor that makes people keep coming is the service quality that Gadek Hot Spring provided. It includes of the facilities, ticket price, appearance of the staff and others. In order to discover about whether customers satisfy with the service quality provided, researcher conducting a survey on this place. The objective of this study is to investigate customer satisfaction towards Gadek Hot Spring service quality.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Background of the Study**

Malaysia is become one of the top tourist destinations in the world. Several decades of sustained economic growth and political stability have made it one of the most buoyant and wealthy countries in the region. In 2002 the World Tourism Organization (WTO) ranked Malaysia in the World's Top Fifteen Destinations (Shahrim, Chua and Hamdin, 2009). The tourism industry has become a major economic contributor to its economy. Based on experience during economic decline in 1998, tourism is the more stable industry in Malaysia compared to others industry, that's why government want this industry continue develop from time to time.

World Tourism Organization (WTO) defines tourism as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

According to Scowsill (2011), globally tourism is one of the world's largest industries, employing large number of people and this sector is expected to continue to grow. In fact tourism is often quoted as the fastest growing sector of world trade. The main benefit that tourism holds over other forms of development, is that is capable of reusing the resource, be it wildlife or other attraction, without significantly damaging or changing the resource.