



UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT INFLUENCE CUSTOMER
SATISFACTION TOWARDS SERVICES
PROVIDED BY SUTRA BEACH RESORT & SPA
(SBR)**

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“DECLARATION OF ORIGINAL WORK”

I, **ROSHARIZAN BINTI CHE HUSIN** I/C NUMBER:

I Hereby declare that:

- This work has not been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

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ABSTRACT

The aim of this study was to examine the factors that influence customer satisfaction towards services provided by Sutra Beach Resort & Spa (SBR). There are three factors that been studied, which were: responsiveness, facilities and accessibility. Furthermore, this study also examined the relationship between demographic profiles and customers satisfaction. The objective of this study is to examine the impact of each independent variable to its dependent variable as well as to conclude the relationships exist. In collecting data, the researcher used both the secondary and primary data. Moreover, questionnaires had been used in order to get feedback from customers. Researcher had distributed 100 questionnaires to selected customers who had experienced with Sutra beach Resort & Spa. Then the researcher analyzed the data from questionnaires using Statistical Package for Social Science 14.0 Students Version. The data was interpreted and test using frequency distribution analysis, cross tabulation and reliability analysis. Chi Square, correlation analysis and regression analysis were used in this study to test hypotheses. The findings of this paper suggest that all the factors are significant factors for explaining customers' satisfaction toward services provided by Sutra Beach Resort & Spa. Based from the results obtained in this study, researcher suggests some recommendations that can help Sutra Beach Resort & Spa to improve their current services in order to fulfill their customer satisfaction.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The research topic that conducted by the researcher is “**Factors that influence customer satisfaction towards services provided by Sutra Beach Resort & Spa (SBR)**”. This chapter discussed about the background of the company, problem statement, objective of the study, research questions, hypotheses, research framework, scope of the study, significant of the study and limitations of the study in conducting this research. This chapter describes why the research is carried out by the researcher.

1.1 BACKGROUND OF THE COMPANY



Figure 1.1 Sutra Beach Resort & Spa’s logo

Sutra Beach Resort & Spa (SBR) is situated amidst the rustic fishing village of Merang, Terengganu. Miles and miles of white sandy beaches and clear sparkling water fronting the islands of Redang, Perhentian, Kapas & Bidong, had attract tourists to come and stay. To work or to play, to do everything or blessedly nothing, Sutra Beach Resort & Spa is the best place to be describing almost like home.