



SERVICE QUALITY AND CUSTOMER SATISFACTION  
AMONG FOREIGN CUSTOMERS TOWARDS PNB DARBY  
PARK HOTEL

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BACHELOR OF BUSINESS ADMINISTRATION WITH  
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## **LETTER OF SUBMISSION**

May 2011

**The Head of Program  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **‘SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG FOREIGN CUSTOMERS TOWARDS PNB DARBY PARK HOTEL’** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
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“DECLARATION OF ORIGINAL WORK”**

I, NOR FADILLAH BINTI FUAD

I/C Number: 880318-14-5348

Hereby, declare that:

- This work has not previously 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: \_\_\_\_\_

Date: \_\_\_\_\_

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## **ABSTRACT**

The study was conducted to examine the level of customer satisfaction based on the service quality that is provided by the PNB Darby Park Hotel. The sample of 50 questionnaires gathered from the foreign customers using the service that is provided by Darby Park. The outcomes of data analysis answer the research objective which is firstly is to identify the level of customers' satisfaction on PNB Darby Park Hotel. Secondly is to identify the relationship between independent variable and dependent variable. Thirdly is to identify which service quality attribute is the most important. Lastly is to give recommendation to PNB Darby Park Hotel in improving its services.

Descriptive research has been adopted for this study. Questionnaires and secondary data including journals, internet and brochures are used for data collection. 50 questionnaires were distributed to the respondents which are foreign customers who are using the service provided by the Darby Park Hotel. The findings showed that the most of the customers are satisfied with the service provided and service quality dimension seems to have influence with customer satisfaction. Recommendations are put on how to improve and increase customer's satisfaction on the service provided by Darby Park.