



**A STUDY ON THE SERVICE QUALITY LEVEL OF SELESA HOTEL SEMINAR
PACKAGE SERVICES**

A research paper submitted to Universiti Teknologi Mara in partial fulfillment
of the requirement for the;

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

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**Submission Date:
March 2004**

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT**

“DECLARATION OF ORIGINAL WORK”

I, SITI KHAIRAANI BINTI NORDIN, (I/C NO: 810601-01-5318)

Hereby declare that:

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

Signature: _____

A handwritten signature in black ink, appearing to be 'Siti Khairani', written over a horizontal line.

Date: 12 March 2004

LETTER OF SUBMISSION

12 March 2004

Encik Muhamad Sukor bin Jaafar
The Head of Program
Bachelor of Business Administration with Honors (Marketing)
Faculty of Business Management
Universiti Teknologi MARA
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Johor Darul Takzim

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "A STUDY ON THE SERVICE QUALITY LEVEL OF SELESA HOTEL SEMINAR PACKAGE SERVICES" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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Bachelor of Business Administration with Honors (Marketing)

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SITI KHAIRAANI BINTI NORDIN

UiTM Segamat

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ABSTRACT

All hotels, at every level, need to recognize that their customers have certain expectations and there is a need to exceed not only the expectations but also satisfactions. Effective strategy to meet the customer expectations can bring a big impact to business. As hospitality and tourism industry in Malaysia are rapidly growing, therefore every members that involve in this area have to know the need and wants of customer to satisfy them. This research done to evaluate the service quality level of Selesa Hotel seminar package services. The service quality is measured based on the degree of satisfactions among customers.

This research has used SERVQUAL method that consist of reliability, empathy, tangibles, responsiveness and assurance to evaluate the level of service quality. The conclusion is most of the customer in Selesa Hotel satisfied with the seminar package service provided. At the end, researcher had identified some factors that can be taken consideration to help Selesa Hotel management in Pasir Gudang to improve customer service level.