

**A STUDY ON SERVICE QUALITY OF A GUEST ROOM
IN MEGA HOTEL: A PERSPECTIVE FROM GUEST**

STEVEN MICHAEL NGAU

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Of the Requirement for the
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(Hons) Marketing**

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UITM, KOTA SAMARAHAN**

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LETTER OF SUBMISSION

15 OCTOBER 2004

Mr. Claudius Clement
Advisor for MKT 660
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA (UiTM)
94300 Kota Samarahan
SARAWAK

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON SERVICE QUALITY OF A GUEST ROOM IN MEGA HOTEL: A PERSPECTIVE FROM GUEST”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



STEVEN MICHAEL NGAU

2002248351

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purpose of this study was actually to assess the guests' perception and expectation towards the service quality of guest rooms in Mega Hotel, Miri. Here, the researcher will be able to identify and measure the needs of guests regarding the service quality of guest room. Beside that, the researcher will identify how far the gaps of the perceptions and expectations of guests towards the service quality of the room provided by the hotel. The guests might expect and perceive differently since there are a lot of customers staying in the hotel and their thinking about the service quality of the rooms are totally different too. Some of them might think the service quality of the rooms are satisfying for them, some of them might think the rooms are dissatisfying them and the others undecided the statement at all. The management also should understand the perception process and factors affecting towards that perception.

The research done in this study is very important for the researcher in examining and analyzing the perception and expectation not even from the guest but also from the public. The response gathered from the completed answered of questionnaires from respondents are analyzed and the results of the findings are examined to know what are the current level of public perception towards Mega Hotel. It is important to conduct this research because perception on service quality is the most important factor in determining long-term customer loyalty and profitability.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE COMPANY

The Mega Hotel Sarawak towers 17 storeys majestically above the Miri's skyline, in the business and entertainment hub within easy reach of gastronomic and shoppers' delights, commercial complexes and government buildings. Miri is Sarawak's bustling Oil Town and a melting pot of different races and cultures, a harmonious mix of indigenous and immigrant groups with a notable expatriate community. Whether in Miri for business or pleasure, the Mega Hotel Sarawak is the choice of accommodation and starting point to an exciting stay.

228 guest rooms over 16 floors from Superior rooms (115) to Presidential Suite (1). Each room has IDD, air-conditioning, remote control TV, in-house movies with satellite channels, ensuite bathroom/shower, minibar and tea/coffee making facilities.

For dining at the hotel, the Chatterbox Coffee House featuring international fare, the Lettus Lounge for nightly live entertainment with exclusive Karaoke rooms and the Lotus Court for Cantonese and Szechuan cuisine. Other guest facilities include adjacent shopping arcade, travel agent, business centre with range of secretarial services, fitness centre, 24 hours room service, safe deposit boxes, baggage storeroom, swimming pool with Jacuzzi, electronic key card system.