

**SERVICE QUALITY IN HOSPITALITY INDUSTRY:
A STUDY OF HOMESTAY IN MELAKA**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
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BY:

**NOR SHAHRINA MOHD RAFIEN
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NOVEMBER 2011

LETTER OF REPORT SUBMISSION

30 NOVEMBER 2011

Prof. Dr. Abu Bakar Abdul Majid
Penolong Naib Canselor (Penyelidikan)
Institut Pengurusan Penyelidikan
Universiti Teknologi MARA
40450 Shah Alam

Dear Prof:

SUBMISSION OF FINAL REPORT

Attached is the final report titled "SERVICE QUALITY IN HOSPITALITY INDUSTRY:
A STUDY OF HOMESTAY IN MELAKA" to fulfill the requirement as needed by UiTM for
confirmation purposes.

Thank you.

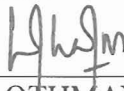
Your sincerely,



NOR SHAHRINA MOHD RAFIEN
Project Leader
Faculty of Business Management
UiTM Melaka



ZUNAIDAH BINTI AB HASAN
Faculty of Business Management
UiTM Melaka



AZHANA OTHMAN
Faculty of Business Management
UiTM Melaka

Surat Kami : 600-RMI/SSP/DANA 5/3/Dsp (82/2010)
Tarikh : 24 Januari 2010



Pn Nor Shahrina Mohd Rafien
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Universiti Teknologi MARA Melaka
KM. 26, Jalan Lendu
78000 Alor Gajah, Melaka

Y. Brs. Prof./Tuan/Puan

KELULUSAN PERMOHONAN DANA KECEMERLANGAN 12/2010

Tajuk Projek : Service Quality in Hospitality Industry : A Study of Homestay in Melaka
Kod Projek : 600-RMI/SSP/DANA 5/3/Dsp (82/2010)
Kategori Projek : Kategori F (2010)
Tempoh : 15 Disember 2010 – 14 Disember 2011 (12 bulan)
Jumlah Peruntukan : RM 5,000.00
Ketua Projek : Pn Nor Shahrina Mohd Rafien

Dengan hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan pihak Universiti telah meluluskan cadangan penyelidikan Y. Brs Prof./tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.

3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Prof./tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.

Peringkat Pertama	20%
Peringkat Kedua	40%
Peringkat Ketiga	40%

5. Untuk tujuan mengemaskini, pihak Y. Brs. Prof./tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan sekiranya perlu, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula bajet yang baru seperti yang diluluskan. Sila lihat lampiran bagi tatacara tambahan untuk pengurusan projek.

Sekian, harap maklum.

“SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA”

Yang benar


DR OSKAR HASDINOR HASSAN
Ketua Penyelidikan (Sains Sosial dan Pengurusan)

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Proposed Executive Summary

(Original proposal – 221 words)

The development of homestay industry in Melaka as well as the others state in Malaysia is still new. There are a lot of promotion activities that have done by Ministry of Culture, Arts and Tourism to introduce this homestay programme inside and outside Malaysia. This study focused on the service quality in hospitality industry by referring the homestay industry in Melaka Bandaraya Bersejarah. There are four homestay in Melaka which are Homestay Seri Tanjung (Masjid Tanah), Homestay Kg. Alai, Homestay Kg. Parit Penghulu and Homestay Kg. Pulai. The objectives of this study are to determine which is the main factor of service quality dimension that have significant impact to the homestay industry, to identify consumer's expectation and perception of each service quality dimensions, to identify the gap between expectations and perceptions of service quality dimensions and also to measure the level of customer satisfaction. There two types of data collection method that the researchers have used in this study which was by distributing 120 questionnaires to the respondent and by doing interview with staff at Melaka Tourism. Paired sample t-Test and reliability test was carried out where is five service quality dimensions were derived from of 30 services attributed. The results also showed that the best predictor for overall service quality consist reliability for consumers' expectation and assurance for consumers' perception.

ABSTRACT

The development of homestay industry in Melaka as well as the others state in Malaysia is still new. A lot of promotion activities done by Ministry of Culture, Arts and Tourism to introduce this homestay programme to the inside and outside Malaysia. This study focused on the service quality in hospitality industry by referring the homestay industry in Historical Melaka. According to the Ministry of Tourism Malaysia (2010) there are five listed homestay in Melaka. The objectives of this study are to identify consumer's expectation and perception of each service quality dimensions, to identify the gap between expectations and perceptions of service quality dimensions and also to measure the level of customer satisfaction. There are two types of data collection which are questionnaire and interview. Two hundred questionnaires were distributed to the respondents. Paired sample t-Test and reliability test was carried out based on five service quality dimensions derived from of 15 services attributed. The results showed that the best predictor for overall service quality consist reliability for consumers' expectation and assurance for consumers' perception.