

DECLARATION OF ORIGINAL WORK



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'DECLARATION OF ORIGINAL WORK'

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- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any others degree.
- This project paper is the result of any independent work and investigation, except where otherwise stated.
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ABSTRACT

Customer evaluations mean that how the customer perceives service delivery to describe their satisfaction. That customer satisfaction is a function of service performance relative to the customer evaluation. For this reason, it is important to understand how customer evaluation is formed in order to identify the factors of customer's satisfaction towards TH Hotel Kota Kinabalu. As different customers have different expectations, based on their knowledge of a product or service Reisig & Chandek (2001). This can be implied that a customer may estimate what the service performance will be or may think what the performance ought to be. If the service performance meets or exceeds customers' expectation, the customers will be satisfied. Previous research explored customer satisfaction regarding the service quality of all areas in the hotel so that the hotel can assess the customer perception. The results of this quantitative assessment of service quality might provide some insights into how customers rate the service quality and assessed customers' satisfactions.

CHAPTER 1

INTRODUCTION

This chapter will discuss the overview of this research which is to identify the customer's evaluation and satisfaction towards TH Hotel Kota Kinabalu.

1.1 Background of the company

TH Hotel Kota Kinabalu is strategically located in the hub of city centre with a mere 7 minutes' drive from Kota Kinabalu International Airport (KKIA) by road and 5 minutes away from the Low Cost Carrier Terminal. Getting into the breeze as the hotel is located a mere 5 minutes away with complimentary shuttle service.

This 108 room is a syariah compliance hotel which offers a new dimension in Islamic hospitality standard. They provide efficient and consistent service to all guests with welcoming public areas, innovative restaurants, well-appointed guestrooms, function rooms and a state-of-the-art Ballroom. This Hotel is also equipped with modern conference facilities and a total of 1500 square metres of space, allow their dedicated Banquet team to attend to their customers every need.

1.2 Scope of the study

This research is conducted in TH Hotel Kota Kinabalu. The respondents are selected randomly among the hotel customers in TH Hotel Kota Kinabalu, to know their opinion and collect information needed related to the customer's evaluation and satisfaction towards TH Hotel Kota Kinabalu.