



**A STUDY ON CUSTOMER PERCEPTION TOWARDS
SERVICE QUALITY PROVIDED BY TABUNG
HAJI'S HOSTEL AT KOMPLEKS TABUNG HAJI
PULAU PINANG**

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OKTOBER 2002

EXECUTIVE SUMMARY

This research examines the customer perception towards service quality provided by Tabung Haji's hostel. The output gives us insights into how customer perceived whether they are satisfied or dissatisfied. Selected issues include customer perception towards front desk, housekeeping and facilities provided by Tabung Haji's hostel.

The results of the measurement involving 100 guests of Tabung Haji's hostel support the hypothesized model that represents of most customers are satisfied with the front desk, housekeeping and facilities service quality.

For the purpose of this study, a research survey was conducted structured questionnaires were distributed to 100 respondents of Tabung Haji's hostel. The questionnaires consist of 27 attributes, which can be classified into four sections. Section A consists of demographic profile of respondents, section B represents of customer perception towards front desk, followed by section C and D which respectively consists of customer perception toward housekeeping and facilities.

The SPSS program (version 10.1) was used to analyze data. The methods, such as frequency analysis, mean, one-sample T-test and one-way ANOVA were chosen for analysis the data and findings.

The study concluded that most of the respondents have positive perception towards the service quality of front desk, housekeeping and facilities. The findings showed that most of them were satisfied with the service quality.

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