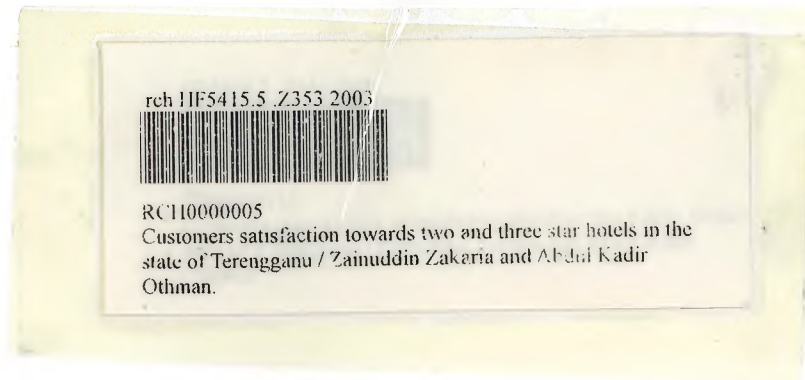


**CUSTOMERS SATISFACTION TOWARDS TWO AND THREE
STAR HOTELS IN THE STATE OF TERENGGANU**



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ABSTRACT

Various researches have been conducted on the tourist industry in Malaysia specifically on strategies and methods of attracting tourists to visit a particular destination. However, there are limited studies done on the perceptions of customers on hotel services especially in the state of Terengganu. This study tries to identify the perception of present and past guests towards two and three star hotels in the state. Four, two-star hotels and three, three-star hotels in the state have been identified. The research data were gathered through the self-administered interviews with two types of respondents; i.e. the customers and the management staff of the hotels under study. More than three hundred present and past guests of the two and three star hotels in the state in addition to more than thirty members of the management staff have been interviewed. The responses were analysed based on the SERVQUAL model introduced by Parasuraman, Zeithaml and Berry in 1988. Therefore, the results show the expectations of customers before and the perceptions of the customers after receiving the services for at least a one-night stay at the hotels. The results were compared with the perceptions of the management staff on the expectations of customers of the hotels under study. The gap between customer's expectation and their actual experience of staying in the hotels identified was analysed. In addition, any gap between management perceptions of customers' expectation and customers' own experiences was also looked into. Two non-rated hotels that includes UiTM hotel in Dungun were included in the study to compare and contrast the services they offered with the two and three star hotels.

TABLE OF CONTENT

TITLE	PAGE
SURAT TAWARAN PENYELIDIKAN	i
SURAT PENYERAHAN LAPORAN	ii
DAFTAR AHLI PENYELIDIKAN	iii
ACKNOWLEDGEMENT	iv
LIST OF FIGURES	v
LIST OF TABLES	ix
ABSTRACT	x
CHAPTER ONE	INTRODUCTION
1.0	Tourism in Malaysia 1
1.1	The Hotel Industry 4
1.2	The Hotel Industry in Malaysia 6
1.3	General Characteristics of Hotel Services 9
1.4	Characteristics of Services 10
1.5	Key Components of Hotel Management 12
1.6	Managing Customer Service and Quality 14
	1.6.1 The Customer 15
	1.6.2 The Service Provide 16
	1.6.3 The Organisation 16
1.7	Objective of the Research 16
1.8	Scope of the Research 17
1.9	Hypotheses for the Study 18
1.9	Definition of Terms 19
CHAPTER TWO	LITERATURE REVIEW
2.0	Definition of Quality 21
2.1	Characteristics of a Service 23

TITLE	PAGE
2.2 Customers Satisfaction and Loyalty	25
2.3 Determinants of Quality	27
2.4 Hotel and Quality Service	29
2.5 Measuring Service Quality	30
2.6 Service Quality Dimensions	35
CHAPTER THREE	RESEARCH METHODOLOGY
3.0 Population	39
3.1 Sampling	40
3.2 Data Collection Process	41
CHAPTER FOUR	DATA ANALYSIS
4.0 Profiles of Respondents	42
4.1 Customers Profiles	42
4.1.1 Gender	42
4.1.2 Age	43
4.1.3 Race	44
4.1.4 Marital Status	44
4.1.5 Nationality	45
4.1.6 Education	46
4.1.7 Employment Sector	46
4.1.8 Income Level	47
4.2 Managers' Profiles	48
4.2.1 Gender	48
4.2.2 Race and Nationality	49
4.2.3 Age	49
4.2.4 Levels of Education	50
4.2.5 Income Level	51
4.3 Comparison of Customers' Profiles Among Hotels	52
4.3.1 Nationality of Customers	53
4.3.2 Source of Information About the Hotels	54
4.3.3 Frequency of Visit	57
4.3.4 Purpose of Visit	58
4.3.5 Education	60
4.3.6 Employment Sector	62
4.3.7 Income Level	63