

**A STUDY ON THE RELATIONSHIP BETWEEN CUSTOMER
SATISFACTION AND EMPLOYEE SERVICE DELIVERY AT SUTERA
SANCTUARY LODGES' FRONT OFFICE DEPARTMENT AT
KINABALU PARK, KUNDASANG, SABAH**



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JULY 2014

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ABSTRACT

The purpose of this study is focused on the customer service delivery by staff of front office department of Sutera Sanctuary Lodges, at Kinabalu Park, Kundasang Sabah. It will look into the attitude, skills and knowledge of the staff on customer service delivery and its effect on customer satisfaction.

CHAPTER 1

1.1 Introduction

The hotel industry today has been recognised as a global industry, with producers and consumers spread around the world. The use of hotel facilities such as rooms, restaurant, bar, nightclub is no longer considered to be a luxury. For many people this has become an integral component of lifestyle (Kandampully & Suhartanto *et al*, 2000). Today hospitality has grown more intense in competition providing increased choice, greater value for money and augmented level of service.

There are many factors that is significant in the customer service satisfaction in the global economy today. Some studies have focused on service climate and guests perceptions in China, employee clothing formality, employee service counter performance and effect and tangible quality (Crawford *et al*, 2012). For the hospitality industry to have the competitive edge is through service quality which is realized through employee-customer exchange, making service delivery by employee essential (Crawford *et al*, 2012).

As service is mental intangible whereby it cannot be easily visualized and physically intangible where by it cannot be touched or experienced by other senses (Lovelock & Wirtz, 2011), it is essential for any organization to ensure service delivery is at its best. This will focus on the roles and responsibilities of the frontline employees.

Kota Kinabalu is one of the fast developing states in Malaysia catering both local and international visitors (refer to Appendix A, B & C, Sabah Tourism, Sabah Visitors by nationality 2010, 2011 & 2012), with the steady positive consistency of international and domestic visitors to Sabah, it is an opportunity for the retail, wholesale, hotel & restaurant (Food & Beverage) industry to optimize their attraction thus improve revenue