

A BREAKTHROUGH ON ENHANCING CUSTOMER SERVICE
QUALITY WITH THE FORMULATION OF STRATEGIC MANAGEMENT
AT SUTERA INN PRIMA

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Dear guest,

I am a Bachelor Of Business Administration (Hons) (Marketing) student, Mara Institute of Technology, Terengganu Branch. I am currently doing a research as a partial requirement of my courses which is Marketing Internship. The topic of the research entitled **“A Breakthrough On Enhancing Customer Service Quality With The Formulation Of Strategic Management At Sutera Inn Prima.”** The first choice in budget hotel.

You are one of the hotel’s valued customers chosen to help me in my research. I would really appreciate it if you can give your full cooperation in completing this questionnaire.

All of the information obtained are strictly confidential and will be used only for the purpose of the research. Thereby, I will certainly hope that the research will assist the hotel most in improving and maintaining the customer service quality

Thank you for your cooperation.

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

In the name of Allah the most merciful and the most beneficent. Thanks to Allah S.W.T for giving me good health and spirit from the very beginning until the accomplishment of the thesis.

Writing this report has given me the opportunity to discover the inside story of Sutera Inn Prima. By applying my every knowlwdge, sources, materials and experience, finally I managed to complete the thesis successfully. Since the success cannot be achieved without everyone's contribution. For this thesis, I am heavily indebted to many good people who have extended their help and cooperation. One always runs the risk of ommitting some important contributions when attempting to acknowledge the help of others. Nonetheless, the attempts must be made because this thesis benefited immensely from many helpful comments I received along the way from interested friends, lecturers, managers and others.

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ABSTRACT

Eversince men started trading he has been looking for a more effective way to maximize business efficiency. Business efficiency as such as quality product and service, understanding the need and wants clearly and others. Having a good idea is only part of an innovative business or marketing concept. Convincing others that it is a worthwhile proposition is perhaps the most difficult aspect, along with putting it into action.

Sutera Inn Prima as one of the leading hotel company in Kelantan requires better marketing strategies in pursuit of its establishment with the existing of strengths, weaknesses, opportunities as well as threats. As a matter of fact, Sutera Inn is still in its introductory stage and require more and better marketing strategies in accomplishment of its mission and vision. Generically speaking, it needs more improvement in terms of its service provided, better allocation of all the resources as in capturing larger target market domestically as well as internationally.

In a general sense, Sutera Inn is facing several problem in pursue of its establishment and achievement. There are several problems that have been identified as such as lack of promotion and have a quite high retention rate. In addition, frequent customers complaints about the hotel service and others also remain as a problem for Sutera Inn Prima.

In the quest of providing better and efficient service in order to enhance customer service quality, strategic management is applied in solving the stated problems. So as to overcome the shortcomings there are several marketing strategies developed to cope with the current

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