



UNIVERSITI TEKNOLOGI MARA  
FACULTY OF HOTEL AND TOURISM MANAGEMENT

A STUDY ON HEALTH TOURISM INDUSTRY:  
A CASE STUDY AMONG CUSTOMER AT SPA IN  
BANDAR HILIR, MELAKA

AQILLA FARHAN BINTI JUMAAT  
2012421048

MOHD FIRDAUS BIN ABD RAHIM  
2012235578

NUR AMANINA BINTI HALMI  
2012836086

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## ABSTRACT

This research attempts to study customer's satisfaction towards spas in Bandar Hilir, Melaka. This report is the outcome of a field research, which aimed to determine the quality of services offered by spas in Bandar Hilir, Melaka. This paper aims to discover what customers feel and think of the quality of service as can be found in the spas in Bandar Hilir, Melaka.

This study used a quantitative research approach to answer the research questions. The method employed to gather the research resources was adopted from SERVQUAL which is a popular method in measuring perceived service quality. This study used questionnaire to collect data and SPSS system to key in data. Data transcribed into Microsoft Word 2010 and the data is categorized and being analyze manually.

The result showed the customers satisfaction on service quality that shown by staffs in spas in Bandar Hilir, Melaka. There are also showed about the important attitudes and the practices adopted by staffs in spas in Bandar Hilir, Melaka whether in can fulfill the customer satisfaction.

Besides, this research findings show that the customer satisfaction plays the role of a mediator in the effects of service quality on service loyalty. These findings are further explored.

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