



**“CUSTOMER SATISFACTION AT FRONTLINES
AS PERCEIVED BY HOTEL GUEST”**

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LETTER OF SUBMISSION

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Dear Madam / Sir

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "CUSTOMER SATISFACTION AT FRONTLINES AS PERCEIVED BY HOTEL GUEST" to fulfill the requirement as needed by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

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EXECUTIVE SUMMARY

Tourism industry can be categorized as one of the major income generators to Malaysia's economy. An accommodation, which is part of tourism sector, makes a valuable contribution to the country. The purpose of this study is to assess the customer satisfaction towards service quality provided by the selected hotel which is Avillion Hotel, Ramada Hotel, Bayview Hotel and Equatorial Hotel as well as pointing on the issues in service quality that service provider needs to be aware of to reach and exceed customer expectations. Service perform in a service provider may not be visible but can bring a great threat to the service provider by imprinting negative perception and bad customer satisfaction on the overall service quality of the hotel. Therefore, this research is to find out the connection between first impressions experiences to customer satisfaction at the selected hotel. The aim of this study is to evaluate the customer satisfaction on the delivery of first impression experience from hotel front liners. Employees working in front lines undertake an important task in building up a hotel's image and reputation. Therefore, skills and quality of staff are among the most important factors in underpinning the competitive success of the hotel.

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