



**ASSESSMENT ON THE CORE
CONSUMER SATISFACTION ELEMENTS FOR
EXCEPTIONAL DINING ROOM SERVICE;
HOTEL UiTM DUNGUN CHAPTER**

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DECLARATION OF ORIGINAL WORK



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Hereby, declare that:

- **This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.**
- **This research paper is the result of my independent work and investigation, except where otherwise stated.**
- **All verbatim extract has been distinguished by quotation marks and sources for my information have been specifically acknowledged.**

Signature:

A handwritten signature in black ink, appearing to read 'Muneeb Samsudin', written over a horizontal line.

Date:

15 / 4 / 2001

Acknowledgement

Firstly researcher with to thank Allah s.w.t for his kind blessing in making this study possible. Special appreciation is also extended to Tuan Haji Ridwan Salleh the advisor and first examiner of this research project for his unmatched desire to give undivided attention to the production of this research. The same also goes to Cik Azeni Abu Bakar, whom acted as the second examiner for her time and patience in providing feedback on the research work.

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Abstract

With the awakening of consumer maturity, **exceptional¹ service** has been considered as the **most important competitive advantage** that could be the determining factor of a failure or success to a business. Realizing this, the management of Hotel UiTM Dungun has asked me to explore the current practice and identify the major aspect that has the most possibility of causing dissatisfaction to its valued customer. After series of studies and discussion, the management and I have come to a mutual agreement to conduct a research on:

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Although there are many variables that contribute to customer satisfaction, this research will only focus on **key elements** that have the potential of making substantial impact on the service provided. Browse through and discover!

¹ Dr. Lewis J. Minor Foodservice Standards in Resorts p. 18

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