

**UNIVERSITI TEKNOLOGI MARA**



**MODELLING IMPORTANCE  
PERFORMANCE ANALYSIS (IPA) TO  
IMPROVE SERVICE QUALITY IN  
LUXURY HOTEL**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Bachelor of Science (Hons) (Tourism Management)**

**Faculty of Hotel and Tourism Management**

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## AUTHOR'S DECLARATION

We declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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## **ABSTRACT**

This study investigated the usage of Importance Performance Analysis (IPA) to improve service quality among guests of luxury hotels in Kuala Lumpur. Questionnaires were used to obtain the perceptions of importance and performance of service quality from luxury hotel guests. Nine items of service quality were identified as areas need to be improved by luxury hotels in Kuala Lumpur namely furnishings in the room, quality of service of the restaurant, quality of the restaurant foods, receiving confirmation of reservation, helpful and friendly staffs, timely service, the check in and check out process, first impression of the hotel and dealing with complaints. From this study, it provides an opportunity to recognize, in ranking order, features that are considered important by the guests staying in luxury hotels and able to identify the areas of divergence in hotel service quality.

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