



**THE FIVE DIMENSION OF SERVICE QUALITY (SERVQUAL)  
TOWARDS THE TOURIST'S SATISFACTION IN USING TRAVEL AGENCY  
SERVICES IN SABAH.**

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## **ABSTRACT**

The purpose of this study is aims to investigate the five dimensions of SERVQUAL towards tourist's satisfaction in using travel agency services in Sabah. The determinant service quality dimensions is used for identify the most influential towards tourist's satisfaction in using travelagency services. The design used to collect data is the researchers distributed the questionnaires with sampling size of 100 respondents' randomly to take part on the survey. The completion of data helps the researchers to key in and analyse data trough SPSS Version 21.0 as to find out the finding of the study. The limitation if the study is the findings helps further study on conduct the research on other topic with similar more variety in the research paper.For the practical implications, the findings are expected to help the travel agencyto enhance their service quality into more wide for the future research.

**Keywords**–*Tourist's Satisfaction, Service Quality Dimensions (responsiveness, assurance, empathy, reliability, tangibility).*