



A STUDY ON SERVICE QUALITY ASSESSMENT
OF GRAND BORNEO HOTEL IN KOTA KINABALU

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ABSTRACT

In this study, researcher is aim to investigate the service quality assessment in Grand Borneo hotel towards customers satisfaction level. This study will investigate the service quality dimensions that will affect customer's satisfaction level. A conceptual model including five dimensions such as Tangibility, Reliability, Responsiveness, Assurance and Empathy were represented for measuring service quality. The research findings suggest that in all five dimensions, assurance variable give high satisfaction level towards customers whereas tangibility variable give the lowest satisfaction level towards customers. The study shows how service quality of Grand Borneo Hotel satisfy customers and recommend best strategy for the hotel in order to improve their service quality for better customer satisfaction level.