

A RESEARCH ON CUSTOMER SATISFACTION TOWARDS
HOTEL ANSAR SERVICES

MASLIZA MOHD NASIR

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

OCTOBER 2000

LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) (Marketing)
Faculty of Business and Management
Mara University of Technology
Machang Campus
Kelantan.

30 SEPTEMBER 2000

Encik Mohd Nor Shapiin
Research Advisor
Bachelor of Business Administration (Hons)
Faculty of Business and Management
Mara University of Technology
Machang Campus
Kelantan.

Sir,

INTERNSHIP THESIS

Enclosed is a report entitled "A Research on Customer Satisfaction Towards Hotel Ansar Services". The report addresses a research on Hotel Ansar services to its guests.

I do hope that this report will meet the requirement of subject Marketing Internship (MKT 650).

I would like to take this opportunity to communicate my appreciation for your grateful advice rendered during entire preparation of this report. Without the support, guidance and cooperation from all mentioned, this report would not be possible.

Thank you.

Yours faithfully,

MASLIZA MOHD NASIR

ACKNOWLEDGEMENTS

"IN THE NAME OF ALLAH, THE BENEFICENT, THE MERCIFUL"

I begin with my praise to Allah SWT for his consent that I finally complete this project paper.

Naturally, this report is the result of the effort of many people besides me. I am especially indebted to my dedicated advisor, En Mohd Nor Shapiin who helped me with his continuous guidance and support, comments and ideas throughout the completion of this report.

I wish to express my gratitude to my supportive supervisor in Permodalan Kelantan Berhad (PKB), Tn Hj Abdul Adzis Mhd Shariff, *Pengurus Pentadbiran dan Hubungan Kakitangan* PKB for nourishing me with his ideas and constructive criticisms toward this report writing and during my practical training in the company. Not forgetting the management people and all family staffs of PKB and Hotel Ansar for their cooperation and encouragement.

I am also glad to thank many special people who contributed suggestions, time, energy, and cooperation toward this research; my family, colleagues and friends especially Noor Fzlinda and Suhaida who believed in me.

I must add that any errors or omissions in this report are entirely due to my failure as a researcher. Once again, thank you very much.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF GRAPHS	vii
ABSTRACT	ix

CHAPTERS

1. INTRODUCTION	
1.1 Background	1
1.2 Scope of Study	4
1.3 Problem Statement	5
1.4 Purpose of Study	6
1.5 Objectives of Study	6
1.6 Significance of the Study	6
1.7 Limitations of Research	7
1.8 Definitions of Terms	9
2. LITERATURE REVIEW	
2.1 The Scope of Hospitality Industry	10
2.2 Hotel Industry	13
2.3 Hotel Management and Training	16
2.4 Customer Satisfaction Defined	23
3. RESEARCH METHODOLOGY AND DESIGN	
3.1 The Data Collection	31
3.2 Sampling Design	34
3.3 Procedure for Analyzing Data	35

ABSTRACT

Lodging continually changes to accommodate its guests. These changes may also involve customer satisfaction, which is an important ingredient in the marketer's formula for success. This research is developed to identify the degree of customer satisfaction towards Hotel Ansar services and elements affecting it.

This research was carried out in the Hotel Ansar premise, which involved 98 respondents selected among the In-house guests of the hotel. The researcher managed to use systematic sampling in distributing the questionnaires. The data gathered was then produced into meaningful information using the Statistical Package for Social Sciences (SPSS) computer program. The data afterwards gone through the stage of analyzing and interpreting.

The findings of this research show that the level of customer satisfaction towards the services of Hotel Ansar is moderate. There were respondents who satisfied with the services provided, and there were some others who did not agree with the services. Thus, Hotel Ansar should find ways to overcome the weaknesses and problems exist in the operation and management of the hotel to make sure the services delivered able to fulfil the expectations of its guests.