



**A STUDY ON CUSTOMERS' SATISFACTION
TOWARD QUALITY OF SERVICES AT SOMERSET
GATEWAY, KUCHING**

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ABSTRACTS

We have to look at quality, services and satisfaction from different perspective. Quality and services are important to identify the customers' satisfaction level. Satisfied customers' do not return products or complaints. Satisfied customers recommend the products or services to other.

Nowadays, many companies focus on quality and services but fail to provide customers satisfaction, to satisfy customers' is not easy and to make customers happy is difficult. Quality and services are focused on products or services not necessarily produce satisfied customers.

The research on customers' satisfaction toward the quality of services at Somerset Gateway Kuching is conducted in order to answer several questions that used as a guideline in this study; What is the level of customers' satisfaction toward the services provided by the staffs. (Staffs including management staffs, front line personnel, security, guards, room attendants' and cleaners). What is the level of customers' satisfaction toward the facilities and amenities provided in Somerset Gateway Kuching? What is the level of customers' satisfaction toward the food provided for continental breakfasts? Are the customers really satisfied with Somerset Gateway Kuching? Do Somerset Gateway should be recommended? Does Somerset Gateway able to retain its customers?

Some representatives are selected for this study and the outcomes are useful as guidelines for Somerset Gateway to increase repeat business and build customers' loyalty. Some recommendations for Somerset Gateway are as follows: Focus, concentrated and improve the weakest areas, Increase manpower in the company, Increase supervision among the workers, Conducting effective complaints management and Install customers too free number.

CHAPTER 1

INTRODUCTION

SOMERSET GATEWAY KUCHING

Somerset Gateway Kuching the place of the study is a member of Ascott Group of Singapore. The group is represented by The Ascott Brand of luxurious living, Somerset brand of stylist and contemporary living and the mid-tier brands of oak ford and Citadines, providing guests with comfortable city living experiences. For any lifestyle, for every budget, the Ascott Group warmly welcomes their customers in 38 cities.

Somerset Gateway Kuching is property owned by Liang Court Wanisara and managed by The Ascott International Management. The building of Gateway is divided into modern office space and luxurious serviced residences. Somerset Gateway Kuching is centrally located to a myriad of major shops, international restaurants and entertainment centers.

Somerset Gateway provides various services to ensure customers' satisfaction such as Residence Features And Amenities (fully-furnish apartment), business matters (Business Centre Services, Meeting Room and Internet Access), Rest and Relax (fully equipped gymnasium, rooftop swimming pool, steam and sauna rooms and residents lounge), Comfort and Convenience (24-hour reception, daily maid services, laundry and dry-cleaning services, parking facilities) and Security (24-hour security, in room electronic safe)

CHAPTER 2

LITERATURE REVIEW

“ Customer Satisfaction” do we really understand what does the exactly mean by customer satisfaction, can we say that as long as we could deliver the products to the customers, mean that we already achieve the customer satisfaction instead. What is satisfaction? The traditional focus on quality and service does not produce a valid interpretation of satisfaction, on how it is generated and how we can produce it. Our common understanding assumes that if we provide enough quality or enough services, satisfaction will result. However, we have evidence to support that quality and services alone can produce recurrent satisfaction. Satisfaction is a distinct and separated issue.²Satisfaction is interaction with customer, the promises made to the customers in these conversations, the customers expectation generated in these conversations, and the actions we take that are consistent with those expectations combine to produce a declaration of satisfaction when we ask. Customers’ satisfaction shows up when we say so by making declaration that we are satisfied. It is an interpretation of the performer’s actions and the value perceived from those actions.

According to Patric Mehne the chief quality officer at the Ritz-Carlton states the satisfaction as an attitudes and loyalty is a behavior. Customers who are merely satisfied may often purchase from competitors because of convenience, promotion or other factor customers satisfaction occurs when products and services meet or exceed customers’ expectation. To ensure satisfaction, an organization must deliver ever-improving value to

² Richard LeKander (1997) A New Perspective on Customer Satisfaction from WorkGroup Resources, Inc. Website: <http://www.business-coaching.com/custSatisArticle.htm>