



**A STUDY ON COUSES AND EXTENT OF SERVICE FAILURE IN
HOTEL INDUSTRT OF KOTA KINABALU, SABAH**

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ABSTRACT

Nowadays, people are aware on the importance and the right of having quality services. In hotel industry that is getting boost especially in the area of this research which is Kota Kinabalu city, the issue on service failure should be concerned. Therefore, the purpose of this research is to identify the causes and extent of service failure as well as to come up with some recommendation on service recovery. Based on the result finding in this research, it was found that service failure occurs when customers' expectation and important aspect in rendering the services are failed to be attended by the service provider. In identifying the extent of service failure, the researcher has used Pearson Correlation to see the correlation between the aspect that is considered important in services and the rating on standard of services that is perceived by the respondents. The result shows that much important aspect that is failed to be attended is the extent to the service failure. In conclusion, since service failure is inevitable, thus it is important for the hotel service provider to emphasize on effective service recovery to retain their customers.