

**UNIVERSITI TEKNOLOGI MARA  
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI**



**STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE  
QUALITY OF FRONT STAFF AT SELESA HOTEL IN PASIR  
GUDANG, JOHOR.**

**NAPSIAH BINTI JA'AFAR 2012111323  
NOR AEN BINTI SALAM 2012911729**

**SEPTEMBER 2014**

## **Table of content**

### **CHAPTER 1: INTRODUCTION**

1.1 Introduction	2
1.2 Organizational Background	7
1.3 Research Objectives	9
1.4 Research Question	10
1.5 Scope of the study	10
1.6 Significance of the study	11
1.7 Definition of terms/ concept	11

### **CHAPTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK**

2.0 Introduction	13
2.1 Service concept	14
2.2 Quality Concept	18
2.3 Service Quality Concept	19
2.4 Customer Satisfaction and its relationship towards Quality	20
2.5 Customer expectations towards Services	22
2.6 Theory related towards Customer Satisfaction	23
2.6.1 SERVQUAL Model	
2.6.2 GAP Model	
2.6.3 Theory of Reasoned Action (TRA)	
2.7 Customer Satisfaction	32
2.7.1 Client Charter	
2.7.2 Statement on issue	
2.7.3 Previous Study	
2.8 Conceptual Framework	37

## **THE ABSTRACT**

### **Abstract**

The research attempts to explain the role of service quality in creation of satisfactory guest experience in the Selesa Hotel in Pasir Gudang, Johor. The opinions of the hotel guests were sought for assessing the perception of the guests in five primary dimensions of service quality. The role of standard operation procedure in the front office was also assessed and its connections to service quality, business excellence and customer satisfaction were identified. The research found that majority of the hotel customers was satisfied with the indicators of service quality dimensions of tangibility, responsiveness, reliability, assurance, and empathy. However there were different ranks of guests' satisfaction among various nationalities as well as different rate of satisfaction for the hotel. Specific applicable suggestions were at last represented in the context of service quality of hotel front offices.

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter focuses on background of the study which is on customer satisfaction. It emphasizes on service quality of front desk at hotel which involve Selesa Hotel in Pasir Gudang, Johor.

Service quality plays important roles in nowadays organization. Customer service is a key factor in achieving organization success. It can either make or break your organization. Every organization management must recognize the reality that customer's satisfaction and commitment to your organization. Your ability will ensure that to focus on your customer's need rather than your own and servicing them to the best of your ability will ensure that your organization will be far more cost-effective than you have ever dreamed of. This research study focuses on the determinants of customer satisfaction on service quality. The study will take place at Selesa Hotel in Pasir Gudang, Johor.

In the literature of service quality, the most common model for measuring the service quality is SERVQUAL scale being designed by Parasuraman, Zeithaml and Berry. They have done some investigations on SERVQUAL model in 1988 and after several screening, introduced 5 main dimensions:

- I. Tangible cases
- II. Reliability
- III. Assurance
- IV. Empathy
- V. And Responsiveness.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter provides a review of the literature on the models that are related to the research problem presented in the previous chapter. This chapter will also introduce the theories, models, concepts of customer satisfaction, service quality, SERVQUAL model, and relationship between the variables identified in the research objectives in relation towards the service quality. This chapter also demonstrates the definition of components of service quality, standard operation procedures, dimensions of standard operation procedures, hotel front office structure, job description and job analysis of front office positions.

#### **2.0 Introduction**

Customer satisfaction is an essential part of every organization survival and growth. Successful organizations are those that could have good and complete interaction with their own customers by utilizing their feedbacks suitably and appropriately. Survey is a way of customer evaluation. Survey and evaluation of client opinion is a quick and cheap way to determine parts of services that their quality needs to be improved in the future. There are factors determine the customer satisfaction towards the service quality. To help understanding these relationship and problem, many models and theories have been developed or adapted to carry out this research. The section that follows reviews some of the models and theories to provide a context of this study and also to develop a conceptual framework to study the problem among the customer towards the service quality.