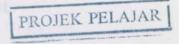




A STUDY ON CUSTOMERS' PERCEPTION TOWARD IMPERIAL INTERNATIONAL HOTEL'S CUSTOMER RECEPTION SERVICE



AIZUDDIN NORHAFIZ BIN AHMAD 2006831527

HAKMILIK Perpustakaan Universiti Teknologi MARA Sabah

BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA SABAH

SALINAN FOTO TIDAK DIBENARKAN

MARCH 2008

		TA	BLE OF CONTENTS	PAGE		
	ACK		DEGE	ii		
			CONTENTS	iii		
		TABL		iv		
			GURES	v		
	DIO.	0				
	CHA	HAPTERS Allah for giving me the life and health to go through His Challen				
	1.	INTR	ODUCTION complete this report has proven to be a gian	1-2		
		1.2	Objective	3		
		1.3	Research Questions	3		
		1.4	Problem Statement	4		
		1.5	Significant of Study	4-5		
		1.6	Theoretical Framework	6-9		
		1.7	Limitations of Study	9 – 10		
			Thinkerous of Study			
	2.	LITE	RATURE REVIEW	11 - 39		
1	3.	RESE	CARCH METHODOLOGY AND DIESIGN			
1		3.1	The Data Collection Methods [Primary and Secondary]	40		
		3.2	Research Design	41		
		3.3	Data Analysis Technique	42		
		3.4	Research Sample	43		
	4.		LYSIS AND INTERPRETATION OF DATA	45 - 71		
		4.1	Respondent Background			
		4.2	Respondent Age			
		4.3	Respondent Citizenship			
		4.4	Respondent Occupation			
		4.5	Respondent Purpose of staying			
1		4.6	Respondent Length of stay			
		4.7	Respondent Facilities sufficiency			
		4.8	Guest comfortable when dealing at the reception counter			
		4.9	Cleanliness of the reception counter			
		4.10	Imperial International Hotel's customer reception counter has a			
			pleasant aroma			
		4.11	The music that played in imperial hotel is so comforting			
		4.12	Level of performance of Imperial International Hotel's customer reception service			
		4.13	The hotels Reception staff friendliness			
		4.14	The hotels Reception staff working efficiency			
		4.15	The hotels Reception staff grooming			
		4.16	The hotels Reception staff has high professional level			
		4.17	The hotels Reception staff is not well prepared			
		4.18	The hotel Reception staff appearance hygienic			
		4.19	The hotel Reception staff is punctuality			
		4.20	The hotels Reception staff used inappropriate manner			
		4.21	The hotels procedure to attain guest are highly systematic			
		4.22	The system applied takes reasonable time			
		4.23	Whether the hotel current system need improvement			
	Teal Te	4.24	The hotels Customer's reception services rating			
		4.25	Whether respondents encounter any problem			
	L.	4.26	Problem encountered by respondents			
		4.27	Suggestion for improvement			
	5.		CLUSIONS AND RECOMMENDATIONS	72 -74		
7	6.	BIBL	LIOGRAPHY AND APPENDICES			

Acknowledgement

Firstly, praise to Allah for giving me the life and health to go through His Challenges of

living in His universe. To complete this report has proven to be a great undertaking that

would not have been feasible without the support of many great people.

A number of people have been very helpful in the course of my research into the

information contained in this project report. I would like to record my appreciation and

thanks to my project advisor Prof. Madya Mat Yasin Jamil whose guidance, comments

and instruction throughout the completion of this project has became an invaluable

learning. My special appreciation also goes to all my respondents for having a responded

to this project survey and interview and for the cooperation given.

Finally, I would like to express my special thanks to Panji Hotel Management for giving

me the opportunity to be part of their organization even the time is not quite long but it

was a precious experience for me.

To all the above once again I express my thankfulness and appreciation.

Aizuddin Norhafiz Bin Ahmad

BBA (Hons) Marketing 06

ii

LIST TABLE

		PAGI
4.1	Respondent Background	45
4.2	Respondent Age	46
4.3	Respondent Citizenship	47
4.4	Respondent Occupation	48
4.5	Respondent Purpose of staying	49
4.6	Respondent Length of stay	50
4.7	Respondent Facilities sufficiency	51
4.8	Guest comfortable when dealing at the reception counter	52
4.9	Cleanliness of the reception counter	53
4.10	Imperial International Hotel's customer reception counter has a pleasant	54
	aroma	
4.11	The music that played in imperial hotel is so comforting	55
4.12	Level of performance of Imperial International hotel's customer reception	56
	service	
4.13	The hotels Reception staff friendliness	57
4.14	The hotels Reception staff working efficiency	58
4.15	The hotels Reception staff grooming	59
4.16	The hotels Reception staff has high professional level	60
4.17	The hotels Reception staff is not well prepared	61
4.18	The hotel Reception staff appearance hygienic	62
4.19	The hotel Reception staff is punctuality	63
4.20	The hotels Reception staff used inappropriate manner	64
4.21	The hotels procedure to attain guest are highly systematic	65
4.22	The system applied takes reasonable time	66
4.23	Whether the hotel current system need improvement	67
4.24	The hotels Customer's reception services rating	68
4.25	Whether respondents encounter any problem	69
4.26	Problem encountered by respondents	70
4.27	Suggestion for improvement	71

Chapter 1: Introduction

Imperial International Hotel is one of the hotels that are new to the market. This hotel s managed by the Panji Hotel Management with the sister hotel Radius International Hotel. Imperial International Hotel is located at Warisan Square building, in Kota Kinabalu city, Sabah. Since Imperial International Hotel is still new, it is formally launched its operation on late of the year 2007. As usual, off course they do have rules and guidelines or even code of conduct emphasized to their employee by the superiors during their training but it may be different from the customers view. On top of this, Panji Hotel Management are a subsidiary to another company which is Panji Keagungan. This company are owned and managed by bumiputra people. The top three players are as follows,

Datuk Mahrufs Mohd Zakaria. Holds a Bachelor in Business Management (United Kingdom) Advance Diploma in Management (United Kingdom). Diploma graduate in Development Administration (United Kingdom). He has worked 10 years with State Government of Sabah. The last post he held in the government was as Assistant Secretary (Development) at Ministry of Works State Government of Sabah and mainly responsible in planning, development and financial administration at the ministry. Later in 1988, he formed his own company, Panji Keagungan Berhad and now, he is the major shareholder of the company. He is involved in all aspects of administration and operation of the company.

Dinnoza Datuk Mahruf, currently are the managing director for Imperial International Hotel. Holding a Degree with Honours in Information Technology & Business