

**THE RELATIONSHIP OF SERVICE QUALITY TOWARDS CUSTOMER
SATISFACTION AT HOTEL SERI MALAYSIA
SEREMBAN, NEGERI SEMBILAN DARUL KHUSUS**

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ABSTARCT

This research intended to explore the relationship of service quality towards customer satisfaction at Hotel Seri Malaysia Seremban. The service quality dimensions which are tangibility, reliability, responsiveness, assurance and empathy. A survey has been conducted by distributed 85 questionnaires to the customers of Hotel Seri Malaysia Seremban . The results of findings showed that the two of five which are tangibility and responsiveness are influence on customer satisfaction. However, reliability, assurance and empathy was not influence on customer satisfaction at Hotel Seri Malaysia Seremban. Therefore, staff at Hotel Seri Malaysia Seremban should consider those dimensions of service quality that create the dissatisfaction and lead to the low satisfaction among the customers at Hotel Seri Malaysia Seremban and should provide the best way to solve the problem.

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