



**EMPLOYEE PERCEPTION ON SERVICE QUALITY IN PREDICTING
EMPLOYEE SATISFACTION**

MOHAMAD AMIRUL HAYAT BIN AHMAD YAZID

2015258552

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (MELAKA)
KAMPUS BANDARAYA**

JULY 2017

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

First and foremost, researcher is very thankful to Allah S.W.T for making all thing is possible related to this research and with His permission and blessing, researcher can finish this assignment on time and smoothly without unfavourable issue.

Researcher would like to deliver his gratitude to University Technology Mara Malacca for giving him a valuable opportunity to expose himself in learning through conducting the research projects. Hereby, researcher would like to express their appreciation to his supervisor, Dr. Noor Azman bin Abdul Azizz for his dedication and patience in guiding researcher throughout all the process in completing the research project. Without his proper guidance, researcher might not have been complete this research project successfully.

During the whole process of conducting the research project, researcher are well assisted and helped by his course mates, peers, family members and also part of corporate employees by helping them to fill up the questionnaire needed to perform this research. Therefore, researcher would like to express his greater appreciation to them.

ABSTRACT

The purpose of this study conducted is to examine service quality dimensions in predicting employee satisfaction among front line employee. The populations of this study consist of 79 from three departments which are housekeeping, F&B and front office in HOTEL ROYALE CHULAN SEREMBAN. Total number of questionnaire is seventy nine (79) but only 71 questionnaires is return back and relevant to be use. The service quality dimensions are been used to predict employee satisfaction which the dimensions are tangibility, reliability, responsiveness, assurance and empathy. This study is conduct by using data that get from Human Resource department in Hotel Royale Chulan Seremban. Based on the result of this study, it shown that only tangibility is not significant with this study while reliability, responsiveness, assurance and empathy have significant relationship. The result of this study recommended that management needed to understand employee that work with insufficient man power which the number of turnover is increase that make them feel unsatisfied with their job. On that management needed to help them by hiring more employee or part time employee to help them as man power. For the future

TABLE OF CONTENT

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABBREVIATIONS	x
ABSTRACT	xi
CHAPTER 1	
INTRODUCTION	
1.1 Background of the Study	1
1.2 Background of Company	2
1.3 Problem Statement	4
1.4 Research Question	5
1.5 Research Objectives	5
1.6 Scope of Study	5
1.7 Significance of Study	5
1.8 Limitation of Study	6
1.9 Definition of Term	7

CHAPTER 2

LITERATURE RIVIEW

2.0 Introduction	8
2.1 Service Quality	8
2.2 Employee Satisfaction	10
2.3 Research Framework	12
2.4 Hypothesis	13

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction	14
3.1 Research Design	14
3.2 Population and Sampling	15
3.3 Data Collection Methods	16
3.4 Data Analysis	18

CHAPTER 4

FINDINGS AND DISCUSSION

4.1 Frequencies Analysis of Demographic	22
4.2 Descriptive Statistic	23
4.3 Reliability Analysis	25
4.4 Correlational Analysis	26
4.5 Multiple Regression Analysis	31
4.6 Summary Hypothesis	32