

THE PERFORMANCE OF SERVICE QUALITY TOWARDS CUSTOMER
SATISFACTION AT THE PACIFIC SUTERA HARBOUR RESORT



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ABSTRACT

The first decade of the millennium is set to be hugely challenging for the tourism and hospitality sector in the ASEAN region. The hospitality sector in Malaysia has emerged and become the second largest contributor in terms of foreign earnings towards national income. This research is to collect information about service quality towards customer satisfaction at the Pacific Sutera Harbour Resort. The purpose of this research is to enable immediate action and respond to the customer's needs and wants.

The result of the research was obtained through analysis and data interpretation, observation and personal interview conducted. According to the analysis, the service quality that the Pacific Sutera Harbour Resort provided was contributed to the customer's satisfaction. As far as we concerned, any organization that was dealing directly with customer might face several problems especially in meeting customer expectations before they use the service or product.

In addition, the customer service philosophy requires the total commitment and dedication towards creating "moments of delight" in our pursuit of service excellent.