

SERVICE QUALITY GAP IN HOSPITALITY INDUSTRY :  
A COMPARISON BETWEEN VARIOUS INDUSTRIES IN SOUTHERN MALAYSIA



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# TABLE OF CONTENT

	<b>PAGE</b>
<b>CHAPTER 1</b>	
<b>INTRODUCTION</b>	
1.0 INTRODUCTION	1
1.1 SCOPE OF STUDY	3
1.2 PROBLEM STATEMENT	5
1.3 OBJECTIVE OF STUDY	6
1.4 THEORETICAL FRAMEWORK	7
1.5 CONTRIBUTION OF STUDY	7
1.5.1 Homestay Provider	7
1.5.2 Homestay Host	8
1.5.3 State Tourism Center	8
1.6 LIMITATION OF STUDY	9
1.6.1 Sample	9
1.6.2 Data	9
1.6.3 Lack of Response	9
1.6.4 Limited References and Information	9
1.7 DEFINITION OF TERMS	10
1.8 SUMMARY	11

# **SERVICE QUALITY GAP IN HOSPITALITY INDUSTRY: A COMPARISON BETWEEN VARIOUS HOMESTAY IN SOUTHERN MALAYSIA**

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## **ABSTRACT**

Homestay programme is one of the tourism product that being promote by the government. Homestay is where you get to stay with a selected family from different background and culture as your foster family for duration of time. In addition, you will be experienced the way of their daily life. There are some limitations and problems identified that can affect the homestay industry to go further expanding their market. This study focus on selected homestay in Southern Malaysia including Johor, Negeri Sembilan and Melaka. The aim of this study are to determine which factor of service quality dimension that has significant impact to homestay industry, to identify consumer's expectation and perception of each service quality dimensions and to identify gap between expectations and perceptions of service quality dimensions. This study utilizes five dimensions of service quality model to measure gap between customer's expectation and perception in homestay industry. The findings showed that the main factor of service quality dimension that have significant impact to the homestay industry are assurance for consumer expectation and reliability for consumer perception. For overall result indicated that the biggest positive gap (mean) was reliability and negative gap (mean) was tangible.

**Keywords:** *Service Quality Gap, Homestay Programme, Homestay Host, Homestay Provider*

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

Homestay programme is one of the tourism product that being promote by the government. Literally the homestay service is a holiday concept that started in Europe in the late 70s. Homestay is where you have to stay with a selected family from different background and culture as your foster family for duration of time. In addition, you will be experienced the way of their daily life. Meaning to say, when you go for vacation or holiday to one place, instead of staying in the hotel, you can choose to stay with foster family nearby your visited place.

Conceptually homestay services is one of the new agro-tourism products in Malaysia which a combination of tourism and recreation activities. This new agro-tourism product is realized as one of potential tool for development of rural areas besides its contribution to sustainable environment. Adopted as one of the tourism niche in the Seventh Malaysia Plan, this activity enables the overseas visitor to experience the daily life of the ordinary people of this country. In our country the homestay services is operated by small-time farmers and villagers, monitored and assisted by the Federal Government of Malaysia, under the Ministry of Tourism and normally operated under minimal fund.