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THE FACTORS THAT AFFECT CUSTOMER SATISFACTION ON THE QUALITY OF HOTEL SERVICE

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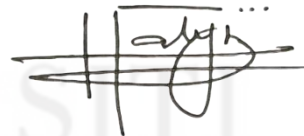
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ABSTRACT

The purpose of this study is to look into the relationship between service quality and customer satisfaction in Malacca hotels by using SERVQUAL analysis. It also aims to investigate the influence and effect of providing quality service on customer satisfaction, as well as to determine which SERVQUAL dimension has the greatest influence on customer satisfaction. The SERVQUAL dimensions of tangibility, assurance, and reliability have been identified as independent variables, while customer satisfaction has been identified as a dependent variable. Each dimension was tested in order to determine and quantify the relationship with customer satisfaction. Customers who had stayed in Malacca hotels completed the questionnaires. A total of several respondents participated in the survey. The findings of the research show that the service quality provided by the hotels can affect customer's satisfaction.

Keyword: service quality, tangibility, assurance, reliability, customer's satisfaction

ABSTRAK

Tujuan kajian ini dilakukan adalah untuk menentukan hubungan antara kualiti servis dan kepuasan pelanggan yang telah melawat hotel-hotel di Melaka dengan menggunakan analisis SERVQUAL. Ia juga bertujuan untuk menyiasat pengaruh and kesan menyediakan kualiti servis terhadap kepuasan pelanggan. Dimensi SERVQUAL bagi kewujudan, jaminan dan kebolehpercayaan telah dikenal pasti sebagai pembolehubah bebas, manakala kepuasan pelanggan telah dikenal pasti sebagai pembolehubah bersandar. . Setiap dimensi telah diuji untuk menentukan dan mengukur hubungan dengan kepuasan pelanggan. Pelanggan yang pernah menginap di hotel Melaka melengkapkan soal selidik. Seramai beberapa orang responden telah mengambil bahagian dalam tinjauan tersebut. Dapatan kajian menunjukkan kualiti perkhidmatan yang disediakan oleh hotel boleh menjejaskan kepuasan pelanggan.

Kata Kunci: kualiti servis, kewujudan, jaminan, kebolehpercayaan, kepuasan pelanggan

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The findings of the entire study on the variables influencing hotel guests' satisfaction with service quality are summarized in this chapter. The background of the investigation, the issue statement, the research objectives and questions, the scope and significance of the study, and a chapter summary are the seven subtopics that make up this chapter.

1.2 BACKGROUND OF STUDY

The global market trend has turned dramatically from agricultural to service sectors (Asian Development Outlook, 2007). All service industries, particularly the hotel industry, are working hard to improve the quality of their offerings in order to satisfy customers. Hoteliers are currently emphasising quality in order to meet their guests' basic needs and expectations. Once customers' requirements are properly established and understood, hotel owners are likely to anticipate and fulfil their guests' needs and desires (Juwaheer & Ross, 2003). The likelihood of a customer returning or extending their stay at a hotel rises in direct proportion to their level of satisfaction. (Choi & Chu, 2001).

In general, a hotel is a well-maintained structure that provides customers that visit the hotel with a place to stay for the night in exchange for payment. Hotel owners typically work to give to a specific type of consumer through their price, marketing approach, or the many styles of services they provide (Revfine, 2022). It's critical to realise that services related to guest accommodations fall under the umbrella term of the hotel sector. Another way to describe a hotel is as a place that provides food, lodging, and other amenities. Locals may also use them, although travellers and tourists are their major target audience. In hotels, individual rooms are offered, and suite bathrooms are usually always present (Revfine, 2022).

Hotel staff members range from senior management to front-line employees in the hospitality sector (i.e., housekeepers, receptionist, front cashiers). When selecting to return, recommend a hotel, or show loyalty to a specific hotel, customers' happiness with the employees is regarded as an important element (Kandampully & Suhartanto, 2000).

In addition, Watt (2007) claimed that the front desk plays a crucial role because it serves as the hub of the hotel and is where guests interact with staff members. They assist visitors, meet their needs, and satisfy their wants. Service quality is defined as the differences that customers make between their thought of a service and their perception of how the service has been delivered. Parasuraman et al. (1985) defined service quality as the difference between performance and expectation in major parameters. A different way to define service quality is as a barometer for how well a company satisfies the needs and expectations of its clients. Any business can grow if it can find a way to improve the calibre of its offerings. Five categories can be used to group the critical elements: tangibility, reliability, responsiveness, assurance, and empathy.

1.3 PROBLEM STATEMENT

Hospitality industries are being a bigger competition day in day out (Gursoy & Swanger, 2016). Hotels must therefore increasingly understand the need to customize services and enhance overall service performance if they are to satisfy the demands of today's discerning clients. Hotel service worker must use difference ways to create, develop, and provide new and good service offers, as well as improved service delivery systems, in order to meet customers' constantly rising and shifting expectations. Knowing the value of service quality in the present, fiercely competitive hospitality industry climate is crucial, but it's also important to recognize the appropriate operational tactics that should be put into practice to attain desired service quality goals (Kim & Mauborgne, 2016).

The hotel sector contributes significantly to Malaysia's economic growth. Due to a hotel's primary service offering, it is important for hoteliers to place an emphasis on customer happiness with service quality and the avoidance of low customer satisfaction in order to preserve the hotel's reputation. Aiming to provide a quality of service that meets or exceeds customer expectations. Although services provided in a hotel may not be apparent, they can pose a serious threat to the establishment by creating a bad impression and lowering client satisfaction with the hotel's overall service level. The findings demonstrated that accommodations had a favourable impact on the level of service provided by 3-star hotels in Malacca.

Malacca is one of the historical cities in Malaysia where many tourists or locals visit the place. This is because they want to know in depth about the history of Malacca. That is why tourists will choose hotels that are close to tourist attractions so that they can experience new experiences and achieve a level of satisfaction. Not only that, the economic growth in the hotel industry in

Melaka will increase if the customers experience good service from the hotel. Looking at the ever-high booking of accommodation services, especially on weekends, the researchers expect the number of domestic tourists to increase drastically. This shows that customer satisfaction is very important in hotel industry. In conclusion, this study provides empirical evidence that the quality of service provided by hotels affects customer satisfaction, which is essential to the growth of the hotel industry.



1.4 RESEARCH OBJECTIVES

The following objectives are addressed in this study:

1. To examine the relationship between tangibility and customer satisfaction.
2. To examine the relationship between assurance and customer satisfaction.
3. To examine the relationship between reliability and customer satisfaction.

1.5 RESEARCH QUESTIONS

In the line of research objectives, the study addresses the following questions:

1. What is the relationship between Tangibility and customer satisfaction?
2. What is the relationship between Assurance and customer satisfaction?
3. What is the relationship between Reliability and customer satisfaction?

1.6 SIGNIFICANCE OF STUDY

The finding of the study will benefit the future researcher, the community as a guide to do their research in the same field. The outcome of this study is to determine the relationship between Tangibility, Assurance and Reliability toward customer's satisfaction. There are many factors that will influence a person's level of satisfaction with a service, for example, service quality in a holiday destination such as a hotel. As we know, the place to stay when we are on vacation is one of the most important aspects to create a sense of satisfaction throughout the vacation.

Customers' levels of satisfaction will vary because each person will have a unique experience based on the location they visit. Various factors will also influence the level of customer satisfaction, so every service provided must be compatible and appropriate with the customer in order to leave a positive impression on them after their stay at the hotel is over. As a result, in this study, researcher will look at all the factors that customers may accept if they visit the hotel, and we will be able to provide feedback to the hotel industry if the level of service provided has deficiencies so that they can improve in the future. If the situation improves, the number of customers who visit Malacca's hotels will increase, as will the hotel industry's profit growth.

1.7 DEFINITION OF TERMS

1.7.1 TANGIBILITY

Tangibility is the ability to be felt through touch. A well-known source for understanding 'tangibility' defines it as an attribute that allows something to be perceptible to the feelings. Panda and Das (2014) Tangibles are components of a service that can be "felt" without purchasing it. Tangibles are the "visible" aspects of a service that a company uses to increase customer satisfaction.

1.7.2 ASSURANCE

Assurance is a type of financial coverage that provides compensation for an unavoidable event. Assurance and insurance are terms that are frequently used interchangeably. However, insurance refers to short-term coverage, whereas assurance refers to long-term coverage or coverage until death. Validation services provided by accountants and other professionals may also be considered assurance (Kagan, 2021).

1.7.3 RELIABILITY

The degree of consistency of a measure is referred to as its reliability. A test is reliable when it consistently produces the same result under the same conditions. It is also a measure of how well everything on the system works. A fully reliable network is one in which no packet is lost, each network component operates without noticeable flaws, and each system part has enough time and resources to complete its tasks (Martyn Shuttleworth, 2019).

1.1 SUMMARY

To make sure that the research objectives and questions are thoroughly addressed, this chapter has provided an overview of the study and the problem description. This chapter also provides explanations of words and the importance of the study.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter provides a literature review on the variables described in this study, namely tangibility, assurance and reliability. This chapter also outlines the hypothesis and includes a discussion of the conceptual framework to investigate the link between these factors and customer satisfaction in the hotel industry.

2.2 LITERATURE REVIEW

2.2.1 Dependent Variable (DV)

Customer satisfaction should always be carefully considered by every company, especially those in the service industries, as it is essential to enhancing service quality and preserving client loyalty in a highly competitive market. (Awwad, 2012) Alhkami and Alarussi (2016). According to Parasuraman et al. (1988), customer satisfaction is associated with a specific transaction that customers faced and felt, which is highly tied to the quality of the service.

Wang'ombe and Ngige (2016) claim that regardless of whether a customer is content or dissatisfied with the service they receive, customer satisfaction is seen as an indicator in the hotel sector that influences whether or not tourists are likely to return and repeat visits to a certain hotel. Eshetic et

al. (2016) claim that hoteliers can assess their service quality to find out whether or not guests are happy with the standard of services as a whole.

2.2.2 Independent Variable 1 (IV)

The relationship between tangibility and the effects on customer satisfaction is examined in this section. In 3-star hotels in Malacca, the researcher looked at how tangible service quality affected patron happiness. By mailing questionnaires to visitors who stayed at the hotel, a self-selection sampling technique will be utilized to choose the sample.

The appearance of physical factors such as the facilities provided by a service firm is defined as the tangibility of service quality. It also refers to how a service provider presents themselves to potential customers. (Alhkami & Alarussi, 2016. Modern-looking room features and the availability of popular television channels are just a few examples of the well-maintained facilities that hoteliers must offer in order to attract potential customers.

According to Eshetic, Seyoum, and Ali (2016), tangibility creates a discrepancy between customer perceptions and expectations that is detrimental to overall customer satisfaction as well as experiences. Because it consistently demonstrates a result that has a substantial impact on customer satisfaction, the hotel sector must retain its 'physical aspect' (Kang et al . , 2004). In order to ensure that the dimension of tangibility enables to meet or even exceed customers' expectations, hoteliers should cultivate their tangible service quality features (Rao & Sahu, 2013).

2.2.3 Assurance

This section looks at the relationship between assurance and the factors that affect customer satisfaction on the quality of hotel service. When serving religion and self-belief services to potential persons, service providers must process knowledge of awareness and civility. This is how service quality is defined. In essence, expertise, decorum, credibility, and security make up assurance (Bhawarna et al., 2013). According to Francis (2012), assurance refers to the ability of service providers to inspire potential customers with a sense of trust and confidence when serving service. Customer happiness can be significantly impacted by assurance; thus, hoteliers must continuously focus on this aspect to comprehend the demands and wants of their guests (Tuan & Linh, 2014). Every service provider in the hotel sector should be knowledgeable in a variety of areas to boost total customer satisfaction, including the capacity to make guests feel safe while staying at the hotel, a wide range of essential knowledge about hotels, and a pleasant service attitude (Ahmad et al., 2018).

The hotel will be able to obtain and satisfy the greatest degree of customer satisfaction as well as service quality if a service organizer is successful in finding solutions and managing the complaints and difficulties of the guests (Mazumder & Hasan, 2014). In order to assure their dependability and encourage repeat business from consumers, hoteliers must make sure that all of their service personnel obtain the essential training (Esthetie et al., 2016). The convenience sampling approach was employed in this study, and 384 respondents were given a questionnaire to complete. This study was conducted in three-star hotel at Malacca.

2.2.4 Reliability

This section examines the connection between dependability and the elements that have an impact on how satisfied guests are with hotel services. Service quality reliability is the capacity of a service provider to deliver pertinent and accurate services within the time range specified (Bhawarna, Bashir, & Mohsin, 2013). Because reliability has a positive impact on customer satisfaction, hoteliers should pay particular attention to it (Tuan & Linh, 2014). Surveys of customers were performed to gather the required information. Surveys were utilised to gauge client satisfaction. It was found that consumer satisfaction with search services is influenced independently by the authenticity and dependability of the service.

So that service providers may reliably fulfil their commitments to potential guests while they are staying at the lodging offered, hotel policies must be tightened (Wang'ombe & Ngige, 2016). If service providers are able to give customers accurate information that satisfies their expectations, this increases the likelihood that customers would assess the quality of the hotel services highly (Gunarathne, 2014). Reliability and customer happiness are actually related because it is the ideal strategy to increase customer satisfaction when service providers consistently give pertinent answers (Esthetie et al., 2016).

2.3 HYPOTHESIS

1. There is a relationship between tangibility and customer satisfaction.
2. There is a relationship between assurance and customer satisfaction.
3. There is a relationship between reliability and customer satisfaction.

2.4 CONCEPTUAL FRAMEWORK

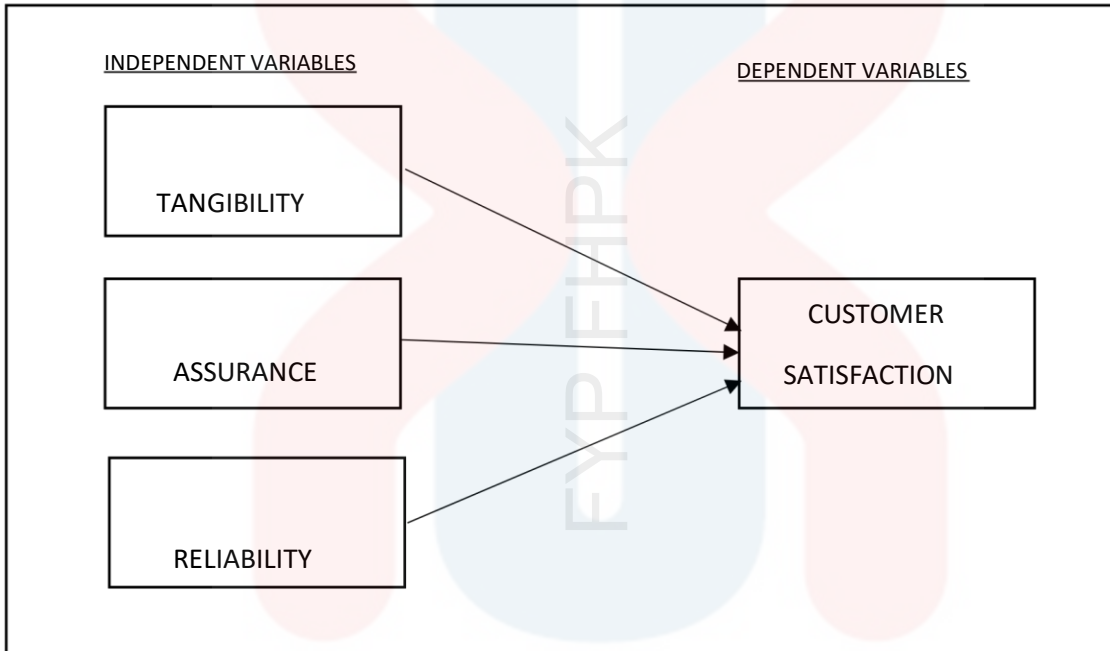


Figure 2.4 Conceptual Framework

The dependent variable (DV), also known as the criterion or outcome variable, is a predictable and explainable variable, whereas the independent variable (IV) is precisely what it sounds like. It is an independent variable that is unaffected by the other variables. The researcher attempts to explain variations in the independent variables (IV). Figure 2.1 depicts the independent variables (IV) and dependent variables (DV) of the study (DV). The variables that can influence customer satisfaction are known as independent variables (IV). Tangibility, assurance, and reliability were identified as three independent variables (IV) in this study.

2.5 SUMMARY

This chapter has reviewed the relevant literature, highlighted the research variables and the development of research hypotheses, as well as provided a conceptual framework that describes the relationship between (tangibility, assurance and reliability) and the dependent variables which is customer's satisfaction. The next chapter the researcher will discuss the methodology that was applied in this research

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

A reliable and accurate study must be produced, which requires sound research methods. This chapter describes the methodology used to collect data for the study, including the population and survey design. Additionally covered in-depth in this chapter are sample size, sampling and data gathering techniques, research tools, and data analysis.

3.2 RESEARCH DESIGN

The research design allows for the organisation of the numerous research activities to increase knowledge production while consuming the least amount of resources (time, money, and effort) (Mugenda, 2008). The descriptive research design for this investigation was a cross-sectional survey. The emphasis in this research design style is on thoroughly outlining the study's components.

A researcher begins with a broad concept and uses this study as a tool to identify problems that may warrant further investigation. Explanatory research aims to improve our understanding of a specific

topic. It also explains why certain events occur so that theories can be developed, elaborated, extended, or tested (Creswell, 2013).

Instead of looking for causes, explanatory research focuses on understanding, explaining, predicting, and managing interactions between variables. Explanatory studies aim to go beyond simple description to explain the causes of the phenomenon observed in the descriptive study (Yin, 2013). Because explanations help laypeople and other researchers understand the subject under investigation, the study aimed to be explanatory in character. In the current study, a descriptive research design was used to define the three factors influencing customer satisfaction in the hotel industry, namely tangibility, assurance and reliability.

3.3 POPULATION

As a result, the target population defines the entire set of units for which the study's data will be used to draw generalisations; as a result, the target population defines those units (Sarason,2013). A population is any element that meets specific requirements for inclusion in a research project. According to the sampling criteria provided for the study, it is the full set of people or things that have certain traits (Burns & Grove, 2013). According to McLeod (2014), A research population is a big group of people or things that are the subject of a scientific investigation. Research is conducted

to benefit the general public. The units of observation were Malacca 3-star hotels, and the units of analysis were hotel customers.

3.4 SAMPLE SIZE

The sample size is the number of individuals taken from a population. The researcher should be able to draw a conclusion that is generalizable to the grouping based on the sample. Furthermore, the larger the sample, the lower the sampling error and, as a result, the greater the survey's accuracy. According to (Tabachnick, Fidell, & Osterlind, 2001), a sample size of 50 cases is considered very small, a sample size of 300 is considered good, and a sample size of 1000 or more is considered excellent. The process of determining sample size for a finite population can be simplified. In this study, Krenjcie and Morgan's table was used as a reference. The required sample size for a population ranging from 500,000 to 749,999 is 384, according to (Krejie & Morgan, 1970).

3.5 SAMPLING METHOD

Kothari (2010) defines convenience sampling as a non-probability sampling technique in which subjects are chosen based on their proximity to the researcher and ease of access. Without any additional requirements, convenience sampling uses the first available primary data source for the research. This sampling method entails locating respondents wherever the researcher can find them, which is usually wherever it is important for the researcher. The respondents were chosen using the

convenience sampling method. Everyone is welcome to take part (Saunders, Lewis & Thornhill, 2012). This method allows the study to achieve the desired sample size.

The researcher approached clients who were checking out or relaxing in the hotel's reception lounge area in Malacca. The researcher will explain to the hotel clients what the study's goals are, how confidentiality will be maintained, and then obtain consent before giving them the questionnaire to fill out.

3.6 DATA COLLECTION PROCEDURE

A semi-structured questionnaire was used to collect primary data from respondents, with most questions closed; however, there were a few close-ended questions to generate additional insights into the hotel's service quality. The questionnaires were self-administered to respondents who were hotel customers at the time of data collection, using a fill and wait approach. For example, a questionnaire may be distributed to hotel guests following the check-out process so that the researcher can obtain a response as soon as possible or random asking them to those who in rushing.

One of the advantages of using questionnaires for this procedure is the researcher's ability to personally introduce the study to the respondents and explain the study's intentions, as well as clarify any issues that arose during the study. According to Babbie, questionnaires are used for data collection because of their ease of administration, item scoring, and data analysis (2009).

3.7 RESEARCH INSTRUMENT

The main data collection instrument for this research study was a semi-structured questionnaire. The questionnaire will be distributed by the researcher to respondents who visit the hotel in Malacca. It was created to provide answers to the research questions. The researcher collected 150 responses from Malacca hotel guests. The questionnaire will be divided into three categories section: Section A focus on the demographic of the respondents. Section B consist of the service quality that provided include the tangibility, assurance, and reliability. Section C concern of the evaluation of customer satisfaction after they visits hotels in Malacca.

Table 3.7.1: List of sections and items

Section	Item	Number of Items	Supporting References
Section A	Demographic	5	Tomic, Deronja, Kalit & Mesic (2018)
Section B (1)	Tangibility of Services	5	(Awara & Anyadighibe, 2014)
Section B (2)	Assurance of Services	5	(Awara & Anyadighibe, 2014)
Section B (3)	Reliability of Services	5	(Rahman <i>et. 2014</i>)

Section C	Customer Satisfaction	5	(Elegba & Adah, 2015)
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Respondents can choose their preferred response on a five-point Likert Scale. To gather the specific information relevant to our research topic and goal, a survey or questionnaire was created for the study. As a result, the closed-ended questionnaire has a closed-ended scale from 1 (strongly agree) to 5 (strongly agree). The research scales were 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

Table 3.7.2: Likert Scale

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

3.8 DATA ANALYSIS

The aim of data analysis, according to Daniel Johnson (2022), is to produce meaningful information from data and make decisions based on that analysis. Data analysis tools simplify data processing and manipulation, association and correlation analysis, pattern and trend identification, and interpretation for users. Data analysis began soon after data collection. Data analysis uses a variety of techniques, such as descriptive analysis, reliability analysis, and Pearson's correlation coefficient, to describe facts, provide interpretations, and identify study patterns in order to evaluate the research hypothesis.

3.8.1 Description Analysis

Descriptive analysis was used in this investigation. Through descriptive statistics, a data collection's features are gathered and summarised. An approach for more comprehensible and practical presentation of research findings is described as descriptive analysis. It is frequently used to condense quantitative information into a structure that makes sense. The reader can better understand the details provided by using straightforward graphical visualisation. Descriptive analysis would also be used to determine the demographic profile of the respondents, including the percentage, frequency, mean, and average. Graphs can be used to display data, and examples include bar charts, pie charts, and histograms. As a result, the nominal scale makes it easy to distinguish between and evaluate participant rankings.

3.8.2 Reliability Analysis

When choosing an existing instrument or developing a new one for a study, a researcher assumed to be concerned with the instruments' applicability to particular research objectives (Educational & Research, 2002). A reliability analysis was done to validate the study's data's stability and consistency. The researchers used Cronbach's Alpha Coefficient as the measurement tool for the study using the Statistical Package for Social Sciences (Version 27) software. As stated by Crotina (1993). One of the most important and enduring statistics in research involving the design and application of tests is Cronbach's Alpha.

Table 3.8.2 Rules of Thumb of Cronbach's Alpha Coefficient Range

Coefficient Range (r)	Strength of Association
.19 to .10/ -.91 to -.10	Very Strong
.71 to .90/ -.71 to -.90	High
.41 to .70/ -.40 to -.70	Moderate
.21 to .40/ -.21 to -.40	Weak
.01 to .20/ -.01 to -.20	Very Weak

Source: Taber (2017)

3.8.3 Pearson's Correlation Coefficient

Correlation, in its broadest sense, measures the degree to which two variables are related. When the magnitude of two variables changes, they are associated with one another, either positively (positive correlation) or negatively (negative correlation) (negative correlation). When the word "correlation" is used, it is frequently referring to a linear relationship between two continuous variables called the Pearson product moment correlation.

A two-variable linear relationship's strength is evaluated using Pearson correlation. A statistical test called Pearson's correlation coefficient is used to gauge how strongly two metric variables are related. The range of the coefficient (r), which indicates how strongly two variables are associated, is from -1.0 to +1.0. 2016 (Chong, Lim, Ng, & Wong). However, both the positive and negative signs from the data have an impact on the relationship's trend. A score of 1.0 denotes a wholly adverse association (Chong et al., 2016). A value of 0 indicates that there is no relationship between the variables. The following table displays the criteria used by Hair, Celsi, Money, Samouel, and Page (2016) to assess the strength of correlation:



Table 3.8.3 Rule of Thumb of Correlation Size

Coefficient Range	Strength of Association
$\pm(0.91-1.00)$	Very Strong
$\pm(0.71-0.90)$	High
$\pm(0.41-0.70)$	Moderate
$\pm(0.21-0.40)$	Small but definite relationship
$\pm(0.00-0.20)$	Slight, almost negligible

Source: Hair, Celsi, Money, Samouel & Page (2016)

3.9 SUMMARY

The research design, population, sample size, sampling method, data collection procedure, research instrument, and data analysis have all been covered in this chapter. In addition, this chapter has also covered the measurement of variables for the data collection from a sample of local tourists that visit hotels in Malacca. The next chapter discusses the results of the data analysis and the findings of this study.

CHAPTER 4

4.1 INTRODUCTION

In this chapter, we covered the analysis of reliability, demographic characteristics of respondents, descriptive analysis, and Pearson's coefficient analysis. The study included 384 participants, and the results were gained as a result. The data for this study was analyzed using SPSS after it was collected by the tourists that visit hotels in Malacca.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

There are 3 parts in the questionnaire that has been given to the respondents. The information on demographic of the respondent on Section A such as gender, age, race, length of stay and frequency visit third-year tourism subject specialization and also the place for third year Tourism students at the University Malaysia Kelantan. Based on table 4.2 shows below, it is the result of demographic information for all respondents.

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4.2.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

4.2.1.1 Gender

Category	Frequency	Percent
Male	130	33.8
Female	255	66.2
Total	385	100.0

4.2.1.1 Gender

Based on figure 4.2.1, 66.2% of the respondents were females and 33.8% of them are males. Attributing 255 are female respondents and 130 are male respondents in total.

4.2.1.2 Age

Category	Frequency	Percent
26 – 40 years old	142	36.9
41 – 50 years old	29	7.5
51 years	12	3.1
Below 25	202	52.5
Total	385	100.0

4.2.1.2 Age

Figure 4.2.2 depicts the respondents' age group. Out of 385 respondents, 142 respondents {36.9% } were aged between 26 until 40 years old. Followed by 29 respondents {7.5% } aged 41 until 50 years old. Also, 12 respondents {3.1% } aged at 51 years old. And 202 respondents {52.5% } were aged below 25 years old in total.

4.2.1.3 Race

Category	Frequency	Percent
Malay	266	69.1
Chinese	66	17.1
Indian	46	11.9
Others	7	1.8
Total	385	100.0

4.2.1.3 Race

Figure 4.2.3 depicts the race of the respondents. Overall, the result was dominated by Malays with 266 respondents (69.1%) followed by Chinese with 66 respondents (17.1%). Also, Indians have 46 respondents (11.9%) and lastly the other race has 7 respondents (1.8%).

4.2.1.4 Length of stay

Category	Frequency	Percent
More than 2 nights	58	15.1
2 nights	209	54.3
1 night	118	30.6
Total	385	100.0

4.2.1.4 Length of stay

Based on figure 4.2.4 depicts that length of stay of the respondents. For more than two nights there are 58 respondents (15.1%). But for one night there were 118 respondents (30.6%). And the majority of the respondents stayed two nights at the hotel with 209 respondents (54.3%).

4.2.1.5 Frequency of visit

Category	Frequency	Percent
Once a year	201	52.2
Once every 6 months	184	47.8
Total	385	100.0

4.2.1.5 Frequency of visit

As can be seen at the 4.2.5 frequency of visit, there were 201 respondents (52.2%) who stay at the hotel once a year. Also, 184 respondents (47.8%) stayed at the hotel once every six months.

4.2.2 INDEPENDENT VARIABLE AND DEPENDENT VARIABLE

4.2.2.1 INDEPENDENT VARIABLE I (IV I)

Tangibility	Mean	Std. Deviation	N
Question 1: There is a unique feature that differentiates the hotel.	3.60	1.003	385
Question 2: There is a unique feature of the hotel that is visually appealing.	3.62	1.011	385
Question 3: The equipment in the hotel rooms is up to date.	3.56	.990	385
Question 4: The hotel is strategically located in an area with good infrastructure.	3.67	1.006	385
Question 5: The hotel rooms are well arranged and attractive.	3.67	.999	385

This table above shows the descriptive analysis for independent variables (IV 1). The highest mean scores on the question with the same value are “the hotel is strategically located in an area with good infrastructure” and “the hotel rooms are well arranged and attractive” as much as 3.67. The second highest is “there is a unique feature of the hotel that is visually appealing” as much as 3.62. Then, the analysis continues with mean 3.60 is “there is a unique

feature that differentiates the hotel. Lastly, the lowest mean is “the equipment in the hotel is up to date” as much as 3.56. The tangibility question that the highest mean score in (IV 1) is “the hotel rooms are well arranged and attractive” showed the highest mean score because people like something that nice and can cool their eyes looking at the tidy things.

4.2.2.2 INDEPENDENT VARIABLE II (IV II)

Assurance	Mean	Std. Deviation	N
Question 1: Customer information is kept confidential.	3.68	1.045	385
Question 2: Employees are well trained in customer service.	3.64	.992	385
Question 3: The customer care employees are friendly and polite.	3.64	1.014	385
Question 4: Employees are polite when answering the question.	3.67	.972	385
Question 5: Employees have essential resources and support to execute the customer requests well.	3.66	.956	385

The table above shows the descriptive analysis for independent variables (IV 2). The highest mean score on this question is “customer information is kept confidential” as much as 3.68. The second highest mean is “employees are polite when answering the question” as much as 3.67. Thirdly the question with the mean score as much as 3.66 is “employees have essential resources and support to execute the customer requests well”. And lastly, the mean score that shares the same value of this question is “employees are well trained in customer service” and “the customer care employees are friendly and polite” as much as 3.64. The assurance question that has the highest mean score in (IV 2) is “customer information is kept confidential” because wherever the tourists go, they need their privacy taken care of from the bad things.

4.2.2.3 INDEPENDENT VARIABLE III (IV III)

Reliability	Mean	Std. Deviation	N
Question 1: Customer complaints and requests are handled fast.	3.64	.991	385
Question 2: The prices of the extra services at the hotel are reasonable.	3.64	1.008	385
Question 3: The pricing is similar to all customers.	3.63	.976	385
Question 4: The hotel had an accurate record and costing of the services requested for.	3.68	.954	385
Question 5: The service of the hotel delivered within the promised timeframe.	3.66	.966	385

The descriptive analysis for independent variables (IV 3) are shown in the table above. The highest mean score is the question “the hotel had an accurate record and costing of the services requested for” as the value is 3.68. Second highest is the question “the service of the hotel delivered within the promised timeframe” as much as 3.66. The third question that shares the same score is “customer complaints and requests are handled fast” and “the prices of the extra services at the hotel are reasonable” that is 3.64. Lastly, “the pricing is similar to all customers”

as much as 3.63 has get the lowest mean. Reliability is the most important thing that the hotel must have in order to establish their project. So “the hotel had an accurate record and costing of the service requested for” is the highest mean score that was collected from the respondents.

4.2.2.4 DEPENDENT VARIABLE (DV)

Customer Satisfaction	Mean	Std. Deviation	N
Question 1: I would recommend this hotel to family and friends.	3.67	1.001	385
Question 2: This hotel meets my expectations and tastes.	3.66	.987	385
Question 3: I plan to return to this hotel in the future.	3.65	1.026	385
Question 4: I am very satisfied with the service offered by the hotel.	3.66	1.018	385
Question 5: I am satisfied with the performance of hotel staff.	3.68	1.016	385

The descriptive analysis for dependent variable (DV) is shown in the table. “I am satisfied with the performance of hotel staff” which is 3.68 was get the highest mean. Second highest is “I would like to recommend this hotel to family and friends” which is 3.67. Third highest with the same value is “this hotel meets my expectations and tastes” and “I am very satisfied with the service offered by the hotel” as much as 3.66. The question with the lowest mean is “I plan to return to this hotel in the future” which is 3.65. “I am satisfied with the hotel performance of hotel staff” was the highest mean score because the service provided was good and the tourists felt comfortable.

4.3 RESULT OF RELIABILITY ANALYSIS

Reliability refers to the extent to which a particular method can consistently measure a specific event. In this research, a reliability analysis is performed to assess the dependability of the study. To evaluate the reliability of the survey data obtained, the Cronbach's Alpha Coefficient will be employed. The following table presents the levels of reliability for the data according to the Cronbach's Alpha Coefficient Scale. The table depicting the reliability levels and their corresponding Cronbach's Alpha Coefficient is sourced from a study conducted by Wikarsa and Angdresey (2021).

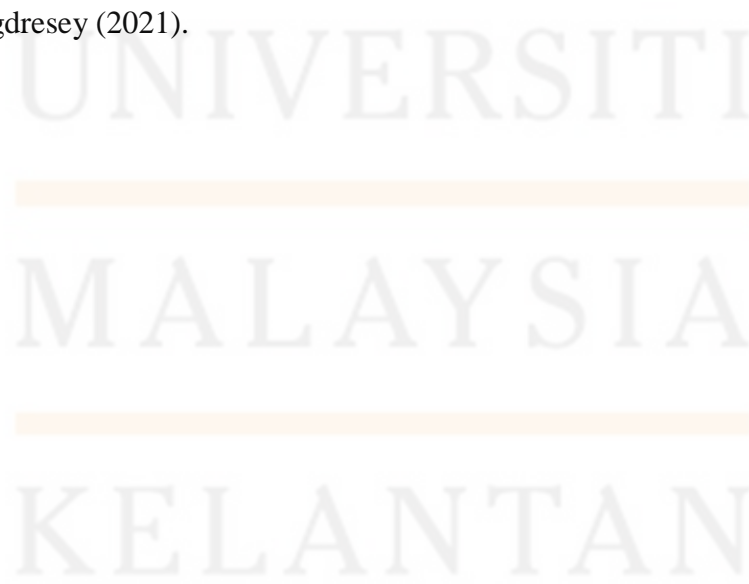


Table 4.3.1: The Reliability Level and Its Cronbach's Alpha Coefficient

Cronbach's Alpha Coefficient	Reliability Level
$a \geq 0.9$	Excellent
$0.7 \leq a < 0.9$	Good
$0.6 \leq a < 0.7$	Acceptable
$0.5 \leq a < 0.6$	Poor
$a < 0.5$	Unacceptable

Source: Wikarsa & Angdresey (2021)

Cronbach's Alpha is typically expressed as a number between 0.00 and 1.0. A value of 0.00 indicates no measurement consistency, while a value of 1.0 indicates perfect measurement consistency. Depending on the nature of the research, the acceptable range for the Cronbach's Alpha coefficient is typically 0.70 to 0.90 or higher. An Alpha coefficient of 0.70 is considered acceptable for exploratory research, whereas values of 0.80 and 0.90 are deemed acceptable for basic research and applied scenarios, respectively.

Furthermore, the number of items on a scale has been shown to influence estimated reliability. A low value (e.g., 0.5) could be due to factors such as a small number of questions or poor interrelatedness between items, whereas a high value (e.g., >0.90) could be due to some redundant items in the instrument.

Table 4.3.2: Result of Reliability Test for This Study

Variables	N of Items	Cronbach' Alpha Value	N
Tangibility	5	.967	385
Assurance	5	.973	385
Reliability	5	.970	385
Customers's satisfaction	5	.980	385

The reliability results are displayed in the table presented above. The survey included three independent variables (tangibility, assurance, and reliability) and one dependent variable (customer's satisfaction toward service quality). The independent variable encompassed 15 questions, while the dependent variable involved 5 questions as designed by the researcher.

All the variables show an excellent level according to the Cronbach's Alpha Coefficient which is above 0.9. As shown in Table 4.3.2, the Alpha values for all variables indicate high reliability of the questionnaire instrument and internal consistency of the five-point Likert-type scales. The Alpha values obtained for variables demonstrate the high reliability of the questionnaire instrument and the internal consistency of the five-point Likert-type scales. It is strongly advised that in any perception study, the instrument's reliability and consistency should be assessed to ensure the reliability of the study's findings.

4.4 INFERENCE ANALYSIS RESULTS

4.4.1 PEARSON'S CORRELATION ANALYSIS

Table 4.4.1 shows the results of Pearson's correlation coefficient analysis (r) for tangibility, assurance, and reliability (independent variables) and customer satisfaction (dependent variable). Based on the table, tangibility and customer satisfaction in the hotel industry shows a correlation of $r = 0.853$ ($p < 0.01$), while the correlation between assurance and customer satisfaction shows $r = 0.892$ ($p < 0.01$), and the correlation of reliability with customer satisfaction in the hotel industry was recorded at $r = 0.886$ ($p < 0.01$). Additionally, all the variables have a significance value of 0.000, which means that the hypotheses developed in the study are highly acquired. Depicts on the rule of thumb for correlation coefficient size outlined by Hair, Celsi, Money, Samouel & Page (2016), tangibility (0.853), assurance (0.892) and reliability (0.886) are all categorized within the moderate coefficient range.

Table 4.4.1: Result of Pearson Correlation Coefficient

		Tangibility	Assurance	Reliability	Customer Satisfaction
Tangibility	Pearson Correlation	1	.889**	.836**	.853**
	Sig. (2-tailed)		.000	.000	.000
	N	385	385	385	385
Assurance	Pearson Correlation	.889**	1	.882**	.892**
	Sig. (2-tailed)	.000		.000	.000
	N	385	385	385	385
Reliability	Pearson Correlation	.836**	.882**	1	.886**
	Sig. (2-tailed)	.000	.000		.000
	N	385	385	385	385

Customer Satisfaction	Pearson Correlation	.853**	.892**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	385	385	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Developed from research

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVE

The analysis is aimed at determining a correlation between two variables (dependent and independent). According to Sedgwick (2012), correlation coefficients are used to identify the strengths of linear association in dependent and independent variables. However, researchers can derive the correlation coefficient under the assumption that pairs of measurement can be independent variables.



Hypothesis 1: There is a positive relationship between tangibility and customer satisfaction

Table 4.5.1: Correlation Coefficient for Tangibility and Customer Satisfaction

Correlations			
		Customer Satisfaction	Tangibility
Customer Satisfaction	Pearson Correlation	1	.853**
	Sig.(2-tailed)		.000
	N	385	385
Tangibility	Pearson Correlation	.853**	1
	Sig.(2-tailed)	.000	
	N	385	385

****.** Correlation is significant at the 0.01 level (2-tailed).

Source: Developed from research

Based on the results in Table 4.5.1, the p-value is 0.000, which is less than 0.05, suggesting a considerable link between consumer happiness and tangibility. The correlation coefficient of 0.853 suggests a moderate positive correlation between customer satisfaction and tangibility; hence, the first hypothesis is accepted.

Hypothesis 2: There is a positive relationship between Assurance and Customer Satisfaction

Table 4.5.2: Correlation Coefficient for Assurance and Customer Satisfaction

Correlations			
		Customer Satisfaction	Assurance
Customer Satisfaction	Pearson Correlation	1	.892**
	Sig.(2-tailed)		.000
	N	385	385
Assurance	Pearson Correlation	.892**	1
	Sig.(2-tailed)	.000	

	N	385	385
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** . Correlation is significant at the 0.01 level (2-tailed)

Source: Develop from research

Based on the results in Table 4.5.2, p-value is 0.000, which is less than 0.05, indicating customer satisfaction and assurance have a crucial relationship. A moderate positive correlation between customer satisfaction and assurance suggests the correlation coefficient of 0.892 hence, the second hypothesis is accepted.

Hypothesis 3: There is a positive relationship between Reliability and Customer Satisfaction

Table 4.5.3: Correlation Coefficient for Reliability and Customer Satisfaction

Correlations			
		Customer Satisfaction	Reliability
Customer Satisfaction	Pearson Correlation	1	.886**
	Sig.(2-tailed)		.000
	N	385	385
Reliability	Pearson Correlation	.886**	1
	Sig.(2-tailed)	.000	
	N	385	385

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Develop from research

Based on the result in Table 4.5.3, the p-value is 0.000, which is less than 0.05, indicating a significant relationship between customer satisfaction and reliability. The correlation of 0.886 suggests a moderate positive correlation between customer satisfaction and reliability; hence, the third hypothesis is accepted.

4.6 SUMMARY

In the nutshell, for the screening questions, demographics section, dependent variable and independent variables were covered in this chapter. The replies of 384 respondents were used to generate all of the results in this chapter. The three independent variables were found to be statistically significant and to have a positive linear relationship. So, the factors of selecting Malacca as tangibility (H1), assurance (H2), reliability (H3) and Customer satisfaction is related and satisfied as a consequence of the relationship between the dependent and independent variables.



CHAPTER 5

5.1 INTRODUCTION

The result of the study presented in Chapter 5 was discussed further in this chapter. In this study, the demographic profile of respondents, tangibility (IV 1), assurance (IV 2), reliability (IV 3) and customer satisfaction (DV) was discussed. Furthermore, this chapter discusses research results, objectives, and implications, concluding with a discussion on implications.

5.2 RECAPITULATION OF THE FINDINGS

The current study primarily aims to investigate the factors that affect customer satisfaction on the quality of hotel, tangibility, assurance and reliability. This study is contingent on a literature review, and every element of the independent and dependent variables has been explored to determine the connections between variables. In this study, primary data were used in which questionnaires were distributed to the respondents to obtain their feedback, and the sampling frame in this study includes mostly the local tourists in Malaysia. By gathering data from a sample of 385 respondents, this study has investigated the effect customer satisfaction has on the quality of hotel.

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. Furthermore, customer satisfaction data, such as surveys and ratings, may assist a firm in determining how to effectively enhance or adjust its products and services (ASQ, 2023). As a result, it is one of the most important predictors of buy intentions and customer loyalty, and as such, it aids in the

prediction of business growth and revenue. In fact, satisfied and loyal customers are a major growth lever. Always try to keep the clients satisfied to prevent them from churning. Meet their needs, solve their problems and nurture them. This doesn't only concern the customer service, the clients also need positive interactions with the product, website, store and anything else the hotel provides. Therefore, customer satisfaction drives business and product decisions. Whether it's product development, marketing campaigns, customer service improvements or any other area of business before chase markets trends or introduces novelties, the hotel should make sure their actions resonate with their customers (Survicate, 2022)

The data from 385 questionnaires was analyzed using descriptive analysis, reliability analysis, and Pearson's correlation coefficients. Cronbach's Alpha values were above 0.5, indicating instrument internal consistency. Customer satisfaction is considered highly reliable as it recorded the highest value of 0.980. Likewise, tangibility, assurance and reliability are also deemed reliable with 0.967, 0.973 and 0.970, respectively. Meanwhile, Pearson's correlation coefficient was applied in this study to calculate the strength of connection between two metric variables. In line with Hair et al.'s (2016) recommendation, tangibility ($r = 0.853$, $n = 385$, $p < 0.0001$), assurance ($r = 0.892$, $n = 385$, $p < 0.0001$) and reliability ($r = 0.886$, $n = 385$, $p < 0.0001$) are all within the moderate coefficient range, indicating moderate but good conduction.

5.2.1 Research Question 1: What is the relationship between tangibility and customer satisfaction?

Tangibility significantly impacts customer satisfaction and hotel service quality, impacting a hotel's image. Based on the analysis, the relationship between tangibility and customer satisfaction is within a moderate range ($r = 0.853$, $n = 385$, $p < 0.0001$), hence indicating a positive and significant relationship.

5.2.2 Research Question 2: What is the relationship between assurance and customer satisfaction?

Ensuring the assurance of residents is indeed a priority in the hotel industry. As evidenced in the relationship between assurance and customer satisfaction is also at a moderate level ($r = 0.892$, $n = 385$, $p < 0.0001$); hence, this implies a positive and significant relationship between the two variables.

5.2.3 Research Question 3: What is the relationship between reliability and customer satisfaction?

Similar to tangibility and assurance, the reliability factor also plays a role in influencing customer satisfaction in the hotel industry. Evidently, the relationship between reliability and customer satisfaction is also within a moderate range ($r = 0.886$, $n = 385$, $p < 0.0001$), thus indicating a positive and substantial association between the two.

5.3 LIMITATIONS

Current study faces limitations, making investigation completion challenging for researchers. The first limitation is that this research just focuses on the hotels in area Malacca. As is well known, Melaka is a historic place, had the Malacca Sultanate, which was so powerful in the archipelago and Southeast Asia throughout the 14th and 15th century until it was captured by the Portuguese in 1511. So the researcher just came up with it and chose Malacca. However, researchers just are not focusing the respondent to respond to the questionnaire in

area Malacca. But anyone that has experience stayed in a hotel in Malacca. The researchers targeted the respondents using Google Forms; therefore, the data collection process took longer than expected.

Another limitation is by using quantitative method respondents tied to the available likert scale. Actually it is an easy task, but still difficult to reach during the data collection process. Some of the respondents would either ignore the survey link or misidentify the link as spam; some might have also thought that answering surveys is a waste of time. In addition, the primary explanation for this is that the respondents seemed indolent to attentively read the questions and complete the questionnaires.

5.4 RECOMMENDATIONS

The study of factors that affect customer satisfaction on the quality of hotel service is quantitative research that only covers the audience in Malacca state. There are few recommendations that should be taken into consideration for improving the research. For the first one is to expand the study area from one state to another. In this study, the study area only covers the audience in Malacca state. Future study can be improved by expanding the area of study so that the study can reach a wider audience and cover a bigger sample size. Research should be conducted not only in Malacca but also other states that have high tourism revenue.

Second recommendation is to use a qualitative method to observe more about satisfaction from the tourist that visits the hotel. Rather than using quantitative methods in surveys, qualitative methods should be used to obtain more thorough and detailed data. Moreover, an in-depth analysis can be made and the research result will be from the participant's perspective rather than the investigator's perspective and interpretation. Research should include open end questions in surveys and also interviews can be made with participants in order to obtain rich and detailed data.

5.5 SUMMARY

This chapter summarizes findings on customer satisfaction factors affecting hotel service quality, addressing study questions, presenting limitations, and recommendations for future research.



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