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EXAMINING CUSTOMER SATISFACTION TOWARDS QUALITY SERVICE AT ZAMBURGER HOTEL

By

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DECLARATION

I declare that this report is our own work, except for extracts and summaries for which the original references are stated herein.

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LIST OF ABBREVIATIONS

ABBREVIATION	EXPLANATIONS
IV	Independent variables
DV	Dependent variables
SPSS	Statistical Package Social Science

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The hospitality and tourism industries worldwide have developed into a truly global industry in which both consumers and producers are spread worldwide. In tourism, there are five different sectors which are tourist destinations, visitor attractions, tour operations, transport, and hospitality. In addition, the hotel industry is one of the sectors of the tourism industry that has been exponentially growing and is one of the most significant contributors to the advancement of the industry. The Malaysian Association of Hotels (MAH) recorded a total of 900 hotels with a total of 155,287 hotel rooms to cater to the inflow of international tourists and domestic consumption.

Nowadays, it is certainly considered one of the most important and demanding situations for managers within the motel enterprise to offer and maintain customer satisfaction. Customer necessities for high-quality merchandise and carriers within the tourism enterprise have become increasingly apparent to professionals. In this context, high-quality relationships can create customers' better dedication and grow their return rate. Long-term and reciprocally tremendous relationships between customers and the hotel are becoming step-by-step essential due to the relatively high-quality correlation between customers' usual pride stages and the change in their return to the same hotel.

Attracting new customers is a very challenging task for the sales and marketing personnel, and it is considered the hotels' success if they get repeat customers. It is difficult to draw attention from customers who have not stayed, but if a customer has stayed with the hotel and received high-quality service that exceeds their expectations, then the customer will surely come back to the same hotel. These happy customers will even spread the word about the level of service and convince their friends and relatives to stay at the recommended hotel. Therefore, this study aims to find out the relationship between service

quality and customer satisfaction and to identify factors that influence customer satisfaction in the hotel industry.

1.2 BACKGROUND STUDY

The research goal is to see how customer satisfaction relates to quality service at the Zamburger Hotel in Pengkalan Chepa, Kelantan. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services. Quality customer service involves providing efficient, quick, and friendly service to customers as well as building strong relationships with them.

Service quality is the difference between a consumer's perception and expectation of a service (Grönroos, 1982). Seth, Deshmukh, and Vrat (2005) defined service quality as the ability of service providers to match expected service with perceived service to achieve customer satisfaction. While Grönroos (1982); Lehtinen & Lehtinen (1982) and Parasuraman, Zeithaml & Berry (1985) defined service quality as the comparison stemming from what customers feel a company is supposed to offer and the actual service performance of the company.

Due to the increased competition faced by companies around the world, companies choose to expand their market size and increase customer expectations through advancements in technology and globalisation (Lin, Lai, & Yeh, 2007). Because the quality of service positively influences customer satisfaction (Kaura et al. 2012), service quality is of vital importance to customer satisfaction.

1.3 PROBLEM STATEMENT

Many types of research have been collected on the problem of customer satisfaction inadequate in service quality levels in Hotel Zamburger. This research was selected because many problems arise from the staff themselves and some from employers. The causes of poor and inadequate service include hiring the wrong employees for important

work, a lack of training, employee burnout, a misunderstanding of customer expectations, and a lack of employee engagement. In addition, research has been collected that another problem in Zamburger Hotel is inadequate facilities and less clean accommodation in Hotel Zamburger. This problem arises due to the lack of cleaning staff at the hotel itself and also due to customers who do not take care of cleanliness when staying at this Zamburger Hotel.

1.4 RESEARCH OBJECTIVES

The primary objective of this research is to examine the relationship between customer satisfaction toward quality service at the Zamburger Hotel. There are three research objectives.

RO1: To examine the relationship between service quality (reliability, assurance, tangible, empathy, responsiveness) of Zamburger Hotel towards customer satisfaction

RO2: To examine the relationship between the high prices of the Zamburger Hotel towards customer satisfaction.

RO3: To examine the relationship between responsiveness and customer satisfaction in Zamburger Hotel.

1.5 RESEARCH QUESTIONS

The primary question for this research is to know the relationship between customer satisfaction and quality service at the Zamburger Hotel. There are three research questions.

RQ1: Is there any relationship between recommendations for customer service (reliability, assurance, tangible, empathy, responsiveness) at the Zamburger Hotel?

RQ2: Is there any relationship between high prices of the Zamburger Hotel towards customer satisfaction.

RQ3: Is there any relationship between responsiveness and customer loyalty in Zamburger Hotel.

1.6 SCOPE AND LIMITATIONS

Customers staying at Hotel Zamburger are the scope and limits of this investigation. The study's scope examines the level of service quality at Hotel Zamburger since most employees have numerous difficulties delivering service to their clients. This research focuses on consumer satisfaction with excellent services. It is a critical phase in the process of establishing customer loyalty, delighting customers, and generating positive word-of-mouth. This problem's study has chosen references to obtain extra material, such as literature, newspapers, journals, and so on. Furthermore, the terminology used is targeted. The study's scope was limited to the association between customer happiness and service quality.

1.7 SIGNIFICANCE OF THE STUDY

The findings from this research are predicted to be significant for quality service. Additionally, this research will aid customers in measuring the influence of customer satisfaction on the quality service is poor and inadequate service, and inadequate facilities and less clean accommodation.

1.8 DEFINITIONS OF TERMS

1.8.1 Service Quality

N. Ramya et al. (2019) define service quality as a service provider's capacity to serve clients in an effective manner in order to improve company performance. Quality is also a key factor in corporate success in the service sector. It is due to the recognition of its good relationship with earnings, improved market share, and customer happiness. The purpose of the research definition of service quality that we use is that the customer's total judgement of service performance is referred to as service quality. It is difficult to grasp features due to the unique qualities of services, and it is impossible to assess without measuring the dimensions that determine service quality (Parasuraman et al., 1988).

1.8.2 Customer Satisfaction

Customer satisfaction is projected to arise from superior service efficiency, which will promote customer engagement and interrelationships, according to Chang et al. (2017). González et al. (2007) argued that excellent service quality is connected to customer satisfaction, making firms more competitive in the marketplace. The purpose of the research definition of customer satisfaction that we use is that, according to Gianluigi G. (2015), customer satisfaction is essentially a judgement made by a consumer in regard to his sense of satisfaction tied to his decision to acquire and use a specific product or service.

1.8.3 Customer Expectations

Customer expectations are defined as any behaviour or action that an individual anticipates while dealing with a business. The purpose of the research definition of customer satisfaction that we use is that, as shown by Olson and Dover (1979), customer expectations are thoughts and sentiments about a product or service based on what the consumer requires from the product and expects it to perform. The customer's expectations were based on his prior experiences, advertising, word of mouth, and so on. Customer pleasure stems from their expectations of the product or service.

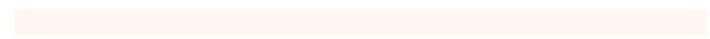
1.9 SUMMARY

The purpose of this research is to examine customer satisfaction toward quality service at the Zamburger Hotel. There are three research questions have been developed is there any relationship between the service provided and customer perception, recommendations for customer service, and consistent customer feedback regarding the service at Zamburger Hotel to achieve the three research objectives which are to propose recommendations for customer service, to generate valid and consistent customer feedback, and to determine the direct correlation between the service provided and customer perception regarding the service at Zamburger Hotel. The significance of the research is predicted to be significant for quality service. Lastly, the definition of the term will be discovered in the last chapter. The next chapter will discuss the literature review, which is about the introduction, service

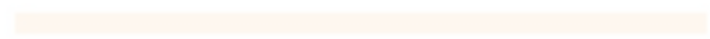
quality, customer satisfaction, customer expectations, hypotheses, conceptual framework, and summary.



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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter started with a literature review about customer satisfaction towards quality service at the Zamburger Hotel. Then followed an explanation of the hypotheses and conceptual framework. All discussions will be concluded in the last chapter.

2.2 LITERATURE REVIEW

2.2.1 Service Quality

Quality is a theory that is evasive and ambiguous, and it is also important to differentiate between commodities and services as they have distinct characteristics, according to (Ali et al., 2021) in the research of (Abdullah & Afshar, 2019). The former is more tangible than the later, which is an immaterial live performance (Abdullah & Rahman, 2015). Many definitions and ideas of service quality are presented in academic literature and a substantial body of research, and many of these works also compare consumer expectations with performance. According to Parasuraman, Valarie, Zeithaml, and Berry's research (Ali et al., 2021), service quality is "the perception coming from the contrast of customer expectations with actual service performance" (paraphrased from Parasuraman, Valarie, Zeithaml, and Berry, 1985, p. 42).

In the 1980s, service was defined as meeting the wants and needs of the customer above and beyond their aspirations, according to Churchill and Surprenant (1982), Parasuraman et al. (1985), who together popularised the theory of customer satisfaction through the measurement of a firm's actual service delivery in accordance with customer expectations as defined by the achievement of perceived quality. This technique, according to Fida et al. (2020), employs five quality factors to describe service quality. This dimension comprises five areas: tangibility, dependability, responsiveness, assurance, and empathy, but several writers have changed the meanings of these aspects. Based on the discrepancy

between expectations and perceptions, it evaluates consumers' impressions of service quality. Because service quality is a multifaceted concept, each SERVQUAL dimension offers distinctive qualities for evaluating customer perceptions and expectations of service quality in the hospitality industry. (Al Ababneh, 2017)

2.2.1.1 Tangibility

As stated by (Gunarathne W.H.D.P., 2014) in the research of (Delgado and Ballester, 2004) argued that the tangible look at the physical surroundings and facilities, equipment, employees, and communication methods are all examples of the service quality dimension. In other words, the tactile component is concerned with making initial impressions. A firm should want all of its consumers to have a memorable first impression since this will increase their likelihood of returning in the future.

2.2.1.2 Reliability

Reliability reflects whether a service provider keeps its promises and how valuable it is in its operations. The importance of immediately satisfying client demands cannot be overstated (Hameed & Anwar, 2018). "Reliability" refers to a service provider's capacity to offer consistent and accurate service. It involves "getting it right the first time," and the customer is one of the most important elements, according to Berry and Parasuraman (1991), as referenced in (Anwar & Ghafoor, 2017). In particular, reliability means that the company communicates its promises about conveyance, service supply, issue determination, and price policy. According to Anwar and Climis (2017), clients prefer to collaborate with firms that maintain their promises concerning service in the research findings (Ali et al., 2021).

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2.2.1.3 Responsiveness

The capacity of an organisation to address concerns and offer fast service is referred to as responsiveness. It is critical to reply to all client inquiries; else, the request may become a complaint. The capacity of service providers to assure timely service is a critical component of service quality for essential consumers. This dimension shows consumer awareness and responsiveness in dealing with customer appeals, queries, complaints, and other difficulties. The consumer receives responsiveness based on the amount of time they must wait for replies to queries. Responsive, as well as encapsulating the notion of adaptability and the capacity to redo the service to meet the demands of the consumer. Accuracy standards that demonstrate the requirement in internal policy organisations may differ from user demands or expectations. Front-line employees at their hotel, which include receptionists, waiters, hosts, and guest relations representatives, must be well-trained and receptive to consumers (Anwar & Qadir, 2017) as cited by (Ali et al., 2021).

2.2.1.4 Assurance

Assurance signifies "the expertise and civility of personnel and their capacity to inspire trust and confidence. It is essential for the hotel to prove that it is reliable and reasonably priced. Guests should feel protected while making use of the many hotel amenities (Anwar & Louis, 2017). Customers need to trust the people they're dealing with in the financial sector (Cronin & Taylor, 1992). This component is especially important for services that customers perceive as high risk or where the outcome is uncertain for the client (Anwar & Abdullah, 2021). As noted by Anwar and Abdullah (2021), assurance and empathy encompass seven originally defined dimensions: communication, security, credibility, competence, understanding/knowing consumers, politeness, and access (Ali et al., 2021).

2.2.1.5 Empathy

The final dimension of service quality is empathy, which is described by Parasuraman et al. (1985) as the company's capacity to give adequate care to customers while also addressing their unique and personal issues and understanding their requirements through its workers. These ingredients were used in the research of Ananth et al. (2011). According to (Fida et al., 2020), Johnston's (1997) study has further reinforced the idea by defining empathy as employees' readiness to welcome customers and take care of their specific needs.

2.2.2 Customer Satisfaction

As been stated by (Suchánek & Králová, 2019), the research of (Hennig-Thurau & Klee, 1997) argued that customer satisfaction has a very powerful impact on the competitiveness of the product and, thus, on the firm; hence, it is also vital to assess customer satisfaction within the framework of competitiveness. "Customer satisfaction with a company and its products is generally considered the key to a company's performance and long-term competitiveness."

Zeithaml et al. (1996) have defined the phrase "customer satisfaction" and its relevance to accomplishing the company's long-term performance, and the need to stress customer satisfaction is a major concern. In other words, customer satisfaction can only be attained when company performance exceeds client expectations. (Fida et al., 2020) As said by Lau and Cheung (2013), achieving customer expectations not only provides customer satisfaction but also develops customer loyalty, which reduces occurrences of customer loss or increases retention rates. The quality of service delivery is seen as a key consideration in developing customer satisfaction and the relationship that will be formed between the firm and the consumer (Amin & Isa, 2008).

2.2.3 Customer Expectations

According to the study of Hallowell (1996), as referenced by Uzunboylu (2016), knowing the expectations or wants of consumers enables companies to determine how to best serve the customer and offers a basis for making changes to increase their satisfaction. The term 'expectation' varies depending on how it is used in the literature on service quality or customer satisfaction (Parasuraman et al., 1988). In the literature on service excellence, "expectations" refer to the wishes or desires of consumers. In other words, people's opinions about what the service should be as opposed to what it is. In the satisfaction literature, on the other hand, it is employed as a customer's forecast of what is likely to happen during a service exchange (Kunst & Lemmink, 1996).

The phrase "expectations" might mean different things depending on where you look in the service quality or customer satisfaction literature (Parasuraman et al., 1988). In the service quality literature, expectations are defined as the customer's wishes or desires by Kunst and Lemmink (1996). In other words, people's opinions are more about what the service should be than what the service is. In the satisfaction literature, on the other hand, it is employed as a customer's anticipation of what could happen during a service exchange, as cited by Uzunboylu (2016).

2.3 HYPOTHESES

The research hypotheses are to see whether there are any connections or relationships between the research study's dependent variables and independence.

2.3.1 Service quality recommendations on customer service

Service quality is commonly referred to as the outcome of a service delivery system, which is associated with consumer satisfaction, perceptions, and opinions that are formed based on a number of contributing factors and references. Over the past decade, this topic has received a substantial increase in interest. It has become a prominent area of intellectual and academic inquiry (Zeithmal, 2000). Various models and hypotheses have

been devised to address and emphasise this issue. Innovations in science and technology paved the way for quality production; the greater the frequency with which they occurred, the narrower the disparity. These quality deficits will be discussed in greater detail later in the article (Bhargava, not dated). Professionals in direct customer service, such as stewards, assert that a customer's negative attitude can undermine even the best customer service efforts. It is acknowledged that the psychological and physical health of a consumer may have an effect on the practise of persuasion. Therefore, the degree of divergence between consumers' normative expectations and their current perspectives may shift (Parasuraman et al., 1994).

According to surveys, one of the most important distinctions between commercial and retail banks is the quality of service (Kheng et al., 2005). Given that they frequently interact with clients in person, banks must constantly maintain a professional image. In order to get a competitive advantage by addressing both concrete and figurative concerns, bankers are taught the link between the two criteria of service quality and customer satisfaction. Consequently, the profits of the banks would gradually increase (Parasuraman et al., 1988). In order to have a successful marketing strategy, these companies must specifically understand how their target clientele thinks when choosing a service provider. Consider the brand, dependability, reputation, facilities, and other aspects. If marketing experts can really understand the assessment elements, the presenting process will be a lot more manageable and effective for them (Toelle, 2006). Today's society allows for the complete destruction of a company's reputation by one widely disseminated video of poor service. A large number of clients would be lost as a result of word of mouth, which might spread swiftly (Ananth et al., 2011). During front-line customer service, several businesses unwittingly made a little mistake that led to bankruptcy and widespread boycotts. Service quality is therefore viewed as an essential notion not just for brokerage and insurance firms in the financial industry but also in the fields of education, tourism, hospitality, and any other with high levels of interaction (Saghier, 2004).

H1: There is a positive relationship between service quality and customer satisfaction at Zamburger Hotel.

2.3.2 Customer Satisfaction on high prices

Customer satisfaction assesses the level of satisfaction that a company's customers have with its products, services, and capabilities. Customer satisfaction data, such as surveys and evaluations, can help a business determine how to modify or improve its products or services. A company's top priority must be ensuring customer satisfaction.

Client satisfaction is the first priority for all companies, including NGOs, governmental organisations, and service providers (Broetzmann, 1995). In the literature, customer satisfaction is regularly studied and investigated (Chidambaram, 2012). The elements considered include physical, psychological, and sociological standards (Javadin et al., 2012). Customer satisfaction and service quality have an undeniably beneficial relationship (Baker et al., 2000). In contrast, multiple studies have discovered that service quality is a factor in predicting customer contentment, regardless of whether the factors are transactional or cumulative (Cronin et al., 1992). The two conceptions of contention are the service providers' ultimate goals (Awan et al., 2011).

However, it is essential to keep in mind that customer satisfaction is a far more comprehensive concept than one that is limited to particular areas (Wilson et al., 2008). Since service quality is assessed over an extended period of time, it is a must for satisfied customers (Ree, 2010). Both emerging and developed economies are impacted by globalisation and liberalisation, and as a result, businesses must swiftly adapt to meet client expectations and maintain a competitive advantage (Forsythe, 2012). If organisations want to gain and keep market share over the long term, they must have strategies in place to ensure consumer happiness (Tsoukatos, 2006). Studies have shown that consumer dissatisfaction and unfavourable attitudes have a number of negative effects on profitability (Munusamy, 2006). Some claim that perception brings about contentment (Karatepe et al. 2005)

Numerous thinkers have looked into ways to measure happiness using Total Quality Management (TQM). It indicates that consumer input, rather than just internal organisational standards and KPIs, should be given more consideration when working to enhance quality.

H2: There is a positive relationship between high prices and customer satisfaction at Zamburger Hotel.

2.3.3 Responsiveness

According to Anderson (1973), any mismatch or gap between customers' expectations and the performance of products or services will be minimised or absorbed by the consumer by changing how the product or service appears to him or her in order to make it more consistent (less discordant) with his expectations. The demands of consumers are endless. They are entitled to demand what they feel. Customer expectations are taken into account when developing marketing rules related to quality, advertising strategy, price, etc. If corporate advertising campaigns create inflated expectations for a product or service, the consumer may be unhappy with their purchase and usage of the product if it falls short of their expectations. According to studies, large discrepancies between customers' expectations and actual product performance may result in a less positive view of a product, which in turn causes consumer disparity (Anderson 1973, Buskirk & Rothe 1970). Prior to every purchase and use of a brand, customers would build expectations about its performance in a certain use context, according to Woodruff et al. (1983).

A variety of elements, including the product itself, the customer's prior experiences, symbolic components, and brand connotations; the context, which includes the content of salespeople's communications and social references; and particular features, like persuasion and perceptual distortion, all affect a customer's expectations with regard to a product. Confirmation of positive, zero, or negative that ultimately focuses on the satisfaction or dissatisfaction of the customer is determined by how much a good or service fulfils or falls short of one's expectations. It has been claimed that customer satisfaction and expectation fulfilment go hand in hand.

H3: There is a positive relationship between responsiveness and customer satisfaction at Zamburger Hotel.

2.4 CONCEPTUAL FRAMEWORK

The research topic, the literature review, the methodology, and the data analysis may all be found in a conceptual framework, which is a tool used by researchers to guide their investigation. Researchers employ a conceptual framework to guide the gathering and analysis of their data. Based on the previous examination of the effects of service quality

components on succession planning, reward, and recognition (tangibles, assurance, dependability, empathy, and responsiveness). So, the model can be customised as follows:

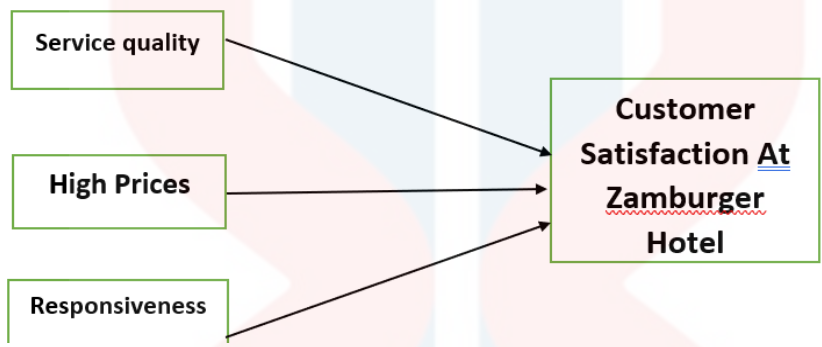


Figure 2.4 Conceptual Framework

Figure 2.1 will explain the relationship in this study between the independent variables and dependent variables. The researcher makes many assumptions about the context-based relationship between the variables. This study clarifies customer loyalty towards fast food restaurants in Malaysia as a dependent variable (DV) at the same time as tangibility, reliability, assurance, empathy, and responsiveness as independent variables (IV). The figure has mentioned that the relationship between the variables is completed.

The literature review provided favourable circumstances for this study to develop the conceptual model described above, and the conceptual model is the foundational model for this research's attempt to address the primary research issue. In other words, the conceptual model is useful for the researcher to assess how well services affect customer satisfaction at the Zamburger Hotel. Customers consistently want top-notch hotel services, and Zamburger Hotel is no exception. Therefore, in order to draw in more potential clients and keep more of their present ones, hotel managers must put a lot of effort into providing high-quality hotel services (Kandampully and Hu, 2007).

2.5 SUMMARY

In conclusion, this chapter briefly discussed the literature review which is customer satisfaction towards quality service at the Zamburger Hotel. In this chapter, I explained in detail the variables. There are three independent variables, which are service quality, high prices, responsiveness, and customer loyalty, and one dependent variable, which is customers' satisfaction on service quality in Zamburger Hotel. Then there are three hypotheses, which are that there is a significant positive relationship between service quality and customer satisfaction and that customer satisfaction has a positive relationship on quality service at the Zamburger Hotel. Lastly, there is also an explanation about conceptual framework and summary will be the last. The next chapter would discuss the research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis and the last one is summary.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter starts with the research design, population, sample size, and sampling method. This is followed by data collection procedures, including pilot tests, research instruments, and data analysis. The summary will be the final in this chapter.

3.2 RESEARCH DESIGN

This research method applied the quantitative approach. This research used a survey that was conducted through questionnaires. The sample chosen for this research consists of the general public and foreign tourists in Kelantan. They will give a comment about satisfaction towards quality service at Zamburger Hotel. In this research, the researchers use quantitative and descriptive approaches that are applied through questionnaires as the research instrument. Quantitative research design is necessary for the growth of any organisation. The questionnaire is designed to accumulate all the information pertaining to the objectives of the research. The demographic portion of the questionnaire has multiple options. The respondent must choose the determinant options. Likert scale has applied to know the level of satisfaction of customer towards quality service at Zamburger Hotel which is service quality, high prices, responsiveness and customer loyalty. The choice is between 1 which strongly disagrees, until 5 which strongly agrees. The findings of this research were disseminated to the respondents after data from a questionnaire had been gathered.

3.3 POPULATION

Population is a group of persons, critters, plants, or other subjects to be researched that share specific characteristics for the purpose of data collection and analysis (Puspita, 2020). The population is commonly known as "N". The population for this research is 1.92 million tourists who come to Kelantan. The locations to collect the data are in Kota Bharu, Kelantan. This population is selected because the respondents, who are the population in this research, are basically domestic tourists that travel to Kota Bharu. For example, there are many competitors at Kota Bharu, so they may know the advantages and disadvantages of any hotel near Kota Bharu, Kelantan. This research examined customer satisfaction

towards quality service at the Zamburger Hotel in Kota Bharu, Kelantan. To collect information on a large population, data is collected based on the survey. The population of this research could help in achieving the research objectives of examining the service quality, high prices, responsiveness, and customer loyalty of the general public and foreign tourists in Kota Bharu, Kelantan.

3.4 SAMPLE SIZE

The number of subjects or observations that make up the sample is referred to as the sample size. In most cases, "N" is used to indicate this number (Work & Health Institute, 2008). The study's sample size is chosen depending on the cost of data collection and the appropriateness of the statistical power (Singh & Masuku, 2014). Zamburger Hotel's customers make up the study's sample. 384 respondents will be included in the sample researchers will use for this research. For the SERVQUAL model study, the researchers selected Zamburger Hotel's customers. The amount of the sample used in this study to gather responses will be decided by the researcher. All ethnicities and faiths that were chosen to respond to the questionnaire are therefore included in our sample size.

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Table 3.4: Krejcie & Morgan

Table 3.1
Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

3.5 SAMPLING METHOD

Stratified probability sampling will be used as a sample strategy in this study by the researchers. By using probability sampling, which incorporates random selection, the researcher is able to draw robust statistical conclusions about the entire group (McCombes, 2019). To guarantee that particular subgroups were represented in their sample, stratified sampling was adopted in this study. Additionally, it aids in the precise estimation of each group's traits and a better comprehension of the variations among subpopulations for researchers (Frost, 2021). Customers who had previously stayed at the Hotel Zamburger made up the survey respondents. For the purpose of testing the SERVQUAL model, the researcher employed a well-structured survey questionnaire.

3.6 DATA COLLECTION PROCEDURE INCLUDING PILOT TEST

In this research, primary data are used in the study's data collection. Primary data is information that researchers have obtained directly from primary sources through experiments, surveys, and interviews. The best type of data for study is considered to be primary data, which is often collected from the same place where statistics were first

acquired. This study employs a quantitative, descriptive research methodology. The target population is the general public and foreign tourists. Data are being collected by the researcher using a probability stratified sampling technique, and 384 respondents will make up the sample size.

Researchers will use a Google Form to build the questionnaires and disseminate them over social media sites like Twitter, Facebook, WhatsApp, and Instagram in order to collect the data. The surveys were divided into four sections: Section A was for demographic information, Section B was for suggestions on customer service quality, Section C was for customer happiness with expensive goods, and Section D was for consumer expectations for responsiveness and loyalty. Descriptive analysis is used to measure the mean. Numerous variables influencing job satisfaction have been identified in prior research, including subjective norms, ease to use, accessibility, convenience, and reliability (Bhardwaj, 2019).

3.7 RESEARCH INSTRUMENT

According to Utibe Monday (2020), researchers employ research tools including surveys, interviews, and questionnaires to acquire information on a particular area of interest. A focus group, or any other device that a researcher employs to collect information on a certain topic. According to Jyoti & Rani (2017), questionnaires and interviews are effective methods for doing educational research. They called research instruments "crucial tools for assessing aspects such as opinion, attitudes, concepts, composition, and so on." Each research tool is suitable in a certain setting to accomplish a particular aim depending on the research study. From where it is clear that the instruments may be used both singly and in combination to enhance one another's efforts and generate a successful result.

Researchers will collect data using standardised questions for this research, and these questions will be distributed to the general public and foreign tourists in Kelantan. The questions will be simple and concise and can be understood by the respondents. This is because if the question is complicated, it can be difficult for the respondent to understand, and the answer will be inaccurate. The closed-ended questionnaire used for analysis is made up of standard items. To begin with, the benefit of employing this strategy is that it

is basic and easy to respond to. Second, in comparison to an open-ended questionnaire, respondents need less time to complete the questionnaire (Utibe Monday, 2020).

The researchers will create questions based on the variables and Likert scale rating system used in the questionnaire. The reason researchers choose Likert scale is because to measure customer satisfaction towards quality service at Zamburger Hotel. According to Aini, Zuliana, & Santoso (2018), Likert form or frequency scales use predefined answer forms, and attitudes or views are assessed. All sections use a 5 point-scale with a closed-ended questionnaire. Scale ranging from 1 (strongly disagrees), 2 (disagrees), 3 (neutral), 4 (agree) and last is 5 (strongly agrees). This Likert scale is used in section A, section B, section C, section D and section. It has four parts of the instruments including section A, B, C and D .Section A is about demographics; Section B is service quality recommendations on customer service; Section C is customer satisfaction on high prices, and Section D is about customer expectations on responsiveness and customer loyalty.

In detail, Section A focuses on the demographic details of the respondent, including gender, race, age, marital status, and monthly income. Section B examines service quality as a factor in the quality of service at the Zamburger Hotel. It comprises three questions which the customer is satisfied with service quality, satisfied with appearance and satisfied with co-operation given. Section is to examine the high prices at Zamburger Hotel towards customer satisfaction. It comprises three questions which are the reasonable price with the service offered, customer satisfaction with price and customer satisfaction on sales service. Section D examines responsiveness and customer loyalty at the Zamburger Hotel. It comprises three questions which are intended to repeat it again, as a different service, and recommend to someone new.

Following the pilot study, the questionnaire was distributed through social media platforms such as Twitter, WhatsApp, Instagram, and Facebook to the general public and foreign tourists in Kelantan. Section A of the questionnaire will be used to identify it. This online platform was chosen due to its low cost and ease of analysis alter data collection. It will help increase the number of candidates who respond. This Likert point is shown in Table 3.2 as below.

Table 3.2

Five-point Likert scale

Strongly Disagree 1 2 3 4 5 Strongly agree

Example :

Strongly Disagrees (SD)	Disagrees (D)	Neutral (N)	Agrees (A)	Strongly Agrees (SA)
1	2	3	4	5

3.8 DATA ANALYSIS

Data analysis is the process of evaluating information by using scientific and intelligent thinking to each component of the information presented. When it is aimed toward an exploratory test, this form of examination is simply one of several that must be done. Information is gathered from several sources, examined, and then broken down to generate a finding or end type. Among the explicit information research approaches are information mining, content evaluation, business insight, and information perceptions. The Statistical Package for the Social Sciences, Version 27 (SPSS) will be used to analyze the data acquired for this investigation. This IBM SPSS version 27 is a complete collection of statistical tools for processing statistical data and producing different outputs in response to the target research.

3.8.1 DESCRIPTIVE STATISTIC

Descriptive statistics are used in research studies to characterize the basic properties of the data. They provide concise explanations of the sample and measurements. They are the basis for practically all quantitative data analytics, as well as simple graphical analysis. In most cases, descriptive statistics and inferential statistics are separate. When researchers employ descriptive statistics, they are only reporting what is or what the data shows. The researchers use inferential statistics to make conclusions that go beyond the limits of the provided data. Inferential statistics are

used by academics to attempt to infer what the public would think based on sample data.

3.8.2 RELIABILITY TEST

A reliability system is used to assess a system's stability and overall performance over a certain time period and under several sets of particular testing circumstances. The reliability coefficient, which estimates the coefficient, is Cronbach Alpha is validated in order to get and gain the reliability of the fast food restaurant customers satisfaction measurement to suggest that an instrument is free of bias and that it is consistent in measuring diverse products at different times. The reliability of a measure denotes the instrument's stability and consistency in concept measurement (Sekaran, 2003).

Table 3.8.2: The Cronbach's Alpha rule of thumb

Cronbach’s Alpha Coefficient	The Strength of Association
> 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Lee J. Cronbach, 1951.

Table 3.8.3 shows the Cronbach's Alpha rule of thumb. When the coefficient is less than 0.6, the association's strength is poor. The strength of the association is moderate when the value is between 0.6 and 0.7. The correlation is good when the number is 0.7 or less than 0.8. A value of 0.8 to less than 0.9 suggests a very good strength of association, whereas a value of 0.9 indicates an excellent strength of association.

3.8.3 PEARSON CORRELATION COEFFICIENT

The Pearson correlation coefficient was also aware of the correlation coefficient at the product's time of manufacture. R serves as a sample's representation of it. After that, the sample from the population was obtained, and it was assessed. The coefficient will be calculated using a value between 1 and +1 on a non-unit scale. A positive correlation also existed when the positive correlation coefficient's sign was present. A negative correlation would have occurred had the correlation coefficient been negative (Philip, 2012).

3.9 SUMMARY

Finally, this chapter demonstrates how many research techniques the research by hand-over method of data collection employed. Researchers specified the research methodology, which included the study's research design, population, sample size, sampling method, data collection procedure, research instrument, and data analysis. The methods employed in this investigation are intended to assure ethical standards and dependability. Customers staying at Hotel Zamburger in Kota Bharu, Kelantan, were the study's target population. The researchers of this study have opted to collect data from 384 guests as respondents. Probability sampling, such as the stratified sampling approach, was utilised to edge data assortment researchers in this study. The information was acquired as a core data compilation comprising five components through surveys utilising questionnaires. In the next chapter, descriptive analysis, reliability testing, and inferential analysis were utilised. The following chapter will examine descriptive analysis results, reliability test results, inferential analysis results, and a discussion based on the research objectives.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

Researchers have used descriptive analysis to describe the demographic profile found in section A and to explain the mean and average for the dependent and independent variables that have been stated in section C and also section D for the questionnaire that has been distributed. 211 respondents participated in the survey, and the finding was received. The questionnaire data were analysed using descriptive and inferential statistics. Researchers utilised the Statistical Package for the Social Sciences (SPSS) version 27 to analyse the data in this study. This chapter concentrated on the outcomes and discussed descriptive analysis, reliability testing and Pearson's correlation analysis.

4.2 RESULT OF FREQUENCY ANALYSIS

The survey was carried out with 211 respondents, and the results of a demographic profile were gathered and summarized. Age, gender, race, marital status, education level, and employment are among the demographic questions answered in the form. Table 4.1 below provides an overview of a demographic profile.

Table 4.2: Number of Respondents by Demographic Profile

Gender	Frequency	Percent (%)
Female	89	42.2
Male	122	57.8
Age	Frequency	Percent (%)
20 years and below	24	11.4
21 - 30 years old	121	57.3

31 - 40 years old	50	23.7
41 - 50 years old	11	5.2
51 - 60 years old and above	5	2.4
Marital Status	Frequency	Percent (%)
Single	156	73.9
Married	48	22.7
Others	7	3.3
Race	Frequency	Percent (%)
Malay	148	70.1
Indian	35	16.6
Chinese	24	11.4
Others	4	1.9
Monthly Income	Frequency	Percent (%)
RM 1000 and below	135	64.0
RM 1000 - RM 20000	45	21.3
RM3000 and above	31	14.7

Table 4.2: Summary of Demographic Profile

4.2.1 Gender

Based on the result from table 4.1 shows the demographic profile of the respondents. The total of respondents is 211 respondents. The number and percentage of respondents are shown based on

gender in Table 4.1 and figure out of 211 respondents, 122 respondents were male and the remaining 89 respondents were female. As can be seen here, the respondents were predominantly male compared to female. The percentage of male respondents was 57.8%, which was higher than the female respondent's 42.2%.

4.2.2 Age

The number and percentage of respondents are shown based on age in Table 4.2.2 and figure out, 21-30 years old is the highest of respondents with 121 (57.3%). The second range of age is 31-40 years old that is 50 (23.7%). The third range of age is 20 years and below with 24 (11.4%). Next for the fourth range of age is 41-50 years old with 11 (5.2%) meanwhile 51-60 years old and above respondents 5 (2.4%).

4.2.3 Marital Status

The number and percentage of respondents are shown based on marital status in Table 4.2.3 and figure out, and marital status for singles is the highest of respondents with 156 (73.9%). The second range of marital status for married is 48 (22.7%) meanwhile marital status for other respondents is 7 (3.3%).

4.2.4 Race

The number and percentage of respondents are shown based on race in Table 4.2.4 and figure out. It can be noticed that the highest percentage of the race is Malay, which accounted for 70.1%. This is followed by the Indian 16.6% and Chinese 11.4%. A minority percentage of our respondents is coming from the other race (Kadazan, Suluk, Dusun, Bumiputera and Brunei), which is 1.9%.

4.2.5 Monthly Income

The number and percentage of respondents are shown based on monthly Income in Table 4.2.5 and figure out, and for monthly income RM 1000 and below is the highest of respondents with 135 (64%). The second range of monthly Income for RM1000 - RM20000 is 45 (21.3%) meanwhile for RM3000 and above respondents is 31 (14.7%).

4.3 RESULT OF DESCRIPTIVE ANALYSIS

Table below shows the mean and standard deviation for each variable in the research with the number of respondents being 211 Zamburger Hotel customers as a preferred hotel to stay when travelling to Kelantan.

4.3. Service Quality

Variables	N	Mean	Standard Deviation
You are satisfied with the service quality that Zamburger Hotel provided.	211	4.09	.719
You are satisfied with the appearance of Zamburger Hotel	211	4.11	.701
You are satisfied with the cooperation that was given by the staff at Zamburger Hotel	211	4.15	.728
When they promise to do something by a certain time, they do it	211	4.09	.683
When customer has a problem, they should show sincere interest in solving the problem	211	4.08	.658

Table 4.3.1: Descriptive statistics of service quality

Table 4.3.1 showed the mean and standard deviation analysis of service quality. The highest mean value was 4.15, where the respondents agreed that “ You are satisfied with the cooperation that was given by the staff at Zamburger Hotel ”. The lowest mean is with the mean value of 4.08 where the respondent slightly agreed to the item “ When a customer has a problem, they should show sincere interest in solving the problem ”. The following mean values from most to least are item 2 (4.11),also followed by items 1 and 4 (4.09) with standard deviations of 0.701 , 0.719, 0.658. Thus, from the 211 respondents, most of the standard deviations are below 1, indicating values close to the mean, while standard deviations greater than 1 indicate more dispersed values.

4.3.2 High Prices

Variables	N	Mean	Standard Deviation
Do you think the price of an overnight stay is reasonable and affordable with the service, facilities and accommodation provided by Zamburger Hotel?	211	4.10	.703
You are satisfied with the price and promotion on sales service by Zamburger Hotel.	211	4.06	.760
The frequency with which customers come to Zamburger Hotel has a positive effect on customer loyalty	211	4.10	.714
Price and value have a positive impact on customer loyalty	211	4.08	.746
Service quality has a positive impact on customer loyalty	211	4.04	.713

Table 4.3.2: Descriptive statistics of high prices

From table 4.3.2, the descriptive statistic of high prices showed the element of " Service quality has a positive impact on customer loyalty " is the lowest mean which is 4.04 and its standard deviation is 0.713. Item 1 and item 3 is the highest mean which is 4.10 and the standard deviation is 0.703 and 0.714 respectively. Next, the means for items 2 and 4 were fairly close, at 4.06 and 4.08 respectively. The standard deviation for item 2 is 0.760 and the standard deviation for item 4 is 0.746.

4.3. Responsiveness

Variables	N	Mean	Standard Deviation
You are very satisfied with our hotel and will recommend Zamburger Hotel to your friends or colleagues	211	4.13	.691
You will likely stay at Zamburger Hotel again.	211	4.18	.687
Overall, at what level were you satisfied with Zamburger Hotel?	211	4.07	.747

Table 4.3.3: Descriptive statistics of responsiveness

Table 4.3.3 showed the mean and standard deviation analysis of respondents on the independent variable which was responsiveness. According to this Table, it displayed that item 3 is the highest mean which is 4.18 and the standard deviation is 0.687. The following is item 1, in which the mean is 4.13 and the standard deviation is 0.691. Lastly, the mean value of item 3 is 4.07, and its standard deviation is 0.747.

4.3 RESULTS OF RELIABILITY TESTS

The reliability test analysis was used to clarify the reliability of the questionnaire. The data was evaluated using Cronbach's Alpha analysis to explain the reliability and internal reliability of the detailed data. Following the table shows the rules of the range of the Cronbach's alpha coefficient according to Darren George and Paul Mallery (2020).

Table 4.3: The range of the Cronbach's alpha coefficient

Cronbach's Alpha Coefficient	The Strength of Association
> 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Lee J. Cronbach, 1951.

The higher and closer the Cronbach's Alpha value is, the stronger the item's internal consistency and the more trustworthy it is for survey purposes, as shown in Table 4.3. Cronbach's Alpha must be larger than 0.6 to be judged good for internal consistency. Cronbach's Alpha Coefficient dependability is high when it exceeds 0.8.

4.3 PILOT RESULT TEST

Prior to the real data collection with 215 respondents, a prototype data set of 30 respondents was collected to complete the questionnaire. Before the real questionnaire was released, a pilot test was undertaken to discover any potential flaws in the questionnaire, such as ambiguous questions that may have been ignored. As a consequence, researchers can discover and rectify any flaws that may occur during the development of the questionnaire, as well as disseminate the actual questionnaire.

Table 4.3 shows the pilot survey test result.

Construct	Cronbach's Alpha	No of Item	N
Service Quality	.895	5	30
High Prices	.822	5	30
Responsiveness	.913	3	30

Table 4.3 demonstrates the reliability of three variables. Cronbach's Alpha was used to examine the consistency of the 13 items, which were used to test three separate structures. According to the findings, the coefficients of all of the constructions are good to exceptional. Furthermore, the result is greater than 0.8, suggesting that this questionnaire may be distributed and the survey can go forward. According to statistics, the coefficient for responsiveness has the greatest coefficient with a result of reliability testing of 0.913, and the coefficient for service quality has a very excellent result of 0.895. High prices have a coefficient of 0.822.

4.5 RESULTS OF INFERENTIAL ANALYSIS

Table 4.5: Pearson’s Correlation between service quality, high prices and responsiveness towards customer satisfaction at Zamburger Hotel

		Customer Satisfaction at Zamburger Hotel
Service Quality	Pearson Correlation	0.874
	Sig. (2-tailed)	<.001
	N	211
High Prices	Pearson Correlation	0.837
	Sig. (2-tailed)	<.001
	N	211
Responsiveness	Pearson Correlation	0.821
	Sig. (2-tailed)	<.001
	N	211

H1: There is a positive relationship between service quality and customer satisfaction at Zamburger Hotel

The result in Table 4.5 indicates that the correlation between service quality and customer satisfaction at Zamburger Hotel is 0.874, which is considered as a strong positive correlation. Moreover, service quality has shown a positive significant relationship with customer satisfaction at Zamburger Hotel since the p-value is less than 0.05. H1 is supported.

H2: There is a positive relationship between high prices and customer satisfaction at Zamburger Hotel

High prices and customer satisfaction at Zamburger Hotel showed 0.837 indicating moderate strong positive correlation. In addition, high prices have shown a positive significant relationship with customer satisfaction at Zamburger Hotel since the p-value is less than 0.05. H2 is supported.

H3: There is a positive relationship between responsiveness and customer satisfaction at Zamburger Hotel

Responsiveness and customer satisfaction at Zamburger Hotel with 0.821 indicated a moderate positive correlation. Furthermore, responsiveness has shown a positive significant relationship with customer satisfaction at Zamburger Hotel since the p-value is less than 0.05. H3 is supported.

4.6 SUMMARY

This chapter discussed the overall results and findings from the analysis performed on the data collected from questionnaires, specifically the reliability test, descriptive analysis, correlation analysis, and discussion based on the study's objectives. Based on the findings, all independent variables are positively related to the customer satisfaction towards quality service at Zamburger Hotel.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The researchers will have discussed and explained the results of the Person Correlation Analysis, which was described in Chapter 4. This chapter also discusses the study's limitations and future research recommendations. At the end of this chapter, the researchers will present their findings about this study to the public.

5.2 RECAPITULATION OF THE FINDINGS

In this study, the findings from the previous chapter 4 (Result and Discussion), which are based on the study's objectives, questions, and hypothesis, will be summarised.

5.2.1 Relationship between service quality towards customer satisfaction at Zamburger Hotel

Research question 1 of this study asked about any relationship between service quality towards customer satisfaction at Zamburger Hotel to make a vacation? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between service quality toward customer satisfaction at Zamburger Hotel	Is there any relationship between service quality toward customer satisfaction at Zamburger Hotel?

H1: There is a significant relationship between service quality towards customer satisfaction at Zamburger Hotel.

Table 5.2.1: Research Objective 1 and Research Question 1

The result of hypothesis H1 in the previous chapter was reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between service quality towards customer satisfaction at Zamburger Hotel.

5.2.2 Relationship between the high prices towards customer satisfaction at Zamburger Hotel

Research question 2 of this study asked about any relationship between high prices and customer satisfaction at Zamburger Hotel to make a vacation? This is also to answer the first objectives and hypothesis

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between high prices towards customer satisfaction at Zamburger Hotel.	Is there any relationship between high prices towards customer satisfaction at Zamburger Hotel?

H1: There is a significant relationship between high prices towards customer satisfaction at Zamburger Hotel.

Table 5.2.2: Research Objective 2 and Research Question 2

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that. H2 stated that there is a relationship between high prices towards customer satisfaction at Zamburger Hotel to travel destinations.

5.2.3 Relationship between responsiveness towards customer satisfaction at Zamburger Hotel

Research question 3 of this study asked about any relationship between customer loyalty towards customer satisfaction at Zamburger Hotel to make a vacation? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
<p>To examine the relationship between customer loyalty towards customer satisfaction at Zamburger Hotel</p>	<p>Is there any relationship between customer loyalty towards customer satisfaction at Zamburger Hotel?</p>
<p>H1: There is a significant relationship between responsiveness towards customer satisfaction at Zamburger Hotel.</p>	

Table 5.3.3: Research Objective 3 and Research Question 3

The result of hypothesis H3 in the previous chapter was reviewed to answer research question 3. Apart from that H3 stated that there is a relationship between responsiveness towards customer satisfaction at Zamburger Hotel to make a vacation

5.3 LIMITATION

Throughout the whole process, the researchers went through a rewarding and meaningful method to complete their study. However, some unavoidable limits must be overcome in order for the research process to succeed. The first limitation is that some respondents are unfamiliar with the questionnaire and, as a result, do not understand the question. As a consequence, the researchers must explain the questionnaire and the questions to the participants.

In addition, several respondents declined to complete the questionnaire. They are unwilling to share their Zamburger Hotel satisfaction experience or statistics. They do not want to fill out the questionnaire since it would waste their time. This makes collecting survey data difficult for researchers. Respondents may only complete the questionnaire online due to today's superior technology. As a consequence, even when utilising online surveys, waiting for a sufficient number of replies might take quite some time. Many individuals skip and dismiss the surveys that we distribute through WhatsApp groups and other social media channels.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

The following below are some recommendation for the future research:

1. The first recommendation is that the manager of Zamburger Hotel should do a promotion for regular customers. For example, the regular customers can get a discount or special price. Promotions are vital since they are a wonderful method to immediately increase occupancy and income when you are facing a low time or want to capitalise on a high period. A good campaign will enhance client trust by providing them with awareness, value, and excitement.
2. The second recommendation is the hotel manager should providing more facilities for customers such as fitness facilities. The majority of modern hotels have some kind of fitness centre. This might be as basic as a room with a few key workout devices. Fitness facilities at a more notable upmarket hotel may comprise many rooms, including a full gym manned by trained trainers. While not everyone keeps

up their exercise routine while on vacation, many guests like exercising and want to prevent being deconditioned while travelling. Good facility management is critical here since selecting appropriate equipment and ensuring safety are critical. If activity is to be offered, appropriately qualified personnel must be hired.

3. The last recommendation is hotel's staff should continuing to serve customers with better service. Providing exceptional customer service necessitates consistent labour and effort on the part of the staff. Customers must be engaged, courteous, accessible, and most importantly, attentive to the customers. Furthermore, empathy is essential for not just solving but also understanding difficulties. To discover an excellent solution, the staff must first understand their guests' demands and perceptions. An effective customer service can swiftly adjust to any scenario and has a thorough understanding of its customers' and their demands.

5.5 SUMMARY

The research is about the examining customer satisfaction towards quality service at Zamburger Hotel. The independent factors include the service quality, high prices, and responsiveness. Each of these factors has an effect on the dependent variable, which is customer satisfaction at the Zamburger Hotel. The study's findings reveal that there is a substantial association between four independent factors and four dependent variables. The Statistical Package for Social Science (SPSS) version 27 was used to analyze the findings. The data were summarized, and the biggest association was found to be service quality, followed by high costs, and finally responsiveness ($0.874 > 0.837 > 0.821$). The p-value for the four (4) independent variables is likewise less than 0.05. This section contains various articles that improve the result's dependability and strength. As a result, all of the hypotheses H1, H2, and H3 are accepted.

The study was constrained by the time it took to gather data and the low number of respondents. The study's suggestions include incorporating an incentive for repeat customers, offering additional facilities for clients, and continuing to provide them with improved service.

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