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THE FACTORS THAT AFECTING CUSTOMER SATISFACTION TOWARDS IN HOTEL KOTA BHARU, KELANTAN

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ABSTRACT

Hospitality is a broad phrase that encompasses a wide range of companies, including restaurants, hotels, resorts, and casinos. Individual hoteliers must discover ways to differentiate their products and services in a highly competitive hotel sector. The primary goal of this study was to look into service quality and customer satisfaction in the hospitality business.The hospitality industry is a multibillion-dollar industry that encompasses many different activities, the most important of which are hotel operations, tourism services, event planning, and transportation. This is a rapidly growing industry where the primary concerns are service quality and client satisfaction. No hospitality business property will thrive unless it is focused towards its clients, precisely to meet their demands, requirements, and expectations in order to boost the company's image. The hotel industry has distinct issues since the nature of service differs from that of a commodity. A large group of professions within the service sector known as "hospitality" includes housing, food and beverage service, event planning, theme parks, travel, and tourism. It consists of hotels, travel businesses, eateries, and pubs. Since the time of the biblical innkeepers and tavernkeepers, hospitality has been one of the oldest professions. Contrarily, tourism is a more recent concept that has its roots in Europe, with Switzerland being one of the first nations to provide dedicated accommodations and traveller services.

Keywords: *hospitality, service quality, satisfaction, tangible, realibility, responsiveness*

ABSTRAK

Hospitaliti ialah frasa yang luas yang merangkumi pelbagai jenis syarikat, termasuk restoran, hotel, dan pusat peranginan. Pengusaha htel individu mesti mencari cara untuk membezakan produk dan perkhidmatan mereka dalam sektor hotel yang sangat kompetitif. Matlamat utama kajian ini adalah untuk melihat kualiti perkhidmatan dan kepuasan pelanggan dalam perniagaan hospitaliti. Industri hospitaliti ialah industri berbillion dolar yang merangkumi pelbagai aktiviti yang paling penting ialah operasi hotel, perkhdimatan pelancongan, perancangan acara dan pengangkutan. Ini adalah industri yang berkembang utama adalajh kualiti perkhidmatan dan kepuasan pelanggan. Tiada harta perniagaan hospitalti akan berkembang maju melainkan ia tertumpu kepada pelanggannya, tepat untuk memenuhi permintaan, keperluan dan jangkaan mereka untuk meningkatkan imej syarikat. Industri hotel mempunyai isu yang berbeza kerana sifat perkhdimatan berbeza daripada komoditi. Sekumpulan besar profesion dalam sektor perkhidmatan yang dikenali sebagai " perhotelan" termasuk perumahan, perkhidmatan makanan dan minuman, perancangan acara, taman tema, perjalanan dan pelancongan. Ia terdiri daripada hotel, perniagaan pelancongan, kedai makanan dan pub. Sejak zaman pemilik penginapan dan pemilik kedai minuman alkitabiah, perhotelan telah menjadi salah satu profesion tertua. Sebaliknya, pelancongan ialah konsep yang lebih terkini yang berakar umbi di Eropah, dengan Switzerland menjadi salah satu negara pertama yang menyediakan penginpan khusus dan perkhidmatan pengembara.

Kata kunci : *hospitalti, kuITaliti perkhdimatan, kepuasan, ketara, realiti, responsi*

TABLE OF CONTENTS

PAGES

6

CHAPTER 3 : METHODOLOGY

CHAPTER 4 : RESULT AND DISCUSSION

CHAPTER 5 : RECOMMENDATION AND CONCLUSION

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

A description of the research is provided in this chapter. It is about the factors affecting customer satisfaction towards hotel in Kota Bharu, Kelantan. Whereby most of the elements are being discussed in this chapter, begin with the background of the study, problem statement, followed by research objectives and research questions, significant of study and definition of terms and summary.

1.2 BACKGROUND OF STUDY

Hospitality is defined as a broad category of fields within the service industry that includes lodging, food and drink service, event planing, theme parks, travel and tourism. It includes hotel, tourism agencies, restaurant and bars hospitality is one of the oldest industries, dating back to biblical innkeepers and taverns. Tourism, on the other hand, is a more recent invention that

originated in Europe, with Switzerland being one of the first countries to develop specialised lodging and services for travellers. Customer satisfaction is crucial in the field of hospitality management and the primary goal is to provide the best possible customer experience. Several measuring frameworks, like the technique and functional quality model by Gronroos (1984) were developed to study service quality (Parasuraman et al., 1985, 1988). The researchers also emphasized the significance of service quality, which has both direct and indirect effects on customer loyalty (Hossain, 2012; Al Khattab & Aldehayyat, 2011; Karunaratne & Jayawardena, 2010).

This study aims to explore the impact of service quality on customer satisfaction in hotels in Kota Bharu, Kelantan by studying the relationship between service quality dimensions which are tangibles, reliability and responsiveness towards customer satisfaction in hotel. Accommodations play a major part in the framework of the hospitality and tourism industries. Ahmed Maslakci et al., (2020) assert that it is odd for a visitor chooses to remain in a lodging establishment without taking into account the support services it offers for the larger factors affecting the travel to the destination, whether for business or recreational purposes. Therefore, accommodation is a crucial component in the growth and marketing of hospitality and tourism in any location. The variety and calibre of lodging options can both reflect the level of tourist growth in a location and influence travellers' decisions about where to travel. Serviced lodging consists of establishments that offer its guests a place to sleep, food, and housekeeping services (such as making beds and general cleaning) (Akyeampong, 2007).

1.3 PROBLEM STATEMENT

Maintaining customer loyalty and improving the quality of goods and services have become essential considerations for businesses and organisations in an environment that is becoming more competitive . Over the past three decades, several customer satisfaction indicators have been developed and are now utilised in many different countries. According to studies, clarity, tangibility, and empathy are essential components of successful customer satisfaction. (Markovi, 2010) These factors are essential when assessing the calibre of services offered to customers in any hotel setting. Additionally, it is now widely accepted that customers evaluate the level of the services they receive due to their responsiveness, transaction accuracy, and security features. Research on the relationships between service quality and customer satisfaction has notably brought attention to the significance of the five service quality attributes. According to the study by (Khan & Fash, 2014 and Prahalad & Ramaswamy,204) providing consistently high-quality services is the greatest approach to guarantee customer pleasure (Oluwafemi & Dastance, 2016). Additionally, insufficient research has been done to establish a causal relationship between customer satisfaction and service excellence. More researchis needed to clarify how the service quality dimensional components affect service quality and customer happiness.

In previous studies, it was found that there was a positive correlation between customer satisfaction and service quality. However, none of these studies looked at the connection between each aspect of service quality and customer satisfaction. Investigating and defining the connections between each component of service quality and customer satisfaction is therefore essential. Furthermore, previous research only offered a general picture of the relationships between service quality and the demensional parameters. No one has gone into great length to describe how each

factors relates to service quality.

Even though hotel in Kota Bharu recorded a welcomings and reviews for the hotel it also received various alterative comments for betterment in some sort of services. Some of the problems faced by the customers of hotel in Kota Bharu is mainly about the tidy and cleanliness of the hotel. This study aims to investigate the impact of service quality on customer satisfaction in Malaysia by looking at the relationship between service quality dimensions such as tangibles, reliability, and responsiveness. The study's specific goals are as follows the effect of tangibility on customer satisfaction, the effect of reliability on customer satisfaction and the effect of responsiveness on customer satisfaction.

1.4 RESEARCH OBJECTIVES.

This study aimed to measure the factors affecting customer satisfaction in hotel Kota Bharu, Kelantan. In order achieved the objectives in the latter investigations, the subsequent supporting objectives have been developed:

1. To examine the relationship between tangible and customer satisfaction towards in hotel Kota Bharu, Kelantan.

2. To determine the relationship between realibility and customer satisfaction towards in hotel Kota Bharu, Kelantan.

3. To identify the relationship between responsivness and customer satisfaction towards in hotel Kota Bharu, Kelantan.

1.5 RESEARCH QUESTION

This study aims to explain the that contribute to elements customer satisfaction towards in hotel.

Thus, this study aimed to answer the following research question

1. What is the relationship between tangible and customer satisfaction towards in hotel
    Kota Bharu, Kelantan ?

2. What is relationship between reliability and customer satisfaction towards in hotel
    Kota Bharu, Kelantan ?

3. What is relationship between responsivness and customer satisfaction towards in hotel
    Kota Bharu, Kelantan

1.6 SIGNIFICANCE OF THE STUDY

Based on title of the study is focused on factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan the researche will analyse reaction on dependent variables which is factors that affcecting customer satisfaction towards in hotel Kota Bharu, Kelantan and independent variables, which is to deterimine of fact is that tangible, realibility and responsiveness have an effect on customer satisfaction. It is clear that the willingness to serve, the availability to answer to client requests, and the adaptability to fulfil customer expectations (together referred to as "Responsiveness") are the most important factors in determining customer happiness. Assurance, which is related to customers' feelings of safety and security, staff's knowledge of the local area, occupational skills, and a friendlydemeanour, and punctuality, which includes attributes related to providing services on time and accurately, solving problems honestly, and keeping records confidential. Given the significance ofthese four intangibles to overall customer happiness, it is recommended that hotels place a premium on enhancing them.

These aspects of the hotel's excellence are clearly dependent on the expertise and friendliness of the employees. One important piece of advice for hotel owners is to set aside sufficient funds to invest in employee training. In turn, this will enable the hotel's employees feel more at ease using their professional expertise to assist guests. While there is a good association between customer satisfaction and the four intangible quality dimensions, the influence of the physical component is much smaller. This might be because most hotels in Kota Bahru werebuilt during the past several years, all with trying to cut facilities, and guests generally do not use this

factor to differentiate between establishments. The poll only included people who stayed at the Renai Hotel in Kota Bahru, therefore its sample is limited. Also, the months of tourist were used to collect data.

As a result, more research with a larger sample size could yield more accurate results. Despite these caveats, the study contributes to the growing collection of studies on consumer perspectives on service quality and satisfaction. It deepens our appreciation for how hotel service quality impacts guests' overall pleasure. Those working in the hospitality industry at hotel in Kota Bharu, Kelantan who wish to gain an edge via improved quality will find this useful. This scientific data may be strengthened and more accurately represent the hotel business across all of Kota Bahru and Kelantan with a bigger sample size and data collected throughout the year in future studies. In addition, future studies may investigate if the items employed in this study are appropriate for gauging service quality in hotels of other classes, such as four-star and five-star hotels. It's also possible to examine the varying effects of service quality on customer satisfaction across sample groups by taking account various demographic characteristics as controlling variables.

1.7 DEFINITION OF TERMS

Tangible

Tangible are defined "as the appearance of physical facilities, equipment and communication materials" Physical apperance is the apperance of the equipment, appearance of the personnel. Tangibles, amongst all other five dimensions, think over the most significant element for the consumers. In spite of the fact that tangibles are frequently utilized by service providers to reinforce reputation, give congruity and sign quality to client, most organizations unite together tangibles with other in order to establish a service quality technique for the company (Anwar & Balcioglu, 2016).

Realibility

Realibility depicts whether a service supplier follows assured promises and how precious it is in the actions. The significant importance lies in fulfilling promptly the customers request (Hamed & Anwar,2018) In details, realibility implies that organization conveys on its guarantees about conveyyance, service supply, issue determination and pricing policy (Anwar & Climis, 2017)

Responsiveness

Responsiveness "being willing help" refers to the organization to settle happened issues and availability to provide fast service. It is important to respond to all customer requests, otherwise the request can turn into a complaint. Front-line staffs, in hotels they are receptions, waitress, hostess, guest relation

21

have to be very well trained as well as should be responsive towards customers (Anwar & Qadir).

Customer Satisfaction

It can be seen that today a lot of researchers are discussing the topic of total satisfaction. Proposers of above mentioned tend to accentuate the significance of corresponding to specifications, satisfying requirements, providing consumers with the desirable quality of services (Anwar & Abd Zebari, 2015)

1.8 SUMMARY

With SERVQUAL, this analysis objectively looked at how different aspects of service quality affected customer satisfaction towards in hotel Kota Bharu, Kelantan. Extensive information was gathered viaa survey given to guests at hotel in Kota Bahru, Kelantan. Analysis findings suggested that the substantial association between service quality aspects and customer happiness. Beside the signifance of image, advertising and marketing element, service quality plays a significant function as a driver for graeter cusrtomer satisfaction level in service organisations. The focus components namely tangible, realibility and responsiveness statistically significant affecting customer satisfaction with considerable. The findings demonstartes that service quality reaffirms its function as an essential driver of customer satisfaction which leads to customer loyalty and the hotel earning. Therfore, service quality should be put into high regard in both academic and practical activities.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter provides an overview literature review. In this chapter, the researchers briefly describe the literature review, hypotheses, conceptual framework and summary. This chapter will discuss the influenced satisfaction in hotel service quality in Kota Bharu, Kelantan. Tangible, realibility and responsiveness are independent variables while customer satisfaction is dependent variable. Based on the literature review that was discussed and the research problem, the analysis's hypothesis was presented in the manner that follows.

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2.1 LITERATURE REVIEW

2.2.1 TANGIBLE

Tangible a space's design, people working there, and communication materials are all examples of tangibles. Aspects of a service that can be "felt" without actually paying for it are referred to as tangibles. Organizations use tangibles, or "visible" elements of the service, to draw clients into their locations (Asubonteng et al., 1996) Perceived quality can be assessed by comparing the expectations of customers against their perceptions of the actual service experience. That is, service quality is an outcome of the difference between service expectations and customer perceptions of actual service performance (Naik, Gantasala, & Prabhakar, 2010; Yeşilada & Direktör, 2010). In terms of dimensions, tangibles refer to the look of physical facilities, equipment, staff, and communication materials, according to Parasuraman, Berry, and Zeithaml (1991, p. 338). The capacity to deliver the promised service consistently and precisely is referred to as reliability. Customer responsiveness refers to a company's eagerness to assist customers. As well as timely service Employees' expertise and civility, as well as their capacity to inspire trust, are referred to as assurance. and self-assurance. Finally, empathy refers to the firm's caring, personalized attention to its consumers.

Pereceived quality is generally recognized as a critical success factor in a firm's endeavors to differentiate itself from its competitors. According to Robinson (1999), service quality can be defined as the customer's attitude or judgment about the superiority of service. With a variety of services available in different sectors, the customer is getting more demanding and quality in the service sector is gaining importance for firms to remain competitive Service quality can be defined

24

as the customer's attitude or judgment about the superiority of a service (Robinson, 1999). Kotler and Keller (2009, pp. 789) addressed "any intangible act or performance that one party offers to another that does not result in the ownership of anything". The definition of service quality advancing with the times, but the aim of providing quality services is to satisfy customers.

The perceived quality has an ideal expectation from customers to measure well how a service is delivered and compared to customer expectations. Businesses that meet or exceed expectations are considered to have high service quality. Service quality is the measure of the customer's intention to stay loyal to the service provider. For them, service quality is animportant antecedent of customer retention. If the service quality is good it leads to customer retention and new customers acquisition, cost savings, a better restaurant image, favorable word-of-mouth referrals, and eventually, increased profitability of the business hotel.

2.2.2 REALIBILITTY

Reliability, in the words of Drost (2011), is "the amount to which measurements are reproducible when different people perform the measurement on separate occasions, under different conditions, supposedly with distinct tools which measure the construct or skill." It can also be described as the consistency or dependability of a construct's measure. When various individuals estimate your weight, for example, the value of the weight may not be entirely accurate because it will not agree with the precise number; therefore, the measurement is considered to be unreliable. When multiple persons use the same weighing scale to calculate your weight, there is a good chance that the results will be consistent, making this measurement considered credible. Furthermore, according to Bajpai and Bajpai (2019) reliability and validity are two psychometric

properties of measuring scales that are crucial for determining the sufficiency and accuracy of scientific research techniques to influenced satisfaction in hotel service quality at hotel Kota Bharu, Kelantan.

One way for the firm to keep customers expectations from rising is to perform the service properly at the first time. As mentioned earlier, our previous research has shown consistently that customers value reliability above all other dimensions. Firms that do not provide the service core that customers are buying a correctly in hotel managements. However, the importance of reliability is further dramatized by a finding from our present study, customers expectation for theservice likely to go up when the service is not performed as promised. In hotel management build relationship is very important, developing genuine customers realtionships is a primary, controllable, means for service compnies to enlarge customers zone of tolerance. Customer relationship provide companies with a goodwill or creadibility factor that encourge customers tolerance and a more open communication channel for learning about and correcting service problem. In effect, companies that forge customers relationships earn goodwill chips to spend when problems occur. As one business insurance customers put it, the possibilities for relationship based service extrend to virtually all services that customers use on an ongoing or periodic basis. The challenge is to design a relationship service system consistent with expectations of customers, the characteristic of service and the long-term strategy of the firm.

Moreover, for hotel service quality service provides must have the means to efficiently tailor the service to customers specific requirements, to at least some degree. This often involves developing computerized customers information files that are available to service providers. For example hotel at Kota Bharu, Kelantan a hotel could build an information system that captures guest preferences and creates the oppurtunity for a more personalized and enhanced service from

26

preassigning the preferred type of room to prestocking the room with the whiskey brand the guest requested on a prior visit. As stated in the preceding section, reliability is described as measurement stability under a variety of scenarios where the results should be produced (Nunnally, 1978). Replicability or repetition of study findings is essentially what it is. The data is stated to be dependable when a study is carried out by a researcher under specific conditions, and then the same study is carried out again for a second time and produces the same results. Drost (2011) asserts that both random error and systematic error have an impact on the trustworthiness of data derived from research equipment. A number of unknowable and uncontrollable external factors that arbitrarily influence some observations but not others are blamed for random error. For instance, respondents with better moods may react favourably to concepts like self-esteem, contentment, and satisfaction compared to respondents with worse moods.

2.2.3 RESPONSIVENESS

In manufacturing and supply systems, the idea of "a response" or "responsiveness" is related to the core tenet of a general systems theory. A system event for which another event that occurs to the same system or to its environment is essential but insufficient is described as a "response" by Ackoff (1971), i.e., a system event caused by another system or environmental effect(the stimulus). As a result, a response is an occurrence that the system itself helped to produce. Forthe hotel mangements preceived value is very importance to the customers satisfaction. Accordingto Moliner (2019) value is the preceived value in the functional value of a good or service's quality andprice, emotional value of a feeling, and social value of the social influence from one's own experiences and other options. Value in business markets is defined by Anderson et al. (2017) as "the perceived worth in monetary units of the set of economic, technical, service, and social benefits received by a customer firm in exchange

27

for the price paid for a product, taking into account the offerings and prices of the available suppliers. In addition to the price paid and the offerings and prices of suppliers, Anderson et al. view economic, technical, service, and social conceptions as benefits. Finally, Gale et al(2019) state that "market-perceived quality adjusted for the relative price of (the seller's) goods" constitutes customer value Monroe (2018) defines CPV as "consumer perceptions of value represent a trade-off between the quality or benefits they perceive in the goods relative to the sacrifice they perceived by paying the price," in agreement with Gale et al. Additionally, Galeet al. and Rust et al. assert that the other widely accepted definition of value is the proportion between the price (both monetary and non-monetary) paid and the perceived quality earned by the client.

2.2.2 CUSTOMER SATISFACTION (DV)

It is evident that many researchers are now debating the subject of total contentment. Proponents of the aforementioned items frequently emphasised the importance of meeting specifications, fulfilling regulations, and offering customers services of a high standard (Anwar &Abd Zebari, 2015). Today, consumer happiness is the thing that really matters. If a customer is unsatisfied, he won't use your service again and won't recommend it to others. If a guest checked out of a hotel unsatisfied, then all of the company's efforts to improve service quality will have been for nothing. Today more than ever, meeting consumer demands continues to be the biggest issue (Anwar & Surarchith, 2015). The customer is not the focus of the hospitality business only asmall portion of the real consumption process, and frequently comes with predetermined service and quality expectations. Present-day hospitality industry consumers are becoming more time- constrained, sophisticated, and demanding (Anwar, 2017). Understanding the client base and the level of satisfaction they anticipate is crucial before implementing management solutions for service quality improvement. "A person's experience of joy or disappointment arising from comparing a product's perceived performance or

outcome in relation to his or her anticipation," according to Anwar (2016).

2.3 HYPOTHESES

A hypothesis is a hypothetical connection between two or more factors that motivates research to test it. A testable theory that is supposed to exist is known as a hypothesis. The analysis may examine a true or untrue assertion to determine its validity. Finding the issue is the research's central hypothesis customer satisfaction towards in hotel Kota Bharu, Kelantan.

The following hypotheses were developed and will be examined in light of the study:

H1 : There is a relationship between tangible and customer satisfaction towards in hotel Kota Bharu, Kelantan.

H2 : The relationship between realibility and customer satisfaction towards in hotel Kota Bharu, Kelantan

H3 : The relationship between responsiveness and customer satisfaction towards in hotel in Kota Bharu, Kelantan

2.4 CONCEPTUAL FRAMEWORK

Through using literature review mentioned above, a study framework has been presented to examine the link to discover the factor affecting customer satisfaction towards in hotel Kota Bahru, Kelantan. Figure 1 shows the proposed conceptual framework. The dependent variable is the factor affecting customer satisfaction and proposed independent variables are tangible, reliability and responsiveness.

Independent Variable   Dependent Variable

```
┌─────────────────────────┐
│        Tangible         │──────┐
└─────────────────────────┘      │
                                  ↓
┌─────────────────────────┐   ┌─────────────────────────┐
│       Reliability       │──→│  Customer Satisfaction  │
└─────────────────────────┘   └─────────────────────────┘
                                  ↑
┌─────────────────────────┐      │
│     Responsiveness      │──────┘
└─────────────────────────┘
```
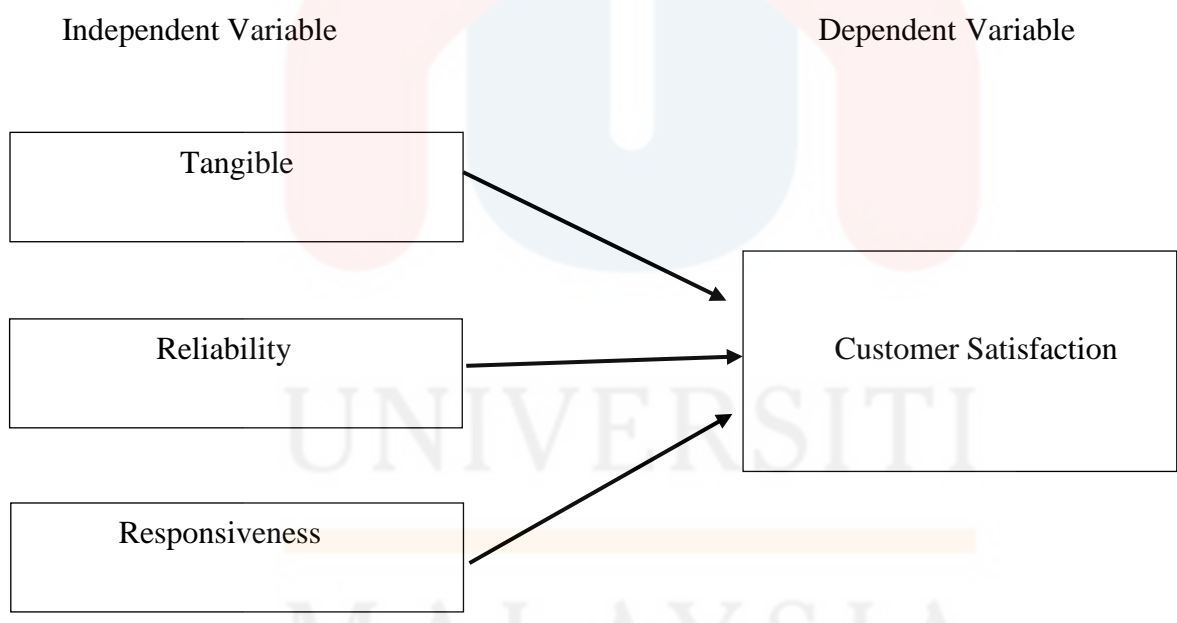
Figure 1: Conceptual Framework customer satisfaction on service quality provided in hotels at

Kota Bharu, Kelantan

30

This framework demonstrates by the summary of the related research, a conceptual that identify the factor affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. This study determined the perspective of tangible, reliability and responsiveness.

2.5 SUMMARY

This chapter discussed the customer satisfaction on service quality. Consequentlyboth the dependent and independent variables (DV) make up the bulk of research variables. The researcher discovered that the study brings the dependent variable and the independent variables (IV) and (DV) customer satisfaction towards in hotel Kota Bharu, Kelantan. The research framework is included in this chapter. The following chapter goes into the methods that was employed.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The topic of the research methodology chapter is here. The researchers give a brief overview of the various research methods that were employed for data gathering and study completion in this chapter. The researchers also describe the data collection process. The information needed to address the study's goals and the manner in which the questions were gathered is then presented and analysed. One factor that will affect the research approach is the conclusions that will be drawn from the study. The overall mechanisms used to carry out this investigation will be demonstrated in the latter section of this chapter. The research sample in this chapter is also mentioned along with the target population. The sample process before concluding with a summary.

3.2 RESEARCH DESIGN

A research design guides the organisation of research methodology and processes. Researchers must properly perform their research and employ a recognised testing strategy in order to succeed with this design. A research design is a design for an investigation that may outline the actions to succeed, researchers should adhere to study aims or process to evaluate the hypotheses that have been created by their investigation, according to McDaniel et al., (1999). Its goal is to ensure that all research questions can be answered with confidence and persuasion utilising the data (DE Vaus, 2001). When an analytical method is successful and produces few random errors, the level of confidence in the accuracy of the data collected often increases. In experimental research, designs that produce the smallest error margins are typically thought to produce the best results.

The data were collected by the researchers using a questionnaire and a quantitative approach. When compared to qualitative procedures, quantitative methods are more structured. Rahi (2017) claims that when doing research utilising a survey questionnaire, pre-fined tools, and the pursuit of a sample of the target market are utilised in the quantitative technique for data collecting. Quantitative research is used when it is necessary to condense statistical findings in order to derive practical insights. Making decisions on the study's future has shown to be more successful when using the insights obtained from hard digital data and analysis. The components of quantitative research are statistics, logical relationships, and goals. In contrast to qualitative research, quantitative analysis relies data on fixed-valued data and in-depth convergence theory. Data is typically gathered utilising structured research tools, which is its key characteristic. The findings are supported by a larger sample size that accurately reflects the

population. High dependability was revealed by quantitative research as this study is typically repeatable. Researchers must select a clearly stated study question and look for unbiased responses.. Researchers employ instruments like computer software or surveys to gather digital data. Quantitative inquiries are used to categorise features, calculate features, and build models that explain data.

In this study, the researchers will pinpoint the elements that affect guests' satisfaction withthe calibre of hotel service in hotels in Kota Bharu. Descriptive research will be employed as a result to gather data from the questionnaire that will be given to respondents. The questionnaire needs to be an easy and efficient tool to gather study data.

3.3 POPULATION

The population is the source of whole group of entities, incidents or items that the researcher wants to explore. Therefore, the target population in this research is the local tourist in our state of Kelantan also for student University Malaysia Kelantan state in Kelantan. They were selected as the target population because it is easy to approach them due to the way to contact and engage the student from UMK. So, sharing questionnare using Google forms link to the group is one way to make student and also the questionnare it sharing to the local tourist to complete the questionnare. The total of the respondent is good enough for the researcher.

According to Gounder. et., al (2021) population in is defined as a large number of people, organizations, institutions or events of kind with general or related characteristic that researchers use to obtain informational data. As stated in the Research Population (2020) article the whole body of individuals and objects are said to be target population for the researchers to genralize conclusions for the research. It is also know as a theortical population. Based on Malaysia Domestic Tourism : Number of the Visitors to Kelantan data was reported at 1,920.930 person in 2021. This records a

decrease from the previous number of 6,058.00 person for 2020. Malaysia Domestic Tourism: Number of Visitors : Kelantan data is updated yearly, averaging 9,410.500 Person from December 2008 to 2021, with 14 observations. The data reached an all time high of 12,047.003 Person in 2014 and a record low of 1,920.930 Person in 2021. Malaysia Domestic Tourism: Number of Visitors : Kelantan data remains active status in CEIC and is reported by Department of Statistic. The data is categorized under Global Database's Malaysia.
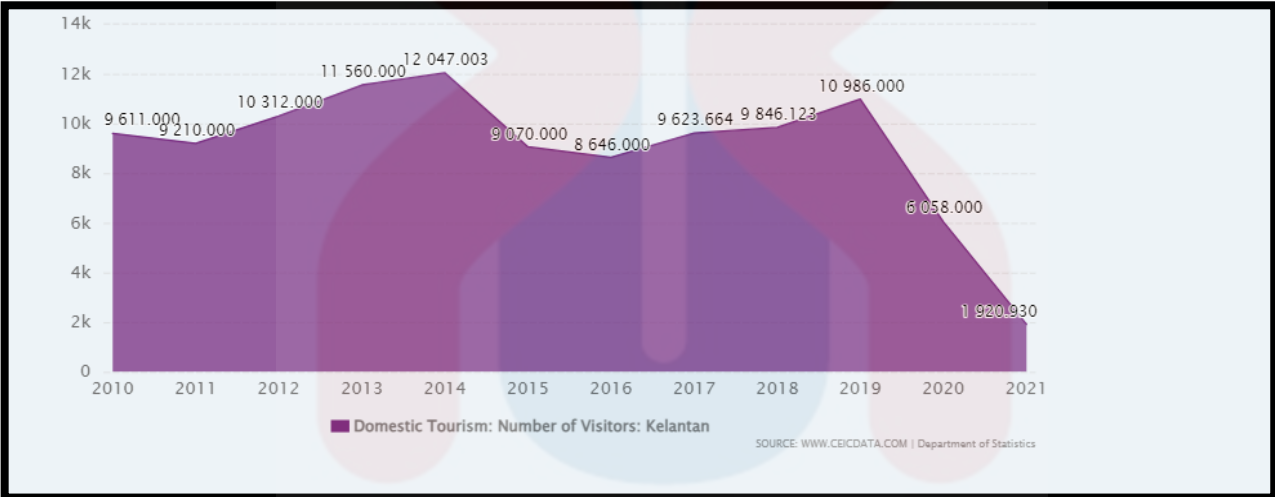
Figure 3.1 : Domestic Tourism : Number of Visitors : Kelantan

3.4 SAMPLE SIZE

A a sample is selection a group of individuals, things, or things used for measurement out of a larger population (De Winter, Gosling, & Potter, 2016). According to Roscoe's (1975) set of guidelines for determining sample size has been a common choice in the last several decades Roscoe suggested that a sample saize greater than 30 and less than 500 is suitable for most behavioural studies, while a sample size larger than 500 may lead to Type ll error (Sekaran & Bougie,2016) . Although the majority of this study's attention is paid to hotel guests in Kota Bharu, Kelantan, size of the sample

refers to the total numberof participants or outcomes in a situation that allows for observation, such a scientific study or a pollof thegeneral population. The data would not be usable without a perfect sample size, and the conclusion would be founded on false information. data. Inorder to estimate the population, a sample size of 384 was used in this study.

Next, a sampling srategy is more than often necessary since it is not always possible to collect data from every unit of the population (Kumar et al., 2013; Sekaran, 2003). Hence, determining an appropriate sample size is vital to draw valid conclusions from research findings. Although there are a good number of tables and rule of thumbs to calculate sample size.

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

Figure 3.4.1 : Table for calculating the sample

Note :

N is population size

S is a sample size.

3.5 SAMPLING METHOD

Sampling is the method or procedure by which several individuals from a population are chosen to participate in a study to represent the broader group from which they were chosen (Ogula, 2005). Sampling selection aims to pick a sample in a manner that reflects the population of a region and is impartial. The choice of a questionnare will impact the ease of access for potiental respondents. Therfore, as the basis for estimating or forecasting the prevalace of an uncertain piece of material, condition or effect about the larger population, the method of choosing a few from a larger group. The value of sampling is to save time, save cost and money and request fewer human resources. (Kumar, R, 2018).

By population, the sampling technique is divided into two of sampling probability sampling and non-probability sampling. Non-probability sampling was used in this this study convenience sampling. Respondents' information was gathered using convenience sampling for the researcher's use. The researcher wanted to investigate references from the entire group of people, things, or entities. According the Etikan, Musa, & Alkassim, 2016. The sampling of facilities is the practise of gathering data from respondents who can provide it by choosing any suitable set of respondents for the researcher to use. (Kumar et al., 2013).

3.6 DATA COLLECTION PROCEDURE

Data collection is defined using normal validated techniques to obtain, measure, and evaluate correct insight into the analysis (Kumar ,2018). Based on the data collected, the researchers would test their hypothesis. In some cases, the first and most important step for the study, irrespective of the research field, is data collection. Depending on the requirement, the method of selection is different for different fields of science. Based on Kumar (2018), there are two major methods that are quantitative and qualitative to collect the information about a person, situation, phenomenon, and problem. During the research study, the researchers collect the information, but sometimes the information that is being sought is already available and only needs to be extracted.

The researcher would use the questionnaire, primary data and secondary data which are journals to gather data for this analysis. This is what is generally thought of as the use of mathematical techniques (Polanin & Terzian, 2019). Information will be analysed by questionnaire survey for this analysis. The questionnaire will be administered to 384 respondents who meet with the characteristics of the respondents and the purposes of the report. The questionnaire will be divided into three categories, sections A, B and C. The questionnaire will be presented to the respondents in dual languages, English, and Malay. The questionnaire will be distributed to visitors' in Kelantan 2021. This questionnaire emphasizes the purpose of this study, the research objectives, and the confidentiality of the information provided by the respondents will be ensured. We are distributed the questionnaire using google form and we are focused to local tourist and also for student University Malaysia Kelantan (UMK).

3.6.1 PILOT TEST

Tracy (2017) suggested that the questionnaires should be a tested data collection process and that the object of the pre-testing is to narrow down the questionnaire so that respondents will not address any issues when answering questions and there will be no issue with the recording of data for researchers. Pilot tests are a crucial feature of successful research design, and undertaking a pilot study does not secure outcomes in the main study, but increases the chance of success (Fraser, Fahlman, Arscott, & Guillot, 2018). In this study, 30 sets of questionnaires was be distributed to Kelantan visitors. The pilot test will took about a week to collect all the reviews and details. The findings and input from the pilot test make it possible for researchers to carry out large-scale analysis and study after the pilot test.

3.7 RESEARCH INSTRUMENT

Research instruments are described as tools developed by researchers to accomplish their entire goals when conducting their research. Research instruments are designed to assist accumulate data for analysis. Data collection methods can be separated into two which are qualitative and quantitative. Thus, researchers choose the method of collecting quantitative data such as questionnaires. Questionnaires can be viewed as written interviews, which can be done by letter, computer and telephone (Quad, 2016) It offers a comparatively effective, cheap and fast way to get a lot infromation n from a vast number of people. Data can be collected quickly; the questionnaire's implementation did not require a researcher's presence. When interviews are impractical, this is useful for a vast number of people. There are three sections in the questionnaire used for this research.

The questionnaire for this study consisted of 3 section, which are Section A, Section B and Section C. Section A is about the personal data of the respondents. It requests the demographic segmentation of every respondent. This basic information allows researchers to understand quickly

about the respondents. Demographic information includes gender, age, race and marital status. By posing demographic questions in the questionnaire, it is able to gather demographic information about current and potential respondents on a large scale. On the other hand, section B is more focused on the independent variables which are attitudes, subjective norm and perceived behavioural control. In this study, there will be a Likert scale in Section B, which has a 5-scale scale in this questionnaire. This 5 scale offers a wider range of options for a participant to choose the 'exact' one (which he likes most) than to choose a 'near' or 'near' alternative (Dawes. J 2008). The 5 scales strongly disagree, disagree, neutral, agree, and strongly agree.

Furthermore, the respondent should react to section B after section A, which is for an independent variable in section B, and the Likert scale is used in this section. In this section, the respondent should select whether or not they consent to the statement as long as it is not in agreement with the statement in this section and how much they agree and disagree with that statement.

The last section is section C which is this section for dependent variables customers satisfaction towards in hotel Kota Bharu, Kelantan. This question has been studied by previous researchers such as Nam, Shin, and Jeong, (2017); Muskat, Hörtnagl, Prayag, & Wagner, (2019); Chen, Huang, & Hou, (2020); Hanaysha, (2016).

3.7.1 RESEARCH INSTRUMENT DESIGN

In this chapter, the researcher uses the Likert scale as a question to the respondent. Studies that often use multidimensional Likert type scale, can cause various types of reaction bias, such as impact and spiral effect management (Hall, Hume, & Tazzyman, 2016) .Many research have shown that forced-choice personality questionnaires can successfully prevent faking (Chyung, Roberts, Swanson, & Hankinson, 2017). The conventional method of ranking this form of questionnaire,

however, produces Montreal cognitive results, which presents some analytical challenges (Watson,

Pelkey, Noyes, & Rodgers, 2016).The Likert scale from 1 is "strongly disagree" until 5 which is

"strongly agree

The scale will be used in section B for the questionnaire.

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

Figure 3.1 : Likert scale 5 point

Table 3.3 : Overview of the research instrument

Sections	Variables	Item	Authors
A	Demographic	5	(Cakici, Akgunduz, & Yildirim, 2019)
B	Tangible	5	(Anwar & Balcioglu, 2016)
	Realibility	5	(Hameed & Anwar, 2018)
	Responsiveness	5	(Anwar & Qadir, 2017)
C	Customer satisfaction towards in hotel Kota Bharu, Kelantan	5	(Anwar & Abd Zebari, 2015)

Table 3.4 : Instrument for Section A, B and C

Section	Factors	Content
A	Demographics Profile	1. Gender 2. Age 3. Martial Status 4. Races 5. Occupation

B	Independent Variable	Tangible
		
		  1. The hotel provides clean and comfortable.
		
		  2. The hotel has swimming pool, sauna and health club.
		
		  3. The hotel has appealing decorations.
		
		  4. The hotel has neat apperance staff.
		
		  5. The hotel has courteous and polite the customers.
		
		Realibility
		
		  1. Staff of the hotel are able to provide services as promised
		
		  2. Staff of the hotel are dependable in handling customers service problem.
		
		  3. The hotel keeps customers informed of the perfromance of services.
		
		  4. Staff of the hotels keeps confidential records of customers.

		5. Staff of the hotel is friendly and helpful for customers. Responsiveness 1. Staff at the hotel are ready to responds to customer request. 2. Staff at the hotel are always willing to help customers. 3. Staff at the hotel has some knowledge to provide to the guest. 4. Staff at the hotel has flexibility according to guest demand. 5. Staff readliness to respond to customers enquiries.

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C	Dependent Variable	1. I feel satisfied with the service of this hotel. 2. I feel I get more attention from the employees of this hotel. 3. Hotels ensure the safety of their customers by appointing guards in 24 hour inpection. 4. The guests feel safe and secure in their stay in the hotel. 5. The staff are courteous and polite to the customers.

Researchers use Likert's scale as the measurement scale in Section B and C of this study.

Likert's scale is a kind of psychological measurement scale, and usually widely used in the survey. In

the Likert's scale survey, the respondents do not choose between yes or no at all, but are given more specific choices such as, agree to disagree in various degrees to a question in the survey. Likert Scale survey questions are very important for measuring respondents 'views or attitudes towards a particular topic, and are an integral part of market research. Besides that, the researchers' measurements in the study are 1- Strongly disagrees, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree. Lastly, these data will be collected and prepared for analysis.

3.8 DATA ANALYSIS

According to Sharma, (2018), there are various analytical approaches where this allows inductive inferences to be produced from the data and signals (interesting phenomena) are separated from the noise (statistical fluctuations) found inthe data during the collection process.

Indeed, researchers frequently study trends in observations over the whole data collection process Romero-Hall, (2020). The qualitative approach used (field study, ethnographic contentanalysis, oral history, biography, or unobtrusive research) and the data type (field notes, documents, audiotape, videotape) dictate the type of analysis (field notes, documents, audiotape, video).

This study, was used statistical data .The information gathered from the questionnaires provided to respondents was analysed with the IBM statistical package for the social sciences (SPSS) version 26 software. The results was be presented using frequencies and percentage .In additional, the researcher also analyzed the descriptive analysis, correlation analysis, and reliability analysis.

The variables are analysed using descriptive analysis, and the respondent's demographic details werealsodescribed. The function of realibility to determine the significance of the link between the study's variables, reliability statisticsare used. The independent variable and dependent variable are investigated using the correlation coefficient (Bewick et al, 2003).

3.8.1 DESCRIPTIVE STATISTIC

To explain the key components of the data in an investigation, descriptive statistics are used. It provides simple summaries of the sample and the measurements. In the descriptive statistics, the goal is to explain the significance of the data or what they will reveal. Descriptive statistics can be used by researchers to predict and visualise future data changes. It has been utilised to display the current quantitative descriptions in an approachable manner. It can aid the researcher in effectively simplification of a large amount of data. The average value of each variable is ascertained using descriptive statistical analysis.

It establishes the foundation for nearly any quantitative analysis of information, along with straightforward examples and study (Trochim, 2006). To present quantitative descriptions in a realistic manner, there are descriptive statistics. used. Mathematical terms like mean, median, and standard deviation are used in descriptive statistics to understand the characteristics of a collection of samples. Researchers can effectively simplify a large amount of data with the aid of descriptive statistics. Each descriptive statistic aids researchers in the simplification of a large amount of data. Each descriptor reduces a large amount putting information into a shorter summary (Pablo Subong et al., 2005).

The data collected was be analysed using two methods which were descriptive analysis and inferentialanalysis. Descriptive analysis will be used to identify respondents' demographic features such as percentage, frequency, mean, and average mean. As a result, in sections A, B and C, the researchers employ descriptive analysis to characterise the degree of agreement. The meantable range was used to assess whether respondents agreed or disagreed with the questionnaire statements. A descriptive analysis is a concise quantitative summary of a collection of facts (Morrow Guthrie et al.,2015). This enables the researcher completely understand the experiment of data being supplied and notifies everyone of the relevant information that helps put the data into context. Additionally, descriptive analysis allows researchers to show data easily and explains more complex facts. Additionally, descriptive analysis allows researchers to show data easily and explains more complex facts (Zohrabi&Mohammad, 2013).

Table 3.5 : The relationship between Scales and Level of Agree

Range of scales	Level of categories
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The scale score ranges from 1 it shows the level of categories of disagreeing is strong. When the range of scale 2 indicates different results, the content of scalescaleThe3 is neutral. When the values range of 4, it scales the level of countering as agreed. Finally, it strongly agrees when the

48

range is 5.

3.8.2 PEARSON CORRELATION ANALYSIS

Correlational research is a non-experimental study method. The researcher investigates twovariables and their statistical relationship, which is a correlation, with little to no effort made to account for uncontrollable circumstances Schneider, et al., (2020). There are two primary reasons why researchers interested in statistical correlations between variables may favour correlation studies over experiments. The first is that the researchers don't believe the statistical correlation has any bearing on the behaviour in question. Another reason why researchers would prefer a regression test over an experiment because if the statistical link of interest is deemed to be causative, the researcher cannot adjust an independent variable due to the difficulty, impracticability, or immorality of doing so.

Pearson correlation analysis is the test statistics that measures the statistical relationship, or association, between two continuous variables, independent variables (IV) and dependent variable (DV) .This analysis is to identify if the correlations exist between tangible, reliability, responsiveness on customer satisfaction in hotel quality. In order to find the connection between two variables of interest, this method, which is based on covariance,is the best option. It specifies the strength of the connection and the direction of the causality. If there is a correlation between the independent and dependent variables, the researchers will need to determine its magnitude.

Table 3.6: Rules of Thumb for Correlation Coefficient Size

Correlation Coefficient Size	The Strength of the Relationship
1.00	Perfect Positive Correlation
0.50 to 1.00	Strong Positive Correlation
0.50	Moderate Positive Correlation
0 to 0.50	Weak Positive Correlation
0	No Correlation
0 to -0.5	Weak Negative Correlation
-0.50	Moderate Negative Correlation
-0.5 to -1.00	Strong Negative Correlation
-1.00	Perfect Negative Correlation

The value of the positive correlation coefficient is between 0 and 1.00. Table 3.3 indicates that if the coefficient of correlation size is 1.00, the strength of the association between the variables is thoroughly positive. A strong relationship arises when the coefficient value is between 0.50 and 1.00. When the scale is at 0.50, it suggests a relatively positive outcome, but values between 0 and 1 reflect a lousy result. The number 0 implies that there is no correlation. When the dimensions are between 0 and -0.50 in terms of the strength of the link, it indicates that there is a weakly indirect correlation. Absolute -0.50 might be considered a moderate negative correlation statistic. If the coefficient value is between -0.50 and -1.00, the connection between the variable highly negative correlation and the -1.00 parametric statistic sizes indicates that it is perfectly negatively correlated (Weir, et al., 2005).

3.8.3 REALIBILITY ANALYSIS

This reliability analysis was determined by obtaining the proportion of systematic variation in the scale provided. The scale shown will evaluate the relationship between the scores obtained from the administration of different scales (Hjermstad et al., 2011)

This reliability analysis was also used to test the extent to which these assessment tools produced stable and consistent. This investigation utilised Cronbach's Alpha to test internal consistency and reliability scale assessments to determine the validity of this instrument. The table shows (a) the percentage of test items that are sensitive (Tavakol & Dennick, et al., 2011).

The primary purpose of this reliability test is to confirm the reliability of the data and the research is reliable as it influences the goals for the analysis (Chok, et al., 2010). Cronbach's alpha introduces a common measure in reliability testing. The dependability test is divided into three phases. The first step is to conduct a pilot test, the second is to review the pilot test findings (alpha value), and the third is to examine the connected items so that all items can be examined. In the end, consistency.

Table 3.7: Rules of Thumb for Cronbach's Alpha

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

Cronbach's alpha is a useful tool for achieving a decent measure, due to the requirement that a healthy connection and correlation be of a positive sign (Bohlmeijer et al., 2016). The fact that Cronbach's alpha has such a high reliability suggests that there is a strong connection between it and the number 1, and the research study that was used to get the result has a high internal consistency reliability. . The value of Cronbach's alpha that is below or equal to 0.60 is consideredto be insufficient. A reliability of 0.60 is considered to be low or nit good, while a realibility of

0.70 is considered to be ideal and appropriate to measure. It is generally accepted that a Cronbach'salpha score that is equal to or higher than 0.80 demonstrates high levels of realibility. Not only that, but an additional dependability test also expects more fantastic results than or higher than

0.80 in order to be considered outstanding.

3.9 SUMMARY

The testing methodology utilised in this investigation was detailed in this chapter. Prior to further discussion, the analytic methods frequently include a list of populationand sample analyses. The unwavering quality test and Pearson relationship will be used to transfer and deconstruct the acquired data. The subsequent section will executethe results of the information inquiry.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

The results of data analysis was be presented in Chapter 4 and data analysis was analyzed in relation to the research objective and research problem. After collecting the data. The researchers studied the levels of the dependent and independent variables. Convenience sampling was used to pick 384 respondent as the study key target population. The methods mentioned in Chapter 3 were used to achieve the findings of this report. Based on the findings, all of the analyses in this study were described. The Statiscal Package for the Social Science (SPSS) version 26 was used to analyze the results. In this research, there were four types of data analysis that been used :Frequency Analysis, Reliability Analysis, Descriptive Analysis and Person Correlation Analysis

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

4.2.1 FREQUENCIES ANALYSIS

The descriptive frequencies analysis was used as the foundation of this study's analysis. The researchers went through the respondents profile in extreme details. The sample in Kelantan

provided 384 responses. The gender, age, occupation, income and martial status were obtained from section A of the questionnaire. In addition, the demographic of the respondents are presented as follows :

4.2.1.1 RESPONDENTS BY GENDER

Table 4.1 Gender

Categories	Frequency (N)	Percent (%)
Female	171	42
Male	160	58
Total	384	100
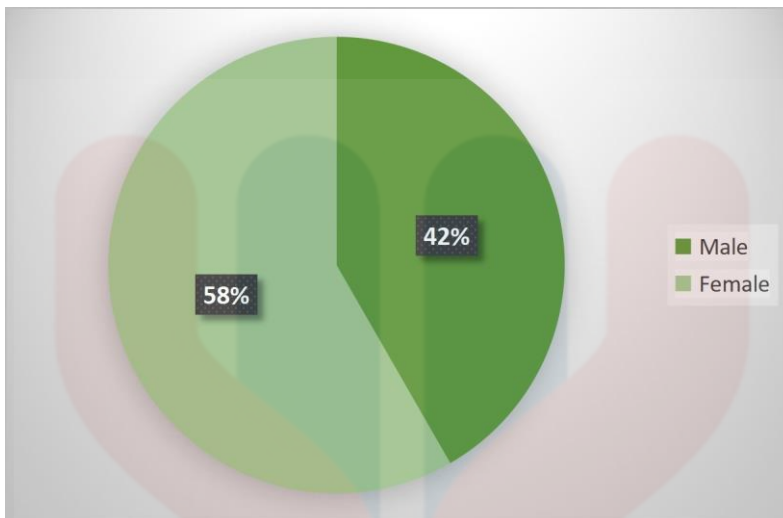
Figure 4.1 Percentage of Respondents by Gender (n=384)

Figure 4.1 and Table 4.1 above represented the number of respondents depending on gender. There are 384 respondents in all, with 160 males and 224 females interested in answering the online questionnaire. The gender ratio are 58 percent and 42 percent, respectively.

4.2.1.2 RESPONDENTS BY RANGE OF AGE

Table 4.2 : Range of Age

Categories	Frequency (N)	Percent (%)
Less than 20 years old	23	6
21-30 years old	240	62
31-40 years old	58	15

41-50 years old	45	12
Above 51 years old	18	5
	384	100
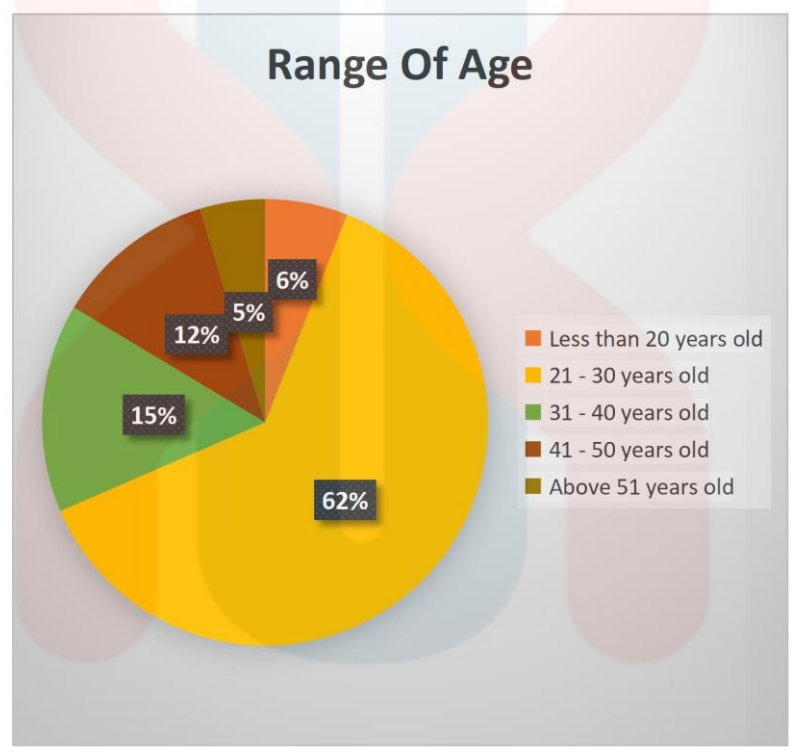
Figure 4.2 Percentage of Respondents by Range of Age (n=384)

Figure 4.2 and Table 4.2 above presented the number of respondents depending on the age segmentation range. It indicated that the majority of respondents, 62.50 percent were between the ages of 21 to 30 with 240 respondent and 15.10 percent were between the ages of 31 to 40, with 58 respondent. Meanwhile respondents aged 41 to 50 years old contribute 11.72 percent of the number, with 45 respondent.

4.2.1.3 RESPONDENTS BY MARITAL STATUS

Table 4.3 : Marital Status

Categories	Frequency (N)	Percent (%)
Single	260	68
Married	124	32
Total	384	100
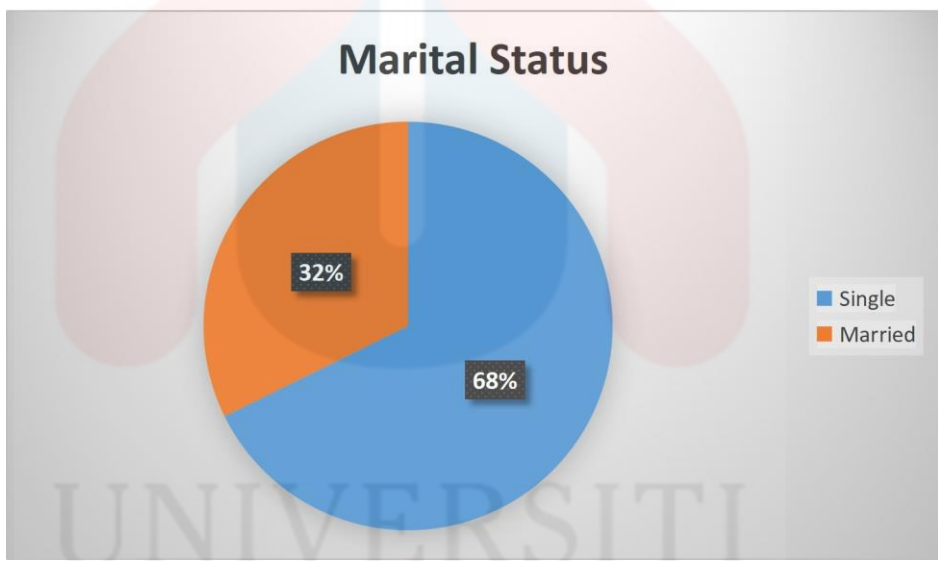
Figure 4.3 Percentage of Respondents by Martial Status (n=384)

Figure 4.3 and Table 4.3 represent the distribution of respondents based on marital status. It showed that 384 respondent, 67.71 percent were single with 260 respondent. Meanwhile, with 124 respondent 32.9 percent of the respondent are married.

57

4.2.1.4 RESPONDENTS BY RACE

Table 4.4 : Races

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Malay	146	38	38
Chinese	56	14	52
Indian	160	42	94
Others	22	6	100
Total	384	100	
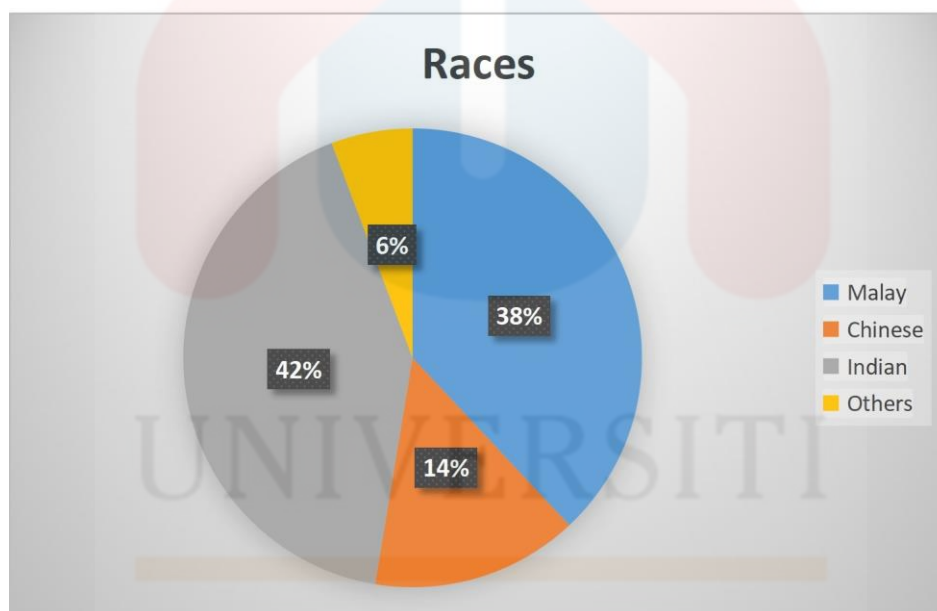
Figure 4.4 Percentage of Respondents by Race (n=384)

Figure 4.4 and Table 4.4 represented the proportion and number of respondents by ethnicity. The races are divided into four groups which are Malay, Chinese, Indian and other. Malay has the second-highest percentage 38.02 percent with 146 responses, followed by Chinese with 14.58 percent and 56 respondent, with 160 respondent the Indian group has the highest proportion of 41.67 percent. Out of 384 applicants, 5.73 percent are from other races, with 22 answers recording the lowest number in gilling out this online questionnaire.

4.2.1.5 RESPONDENTS BY OCCUPATION

Table 4.5 : Occupation

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Student	208	54	54
Government	48	13	67
Self-employed	47	12	79
Private sector	55	14	93
Others	26	7	100
Total	384	100	
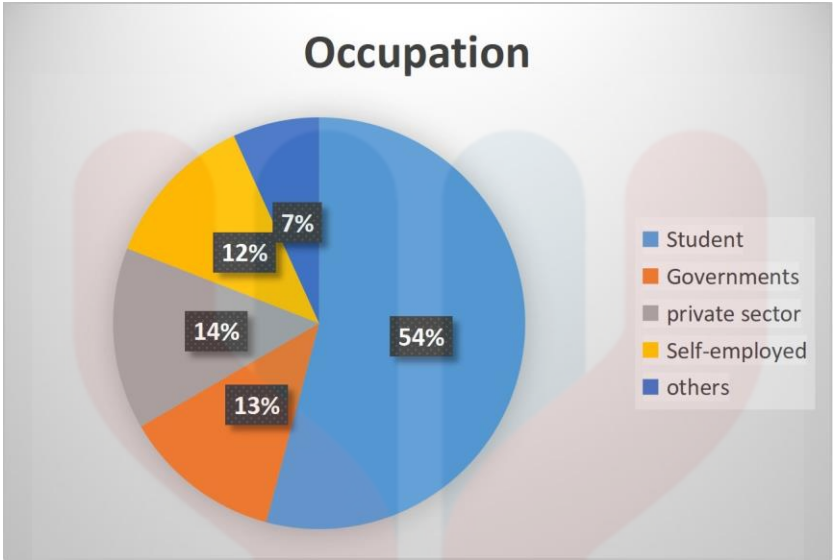
Figure 4.5 Percentage of Respondents by Occupation (n=384)

According to Table 4.5 and Figure 4.5, the study revealed that student made up the majority of respondents, accounting for 33.80 percent of the total 208 respondent. Respondents from the private sector accounted for 14.3 percent of the total, with 55 responses. Following that 12.3 percent or 47 responses, worked as self-employed. Furthermore, 12.5 percent or 48 responses served in the government sector. Meanwhile, only 6.8 percent or 26 responses worked in other fields.

4.3 RELIABILITY TEST

Reliability is to measure stability and refers to the extent to which a scale produces a consistent result. Internal consistency reliability is typically estimated using a statistic called Cronbach's alpha, the average correlation among all possible pairs of items, adjusting

for the number of items. Which is the average correlation is considered acceptable. According to Meng et al.,(2019), the significance is more than 0.7 is considered acceptable. The test reliability outcome of Cronbach's alpha as shown in Table 4.3.1 below

4.3.1 RESULT OF RELIABILITY TEST (PILOT TEST)

Table 4.6 : Results of reliability Cronbach's Alpha for the variables.

Variables	Number of Items	Cronbach 's Alpha
Tangible	5	0.940
Realibility	5	0.850
Responsivness	5	0.945
Customers Satisfaction In Hotel at Kota Bharu, Kelantan	5	0.911

Table 4.6 shows the Cronbach's Alpha values of the questionnaire were in between range of low acceptance level (0.850) to very high acceptance level (0.945).

A total number of three independent variables has been tested using Cronbach's Alpha. The first and third independent variable that is Food Quality is (7 items; α = 0.940) and Service Quality are found to be high in the strength of correlation (7 items; α = 0.945). Then, the second independence variable which is Price also found the most reliable among all the independence variables (7 items; α = 0.850). Furthermore, the dependent variables, Customer Perceptions found to be highly reliable too (7 items; α = 0.911). Therefore, the result showed the reliability is excellent too. Hereby, it can be concluded that all the variables carried out for this study were good and excellent. Therefore, the data were

considered suitable for further analysis.

4.3.2 RELIABILITY ANALYSIS FOR TANGIBLE

Table 4.7 : Reliability Analysis For Food Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
0.962	5

Table 4.7 shows reliablity analysis for Food Quality. The test reliability outcome of

Cronbach's Alpha coeffient shos the table 4.6, 0.962. Thus, the questionnaire is reliable

and acceptable for the study

4.3.3 RELIABILITY ANALYSIS FOR REALIBILITY

Table 4.8 : Reliability Analysis for the reability

Reliability Statistics	
Cronbach's Alpha	N of Items
0.962	5

Table 4.8 shows the reliability analysis for the price. Cronbach's Alpha coefficient

shows a value of 0.962. Thus, the questionnaire is considered acceptable for the study. There

are shows every respondent is very satisfied with the questionnaire shows many are satisfied

with the cheap tangibles of customer satisfaction in hotel Kota Bharu, Kelantan.

4.3.4 RELIABILITY ANALYSIS FOR THE RESPONSIVNESS

Table 4.9 Reliability Analysis for the Responsivness

Reliability Statistics	
Cronbach's Alpha	N of Items
0.965	5

Table 4.9 shows the reliability analysis for the quality service. Cronbach's Alpha coefficient shows a value of 0.965. Thus, the questionnaire is acceptable and suitable. This is because the respondent answered the questionnaire for the realibility. The difference between our respondents who answered the questionnaire makes the probability estimated as a measure of the reliability.

4.3.5 RELIABILITY ANALYSIS FOR CUSTOMER SATISFATION IN HOTELS AT KOTA BAHRU, KELANTAN

Table 4.10 Reliability Analysis for affect the customer satisfaction in hotel at Kota Bharu, Kelantan

Reliability Statistics	
Cronbach's Alpha	N of Items
0.957	5

Table 4.10 shows reliability analysis for influencing visitors' purchase intention towards Kelantan Cuisine. Cronbach's Alpha coefficient shows a value of 0.957. Thus, the

questionnaire is reliable and acceptable for the study.

In the study setting, before the researcher issued 384 sets of google form. The researcher performed a pilot study with 30 participants. The objective pilot study to examine the achievability of an approach that is intended to be used in a larger-scale study. Technically, the main purpose of the pilot study was to test the validity of the questions and to find out whether the question is reached and understood by the respondent from the questionnaire form. To determine if the questions in this questionnaire reliably measure the same underlying variable

4.4 DESCRIPTIVE ANALYSIS

In this report, descriptive analysis is used to determine the highest mean and standard deviation for each question asked the respondents. The reasearcher would be able to determine which variables result in strongly agreeing and strongly disagreeing respondent as a result of this

4.4.1 MEAN AND STANDARD DEVIATION FOR TANGIBLE

Table 4.11 : Mean and Standard Deviation for tangible (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
The hotel provides clean and comfortable rooms.	384	3.5885	1.37773

The hotel has swimming pool, sauna and health club	384	3.5781	1.38215
The hotel has appealing decorations	384	3.5521	1.34704
The hotel has neat appearance staff	384	3.6380	1.35065
The hotel has courteous and polite to the customers	384	3.5651	1.37715
Valid N (listwise)	384		

Table 4.11 demonstrates the descriptive analysis for tangible. The statisctal mean and standard deviation are shown in the figure. This segment consists of seven questions. The highest mean is 3.6380 for the question " The hotel has neat appearance staff". The hihgest standard deviation is 1.38215 for "The hotel has swimming pool, sauna and health club" while the lowest mean is 3.5521 for the "The hotel has appealing decorations". The lowest standard deviation is 1.35065 for the The hotel has neat appearance staff.

4.4.2 MEAN AND STANDARD DEVIATION FOR RELIABILITY

Table 4.12 : Mean and Standard Deviation for Reliability (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
Staff at the hotel are able to provide service as promised	384	3.8620	1.36889
Staff of the hotel are dependable in handling customers service problem	384	3.7943	1.37940
The hotel keeps customers informed of the performance of sevices	384	3.7917	1.39126

Staff of the hotel keeps confidential records of customers	384	3.8021	1.39091
Staff of the hotel is friendly and helpful for customers	384	3.7214	1.36076
Valid N (listwise)	384		

The descriptive analysis for the price is seen in Table 4.12. The table displays the demographic mean and standard deviation. This segment contains five questions. The highest mean ranking is 3.8620 for "Staff at the hotel are able to provide service as promised" Although the standard deviation "The hotel keeps customers informed of the performance of sevices" is 1.39126. Furthermore, the lowest mean "Staff of the hotel is friendly and helpful for customers is 3.7214" for and the standard deviation is 1.36076 for "Staff of the hotel is friendly and helpful for customers".

Descriptive Statistics			
Item	N	Mean	Std. Deviation
Staff at the hotel are ready to responds to customer request	384	3.6797	1.38963
Staff at the hotel are always willing to help customers	384	3.6276	1.35745
Staff at the hotel has some knowledge to provide to the guest	384	3.6458	1.35754
Staff at the hotel has flexibility according to guest demand	384	3.6901	1.35203

Staff readliness to respond to customers enquiries	384	3.7396	1.33829
Valid N (listwide)			

4.4.3 MEAN AND STANDARD DEVIATION FOR RESPONSIVENESS

Table 4.13 : Mean and Standard Deviation for Responsiveness (n= 384)

The descriptive analysis for service quality is seen in Table 4.13. The table displays the demographic mean and standard deviation. This segment contains five questions. The highest mean score is 3.7396 for "Staff readliness to respond to customers enquiries" with a standard deviation of 1.38963 for " Staff at the hotel are ready to responds to customer request". The lowest mean is 3.6276 for "Staff at the hotel are always willing to help customers" with a standard deviation is 1.35203 for " Staff at the hotel has flexibility according to guest demand.

4.4.4 MEAN STANDARD DEVIATION FOR FACTOR AFFECTING CUSTOMER SATISFACTION TOWARDS HOTEL IN KOTA BHARU, KELANTAN

Table 4.14 : Mean and Standard Deviation of factor affecting customer satisfaction towards hotel in Kota Bharu, Kelantan (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
I feel satisfied with the service of this hotel	384	3.8646	1.31962

I feel I get more attention from the employees of this hotel	384	3.6250	1.38058
Hotels ensure the safety of their customer by appointing guards in 24 hour inspection.	384	3.8646	1.26920
The guests feel safe and secure in their stay in the hotel	384	3.8698	1.32410
Staff of the hotel have customers best interest at heart	384	3.9062	1.27910
Valid N (listwise)	384		

The descriptive analysis for the factors affecting customer satisfaction towards hotels in Kota Bharu, Kelantan is seen in Table 4.14. The table displayed the demograhic mean and standard deviation. This segment contains five question. The highest mean ranking is 3.9062 for "The staff are courteous and polite to the customers" Although the standard deviation for " I feel I get more attention from the employees of this hotel" is 1.38058. Furthermore, the lowest mean is 3.6250 for " I feel I get more attention from the employees of this hotel" and standard deviation is 1.26920 for "Hotels ensure the safety of their customer by appointing guards in 24 hour inspection.

4.4.5 THE OVERALL DESCRIPTIVE ANALYSIS

Table 4.15 : The Overall Descriptive Analysis (n=384)

Descriptive Statistics			
	N	Mean	Std. Deviation
Tangible	384	3.5818	1.23724

Reliability	384	3.7842	1.23810
Responsiveness	384	3.7894	1.17558
Factor affecting customer satisfaction towards hotel in Kota Bharu, Kelantan	384	3.7894	1.17558

Based on Table 4.15, it shows the descriptive analysis for overall descriptive analysis. The table shows the mean and standard deviation for dependent variable and independent variables. There are 5 questions in every section of these dependent variables and independent variables. The highest mean score for responsiveness is 3.7894 with 1.17558 standard deviation and mean for factor affecting customer satisfaction towards hotel in Kota Bharu, Kelantan is 3.7894 with 1.7558 standard deviation while the lowest mean is 3.5818 with 1.23724 standard deviation for the tangible.

4.5 PEARSON CORRELATION ANALYSIS

Pearson's Correlation Coefficient aims to identify the intensity of mixing and significant relationship between the independent varibales (IVs) and dependent variables (DV). Pearson's correlation coefficients range from -1 to +1 which for the indication of positive or negative correlation. The table of Pearson Correlation is shown below Table 4.16.

Table 4.16 : Table of Pearson Correlation Coefficient

Size of Correlation	Interpretation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

Source : Hinkle, Wiersma and Jurs (2003)

Table 4.17 shows the result of the correlation coefficient among independent variables and dependent variables by using Pearson's Correlation Coefficient.

Table 4.17 : Result of Pearson Correlation Coefficient

		Tangible	Realibility	Responsiveness	Factors that affecting customer satisgaction
Tangible	Pearson Correlation	1	.808**	.788**	.812**

	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Reliability	Pearson Correlation	.808**	1	.796**	.802**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Responsiveness	Pearson Correlation	.788**	.796**	1	.819**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Factors affecting customer satisfaction towards hotel in Kota Bharu, Kelantan	Pearson Correlation	.812**	.802**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

According to the table, all the variables were postive correlated

4.5.1 TANGIBLE (IV 1)

There is a significant, strong and positive correlation between tangible and factors affecting customer satisfaction towards hotel in Kota Bharu, Kelantan. The relationship between the variables is 0.774 which is the relatively strong relationship between the IV and DV.

4.5.2 REALIBIITY (IV 2)

There is a significant, strong and positive correlation between price and factors affecting customer satisfaction toward in hotel Kota Bharu, Kelantan. The relationship between the variables is 0.880 which is the relatively strong relationship between the IV and DV.

4.5.3 RESPONSIVENESS (IV 3)

There is a significant, strong and positive correlation between service quality and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. The relationship between the variables 0.706 which is the relatively strong relationship between the IV and DV

4.6 FRAMEWORK ANALYSIS

4.6.1 TANGIBLE

H1 : There is a significant relationship between tangible with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

The research has tested between the dependent variables and independent variables. Firstly, the result of correlation analysis has been shown in Table 4.2 for the relationship between tangible with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. There

was a pearson correlation of about 1, r-value was positive indicating a postive linear correlation was high. Therfore, the researcher can conclude that it was a significant relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

4.6.2 REALIBILITY

H2 : There is a significant relationship between realibility with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

The research has tested between the dependent variables and independent variables. Firstly, the result of correlation analysis has been shown in Table 4.2 for the relationship between realibility with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. There was a pearson correlation of about 1, r-value was positive indicating a postive linear correlation was high. Therfore, the researcher can conclude that it was a significant relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. There was a pearson correlation of about 0.880, r-value was positive indicating linear correlation was high and the p-value 0.54. Therfore, the researcher can conclude that there was a significant relationship between the realibility with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

4.6.3 RESPONSIVNESS

H2 : There is a significant relationship between responsivness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

The research has tested between the dependent variables and independent variables. Firstly, the result of correlation analysis has been shown in Table 4.2 for the relationship between responsivness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. There was a pearson correlation of about 1, r-value was positive indicating a postive linear correlation was high. Therfore, the researcher can conclude that it was a significant relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. There was a pearson correlation of about 0.706, r-value was positive indicating linear correlation was high and the p-value 0.517. Therfore, the researcher can conclude that there was a significant relationship between the responsivness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

4.7 SUMMARY

In conclusion, chapter 4 is about describing the results of frequency analysis, descrptive analysis, reliability analysis test and the discussion based on research objectives. The independent variables were found to be statiscally significant and have a positive linear correlation. Moreover, all the hypothesis which is H1: There is a significant relationship between tangible with factors affecting customer satisfaction towards hotel in Kota Bharu, Kelantan, H2 : There is a significant relationship between the reliability with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan, H3 : There is a significant relationship between responsivness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. Finally, all the results of this study are very encourging and all the research questions have been answered by the respondent through these findings and results.

CHAPTER 5

RECOMMENDATION AND CONCLUSION

5.1 INTRODUCTION

This chapter summarizes key findings based on the result discussed in the previous chapter. This study's main hypothesis is to focus on customer satisfaction towards hotel in Kota Bharu, Kelantan. Based on discussions, the hypothesis is made to solve the questions as mentioned earlier in the first chapter of this study. This chapter includes a summary of findings, limitattions and recommendations for the future research and conclusion.

5.2 RECAPITULATION OF THE FINDINGS

This section summarizes the results in Chapter 4, which were focused on the research objectives, research question and hypothesis for this analysis, which were stated in Section 1.2,1,3 and 2.3 in Chapters 1 and 2.

5.2.1 THERE IS A SIGNIFICANT RELATONSHIP BETWEEN TANGIBLE WITH FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS IN HOTEL KOTA BHARU, KELANTAN

Research question 1 of this study indicates that the relationship between tangible with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. This is also to answer the first objectives of this researh and hypothesis.

No	Research Objective	Research Question
1	To identify the relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan	Is there any relationship between tangible and customer satisfaction towards in hotel Kota Bharu, Kelantan ?
H1	There is a significant relationship between tangible with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan	

Table 5.1 : Research Question 1 & Objective 1

The result of hypothesis H1 in Chapter 4 was studied to answer the research question one.

H1 proposed that there is a significant relationship between tangible with customer satisfaction

towards in hotel Kota Bharu, Kelantan. From the findings, it showed that there is a very high positive relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan with a correlation coefficient of 1. The correlation between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan has a positive relationship as the *p*-value is 0.516. Thus, H1 is supported. This indicates that visitors purchase customer satisfaction towards in hotel Kota Bharu, Kelantan has a very high satisfaction by the tangible.

According to recent studies by Ali and Gardi (2021), tangible is the most influence customer satisfaction in hotel industries. Aside from that, it was investigated as a more effcient and legitimate consumer input in terms of industry. As a result, purchasing intent in the market is regarded as critical in deciding the performance of any sector.

As a result, this research objective, which is the to identify the relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan is achieved. While the research question " Is there any relationship between tangible and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan?" was also answered through this research.

5.2.2 THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN REALIBILITY WITH CUSTOMER SATISFACTION TOWARDS IN HOTEL KOTA BHARU, KELANTAN

Research question 3 of this study indicates that the relationship between responsivness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. This is also to answer the first objectives of this researh and hypothesis.

No	Research Objective	Research Question
3	To identify the relationship between responsivness and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan	Is there any relationship between responsivness and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan ?
H3	There is a significant relationship between responsiveness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan	

Table 5.2 : Research Question 3 & Objective 3

The results of hypothesis H3 in Chapter 4 were studied to answer the research question. H3 proposed that there is a significant relationship between responsivness with factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. From the findings, it showed that there is a very high positive relationship between responsivness and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan with a correlation coefficient of 0.706. The correlation responsivness and factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan has a positive satisfaction as the p-value is 0.517. Thus, H3 is supported from previous study.

5.3 LIMITATION OF STUDY

According to Price et.,al (2004), study limitations are design or methodological features that influence or impact the interpretation of findings from your research. These are constraints on generalizations, applications to training, and or utility of findings that are the result of which you choose to design a method study initially where it is used to

78

determine the validity of internal and external aspects resulting from unexpected challenges during the study.

Although many efforts have been made to ensure the effectiveness in conducting this study, there are still some limitations that can be highlighted and become obstacles for this study. Therefore, it is important to know and learn from these limitations in order to continue to improve the quality of the research.

As should know, this study is about the factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan. The limitation faced by this study is that the data collection process can be influenced by the length of data collection. In this study, the duration for collecting data more than is scheduled. As a result, the process of data analysis takes longer.

In addition, one of the problems is entering data into SPSS because the google form platform is used to distribute the questionnaires. Not everyone is willing to take their time to fill out a questionnaire. As a constraint, more than 150 questionnaire forms had to be distributed to obtain valid results. While there are some limitations that need to be addressed, they do not affect this overall research. That limitation could be a trigger for future researchers to produce better research studies in the future.

5.4 RECOMMENDATION

There are several directions that can be taken by future researchers relevant to the factors affecting customer satisfaction towards in hotel Kota Bharu, Kelantan.

First, Future researchers can expand the study area. For example, future

researchers can review this research topic on customer satisfaction based on tangible, realibility and responsiveness our service quality. Future researchers should conduct research on the customer satisfaction that affecting customer between tangible, realibility and responsiveness .This research will get exciting, and the future researcher can find out the main factors of hospitality students of the university of malaysia kelantan choosing fast food.

Further, for the future research regarding this topic is highly recommended to maintain the use of quantitative methods rather than the qualitative method to collect data from respondents. It was convenience and consumed less time during data collection. For this research, data were collected using an online questionnaire form and distributed to the targeted respondents. The Quantitative method allows the researcher to test for hypotheses, identify the cause and effect of the variable, and collect larger or random respondents. Therefore, future research is advised to use this method as the outcomes can be clearly shown through the data gathered. Meanwhile, the results would be more relevant, reliable and generalizable to a larger population.

Finally, the results of this study have know the customer satisfaction. The practical implications discussed in this section are that by identifying parents as a key influential reference group related to tangible, realibility and responsiveness. This can increase the ability of parents to have a positive impact on the health of current and future adolescents. So, further research needs to be organized to focus on other factors influencing customer satisfaction in this research topic, which focuses on service quality in towards hotel in Kota Bharu Kelantan.

5.5 SUMMARY

In this chapter, the researchers make a conclusion of the study based on the research objectives which show in chapter 1. The implication of the study is also discussed in this chapter which is about the impact of this research study. Besides, the researchers discussed the limitations of the study and made several recommendations to improve the research.

In conclusion, at the beginning of the study, the result of the study has shown the factors affecting customer satisfaction towards hotel in Kota Bharu, Kelantan by all the independent variables, such as tangible, realibility, responsiveness. The researcher has collected data of 384 Another 30 respondents for the pilot test. The researchers' input gathered from the pilot test will help figure out the issues that exist with the questionnaire. Reliability measurement was also used in this study. Hence, before the researchers circulated them to the study population, the questionnaire was checked. After these 30 respondents returned the questionnaires, errors and misleading facts and issues were fixed once. Researchers are also doing pilot tests after they run the normality test.

To conclude, the findings for this study are positive for the entire independent variable and variable, which means that test results for more research and learning are appropriate, accurate and substantial.

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