



**FACTORS THAT INFLUENCE CUSTOMER  
SATISFACTION IN  
3-STAR HOTELS IN KELANTAN**

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## ABSTRACT

A large range of service-related industries recognise as the "hospitality industry" includes housing, food and beverage services, event organizing, theme parks, travel agencies, tourism, hotels, restaurants, and bars. In the context of hospitality terms, accommodation is a building or place that us available for certain people, things, and activities. The accommodation such as hotels main to provides space and room for someone to stay, live, or work in. In this study, the researcher examines the factors that influence customer satisfaction in 3-star hotels in Kelantan. Besides, this research is ti study the relationship between service quality and customer satisfaction. In conducting this research, a survey was conducted by using questionnaires through google form, involving 384 respondents of travelers in Malaysia. A Descriptive, Reliability, and Inferential analysis were used to analyze data obtained. Findings revealed that three variables are significantly related to customer satisfaction. This research can provide suggestions and enlightenment for future research.

**Keyword:** *Hospitality industry, Hotels, Customer Satisfaction*

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## ABSTRAK

Industri hospitaliti ialah kategori luas bidang dalam industri perkhidmatan yang termasuk penginapan, perkhidmatan makanan dan minuman, perancangan acara, taman tema, agensi pelancongan, pelancongan, hotel, restoran dan bar. Dalam konteks istilah hospitaliti, penginapan ialah bangunan atau tempat yang kami sediakan untuk orang, benda dan aktiviti tertentu. Penginapan seperti hotel utama menyediakan ruang dan ruang untuk seseorang menginap, tinggal, atau bekerja. Dalam kajian ini, pengkaji mengkaji faktor-faktor yang mempengaruhi kepuasan pelanggan di hotel bertaraf 3 bintang di Kelantan. Selain itu, kajian ini bertujuan untuk mengkaji hubungan antara kualiti perkhidmatan dengan kepuasan pelanggan. Dalam menjalankan penyelidikan ini, satu tinjauan telah dijalankan dengan menggunakan borang soal selidik melalui google form, melibatkan 384 responden pengembara di Malaysia. Analisis Deskriptif, Kebolehpercayaan, dan Inferensi digunakan untuk menganalisis data yang diperolehi. Dapatan menunjukkan bahawa tiga pembolehubah mempunyai hubungan yang signifikan dengan kepuasan pelanggan. Penyelidikan ini dapat memberi cadangan dan pencerahan untuk kajian akan datang.

Kata Kunci: Industri Hospitaliti, Penginapan, Kepuasan Pelanggan

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

The chapter will begin by discussing the study's background to introduce the main title's history. Then will be continued subheadings followed by the content. The problem statement, research objective and research question as subheadings will state a clear view of the study's purpose. Lastly, this chapter will be followed by the scope of the study, the significance of the study, the definition of the term, and a summary of the chapter and rounded out by the content.

#### **1.2 BACKGROUND OF STUDY**

Hospitality is a contemporary human interaction that is designed to enhance the mutual well-being of one another (Brotherton and Wood 2000). In the context of the hospitality industry, the term "hospitality industry" describes a wide range of institutions and departments related to accommodation, food and beverage, travel and tourism, meeting and event, and recreation (MA Ferdous, S Mim, 2021).

Accommodation is a building or place that is available for certain people, things, and activities. It can be described as a comfortable space for someone to stay overnight or more. The accommodation provides space and room for someone to stay, live, or work in. Second, the food and beverage industry. The food and beverage industry has long been a significant part of hospitality and the one that is responsible

for serving food and drinks, tidying up, and being in charge of the restaurant account. In the food and beverage sector, there are cafes, cafeterias, fast-food restaurants, delis, food production facilities, etc.

The travel and tourism sector of the hospitality industry can be considered as an indicator of how the other sectors will perform: the more people are encouraged to travel by tourism campaigns and the more frequently they travel, the more other services they will require (SiteMinder, 2023). However, other services from the hospitality industry are from four departments. Meetings and events are crucial in the hospitality industry. This is where a group of like-minded and professional individuals will conduct hotel meetings and corporate events to discuss their objectives for their organization (EHL,2022). The last department for hospitality would be the recreation department. Recreation does not focus its value on services, instead opting for disposable income. Any activity that peoples engage in for pleasure can be categorized under this category that will overlap with other departments. For example, a trip to another country just to attend a concert (SiteMinder, 2023).

The hotel industry is defining a business that involving all sectors which are related to a provision. For instance, accommodation in lodging, food and beverage, and other services provided connect and form the public service. Not only that, the sector of the hospitality industry's travel and tourism sector is a predictor of how the other sectors will perform. On the other hand, hotels are also known as a successful business among tourists or travelers. The hotel industry mainly targeted clients, creating a desirable atmosphere and providing multiple varieties of services and amenities. A hotel is a business which provides lodging. Travelers always depend on hotels to take a rest or for a temporary stay where they can be safe and comfortable. Most hotel rooms provide services such as short stays and family vacations in which

the hotels are fully equipped with beds, bathrooms, linen, and some basic features such as television, phone etc. There are many facilities and services in the hotels. For example, a 1-star hotel has a small and limited range of facilities, a 2-star hotel provides medium-sized and has more facilities compared to 1-star hotels, 3-star hotels usually have a higher size of support staffing levels with greater quality, 4-star hotels is the expectation at level that included degree of luxury as well furnishing, decor and types of equipment and 5-star hotels are luxurious accommodation with the best international standards.

Hotels in Kelantan are provided with extra health and safety measures. For example, hotels such as “The Grand Renai”, “Perdana Kota Bharu”, “Tanjong Inn”, “OYO 90274” “Wadi Isfa Inn” etc. These kinds of hotels are recommended as the best hotel in Kelantan (Tripadvisor,2014). Thus, this research mainly focused on 3-star hotels. 3-star hotels provide the average quality among hotels. Their priorities are comfort and services. In addition to this, 3-star hotels are an upgrade over 1-star hotels and 2-star hotels. This means the 3-star hotels offered more spacious rooms with good quality amenities. Not only that, but 3-star hotels also provide multiple rooms with variable room service. Among these 3-star hotels have on-site restaurants, pools, fitness centres and lobbies which are well-designed while the other 3-star hotels in Kelantan also provide conference and meeting facilities for business groups (Hasa,2017).

Customer expectation refers to the thoughts and feelings that a customer has. The feelings of customers are required from a product or service they received (Parasuraman et al., 2018). According to Esther & Bambale (2016), During the strategic planning phase, it is usual for questions to develop regarding the target audience for the services, their location, their willingness to pay for the service, how

to contact them, and their likelihood of being satisfied with the services offered? After taking these features of its prospective customers into consideration, the business can develop the necessary product, perform market segmentation, and increase customer awareness (Esther & Bambale, 2016). The level of customer satisfaction is measured by the expectation that the services are provided for the guests in 3-star hotels (Holmes et al., 2008, p.28). Customer or customer satisfaction is an ill-defined notion, and the actual manifestation of the state of satisfaction varies from person to person or from service to service (Bluestein et al., 2003). Therefore, the customer's expectations of hotels are competent services, friendly nature staff, essential courtesies, professional services etc. It is basically customer satisfaction that will be shown if the customers repeat their visitation if they met their expectations based on the above.

Being satisfied is the main objective of every customer while making a purchase of a commodity or service. In the modern marketplace, attracting customers necessitates not just offering the essential things but also fostering relationships with them (Fida et al., 2020). Here, providing better services to rivals is necessary to preserve a strong relationship with customers. Understanding how satisfied someone is necessitates getting their input. Fida et al. (2020) cite the fact that customers are more likely to be satisfied when services are of the greatest caliber. Any business must have service quality management programs in place to succeed. These programs aim to raise the caliber of products and marketing strategies. This factor exists because a product's quality has a direct bearing on how well it sells (Danish, 2018; Farooq & Salam, 2018). This begs the question of whether the quality of the product or the quality of the service has a greater impact on customer satisfaction.

### 1.3 PROBLEM STATEMENT

Every successful organization, especially those in the hospitality sector, places a high priority on customer happiness. In that regard, every company should try to create a positive relationship with its clients in order to foster loyalty and so boost profitability. However, a lot of hotel managers struggle to please their clients, which leads to high levels of client dissatisfaction. By understanding client demands and applying that knowledge to boost satisfaction, the issue can be resolved.

Hotels are one of the industries which serve guests and tourists. There are many types of rating hotels which are 1 to 5-star hotels. Each hotel provides its services based on its ratings. It is well acknowledged that when guests are content with their hotel experience, the satisfied guests tend to be less price sensitive, less influenced by rivals' offers, and would stay at the hotel longer than the unsatisfied customers. In Kelantan, hotels are the most important industry due to the rising development in the area. Chairman of the committee for Kelantan Community Unity, Culture, Heritage, and Tourism Major (Rtd), Datuk Md Anizam Ab Rahman stated that: "Kelantan will aim for 800,000 and 1 million tourists to be welcome" (Sharifah, 2022). Because of this fact, the concern about customer satisfaction in Kelantan has risen due to the number of complaints around TripAdvisor for hotels in Kelantan.

In maintaining the customer loyalty relationship among hotel and hotelier, it is essential to build a strong positive relationship among them. One of the finest strategies to keep a happy customer is to always make sure the services are meeting their needs. According to Farooq & Salam, (2018), this feature can be attained by responding to questions like "Has there been a change in customer spending habits?" Is the business doing better than its competitors? Organisations should constantly strive to be the top choice among customers because of the increasing number of competitors.

According to a review of a 5-star hotel which is Perdana Kota Bharu, the reviewer 2022 gave the hotel a 2-star rating to them due to reasons such as the ambiance and structure of the room does not suit the ambiance of a 5-star hotel. The reviewer mentions the room was dingy and furnished very shabbily with old wooden furniture (TripAdvisor, 2022). According to a study by Steffy (1990), customer happiness is possible in hotel settings when lighting is designed to mix in with furnishings, accents, and the pleasant scent that guests detect. However, when the hotel environment's odor or illumination are not in harmony with other room components, this might make guests unhappy or have an adverse effect on their willingness to return. This has led the researchers to the statement of whether the ambiance will affect customer satisfaction with its service quality or whether it is just a gimmick.

Moreover, the customers face the problem of whether to stay in three-star hotels. This is due to some hotels claiming to be three-star hotels but unfortunately, the products and services offered are lower than the expected three-star hotels levels, Briggs et al, (2014) noted major inconsistencies in service quality performances across the sector in both high- and low-ranking hotels. The lack of a human touch and how employees handle customer issues are what distinguish good service from mediocre service. Tsang and Qu (2015) found that the leaders overestimated the level of service provided compared to visitors' perceptions of service quality, and hotel industry assessments of service quality were consistently below tourists' expectations. Along similar lines. It should be emphasized that several studies on hotel service quality are still being conducted in various parts of the world.

A reviewer of Ibis Styles Kota Bharu, a 3-star hotel has complimented the hotel by saying the quality exceeds the price recently (Booking, 2022). This is the reason why in the Kelantan area, the hotels would be competing with one another to put on suitable



prices for each room. The price of the rooms is also being questioned, affecting the customers' expectations of service quality. The higher the price the customer pay, the higher the expectation of the customer's needs. This situation is normally related to the pricing that the hotel had established is based on internal costs (Danziger, 2006). Customers were willing to pay more for exceptional meetings when they learned of rare and intimate interactions with specific brands of goods (Ali, 2014). However, is it necessary to lower the price of a room to compete with other hotels in order to appeal to the guests when we already know that the service provided is the best quality.

The location of a hotel also counts in building a hotel. Hotels will decide to situate nearby another hotel with comparable features to profit from the external economies of all businesses operating in the same location (Adam, Mensah, 2014). The 3-star hotel has been mentioned earlier, Ibis Styles Hotel Kota Bharu is 1.5 km from tourist spots such as the Handicraft Village and Craft Museum. The hotel is located exactly in the strategic location at the centre of Kota Bharu. In an interview with a reporter from a U.S. economics journal, Conrad N. Hilton, the previous owner of Hilton hotels, emphasized that location is the top, second, and third most crucial aspect for a hotel's success (Park and Min, 2012). Therefore, the research is mainly focused on customer satisfaction on the elements of service quality which are the ambiance, price, and location of the hotel in Kelantan.

#### **1.4 RESEARCH OBJECTIVE**

1. To examine the relationship between price and customer satisfaction in 3-Star hotels in Kelantan.
2. To examine the relationship between ambiance and customer satisfaction in 3-Star hotels in Kelantan.

3. To examine the relationship between location and customer satisfaction in 3-Star hotels in Kelantan.

## **1.5 RESEARCH QUESTIONS**

To acquire the research objectives, the following research questions are formulated:

1. Does the price influence customer satisfaction in 3-Star hotels in Kelantan?
2. Does the ambiance influence customer satisfaction in 3-Star hotels in Kelantan?
3. Does the location influence customer satisfaction in 3-Star hotels in Kelantan?

## **1.6 SIGNIFICANCE OF THE STUDY**

**The result of the findings would be of immense value the following.**

### **1. Practical**

#### **1.6.1 Hotel Entrepreneur**

A hotel entrepreneur is a person that manages hotel operations and oversees the aspects from the hotel workers to the guests. This study will help in finding out the specific information on what the hotel guests are dissatisfied with the hotel and will plan ahead and fix what they lack thereof.

#### **1.6.2 Customer**

A customer is the most significant factor because they would be the ones

to buy a firm's product or service. It is the business's job to fulfil the customer's needs and demands. This study will help customers in a ways to receive a better service provided by the hotel side. This is due to them improving what they have lack of while back and now learning to take care of their customers better.

## **2. Academic**

### **1.6.3 Researcher**

A researcher is a person that carries out research-based papers. They would be the ones to contribute to society by giving out their ideas and analyzing information. The study will help them in utilizing the content of the study effectively by gathering recommendations and experience. There would also be high dissemination of knowledge among them.

## **1.7 DEFINITION OF TERMS**

### **1.7.1 Customer**

A person who purchases goods or services from a business is referred to as a customer (Kenton, 2021). Customers are an important part of a business's survival as they are the ones that provide revenue. It is the business's job to fulfil the customer's needs and demands. This study will help hotels in improving customer satisfaction and in return while the customer would feel that their needs are being taken care of. This research will help to increase the likelihood of customers continuing to do business with hotels.

### 1.7.2 Customer Satisfaction

Customer satisfaction refers to the degree of measuring that determines how well the hotel is doing in giving services to its customers (Szyndlar, 2022). Both high level and low-level customers are important in finding flaws in an operation of service. By addressing the concerns and needs of their customers, hotels in Kelantan can increase customer satisfaction and produce loyal customers.

Customer satisfaction in hotels can be measured by how happy the guests are after receiving service from hotels. Customer satisfaction will result in repeat customers, a desire to return, and possibly more hotel guests in the future (Faizurrahman and Syaquirah, 2013). It depends on three Q's: Quality, Quantity and Quickness. The success of a hospitality business is primarily affected by its level of customer satisfaction. Customers may return if the service they are receiving meets their expectations, which leads to an increase in sales.

### 1.7.3 Hotels

A hotel is a company or a business entity that is meant to provide lodgings, meals, and other various personal services, and facilities. The establishment's facilities are intended for travelers that will stay and others who only use them for facility purposes only. The hotel in Kelantan will manage to find specific information on what consumers are dissatisfied with the hotel and will plan ahead to overcome the situation accordingly.

#### **1.7.4 Ambiance**

The ambiance of a hotel is important in customers' experiences; it will form an impression of a hotel among the customers. Not only that, but the impression can also be positive or negative and it will intimately have an impact on the hotel. The ambiance can be significant as the character of the staff, the mood that is created while visiting the hotel, and the atmosphere of the hotel (Kelechi Okeke,2017). If the hotel has an ambiance that makes the customers uncomfortable or unpleasant, the customers will never return to the hotel. Thus, a pleasing and welcoming ambiance will bring positive thoughts and make the customer revisit the hotel.

#### **1.7.5 Location**

The good location of the hotel will bring more tourists and customers satisfaction in saving their time and money. In addition to this, customers can overcome obstacles or issues with a suitable location, such as a variety of shopping (Ullah et al.,2019). By contrast, hotels are located in bad locations such as insecure locations. This will bring dissatisfaction to the customers. In addition, they are scared to stay at the hotels if the hotel's locations are not strategic. Thus, customer satisfaction normally is based on the location of the hotel (Chang and Wong,2006; Lee et al.,2010; Shoval et al.,2011).

## 1.8 SUMMARY

This chapter covers discussions of the study's background, the problem statement, the research aims and questions, the importance of the study, and the definition of words. In this chapter, the researcher can find out more factors related to customer satisfaction towards service quality in hotels in Kelantan area. This study will keep continuing in chapter 2, which will be discussed the introduction, literature review, hypothesis, and the conceptual framework.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter's introduction aims to explore Kelantan, hotels in Kelantan's customer satisfaction rates. The opening of this chapter will cover the study's history before introducing the history of the headline. A review of the literature, hypotheses and a conceptual framework will follow (diagrams and discussion). This chapter will conclude with a summary of the chapter's contents.

#### **2.2 LITERATURE REVIEW**

##### **2.2.1 Customer Satisfaction**

"Customer satisfaction" is the study of apparent differences between prior expectations and the product's actual performance (Tse and Wilton,1998, Oliver,1999). It is a subjective, ethereal, and complex idea that combines how satisfied and thrilled customers are with the goods and services offered by the company. According to some experts, a company's ability to compete and succeed depends largely on how satisfied its customers are with its goods and services (Henning- Thurau&Klee,1997). The way a customer assesses continuing performance is through customer satisfaction (Gustafsson, Johnson, et al.,2005). Customer satisfaction refers to how a customer feels about their degree of satisfaction and how they react to that level of pleasure (Kim, Park, et al.,2004). In the current business climate, it is essential for a service provider to be able to deliver a high level of satisfaction by differentiating the products and forging strong bonds with customers (Deng et al.,2009). In addition to this, customer satisfaction is also determined

by how management and operators treat them. If the management treats them well, then they will be fully satisfied with their services. If they fail to treat them well, then the customers will never visit their outlets. For instance, the staff treats an organization of people as fulfilling their wishes, desires, needs, or even expectations. Thus, the organization will welcome high expectations, a reputation, and a good image for them. In addition to this, the customers express their satisfaction by rating the hotels or outlet's app and promoting it on social media. For example, if a person makes a reservation in a hotel in Kelantan and the management provides excellent services to the customer, the customer will add more stars to the application or post reviews on social media about the excellent service provided by the hotel such as service satisfactory, hotel's hygiene, etc. Customers will then recommend that other customers visit the hotel.

Customer satisfaction enhances customers' dependability for a single telecommunications provider. Among the telecommunication provided, customer satisfaction can overcome the brands by building a long and profitable relationship with their customers (Eshghi et al., 2007). Although it is costly to acquire happy and loyal customers, doing so would ultimately be beneficial for a business (Anderson et al., 2004). To please their customers, a company should prioritise raising the calibre of its offerings while maintaining competitive pricing (Gustafsson et al., 2005). This will help the business keep its clients. It is a well-known fact that more than any other factor, a company's ability to keep customers happy depends on the services it offers and the price it charges (Turel et al. 2006). Customer engagement is crucial because it raises the satisfaction level when a customer views a product as significant and takes the time to research it (Russell- Bennett et al., 2007). Customer satisfaction may have an effect on the impacted firm in a number of ways, including a customer's desire to pay more for a specific brand and repeat business. Any business that is unable to serve customers



successfully will strengthen the competitor's risks of losing market share, customers, and investment (Anderson et al., 2004).

### 2.2.2 Service Quality

**An insufficient and unclear concept, quality.** A product's or service's quality can be assessed based on how well it guarantees total customer satisfaction and how well it is used. According to previous studies, customer service is a set of activities that includes ways to assist consumers, handle complaints promptly, make it simple to file complaints and provide a welcoming environment for authorizing complaints. And service quality is the conclusion of a process of evaluation wherein a client contrasts their expectations with their impressions of the service delivery process and its results. According to Kim, Park, and Jeong, 2004: "Customer service is a set of actions that includes methods for providing support to customers, processing complaints quickly, making it simple to file complaints, and providing a friendly environment for filing complaints." In addition to phone services, the development of mobile networks offers telecom service providers opportunities to offer content that is either self-produced by the provider or offered through a strategic partnership with the provider (Kuo et al., 2009). For both social and economic goals, telecom service providers should take priority in improving customer service. From a social standpoint, customers should receive services under appropriate circumstances. In terms of economics, services should meet the needs of customers (Turel and Serenko, 2006; Melody, 1997).

While some experts insist that customer satisfaction comes first, others make the opposite case. However, opinions by Othman et al. (2019) and Fida et al. (2020) be sure to underline that "service quality" comes before "customer satisfaction." This component advises that a company should improve its offerings prior to focusing on customer

happiness and positive evaluations. According to Al-Tit (2015), it is accepted that there is a clear link between customer satisfaction and service quality. Despite Danish (2018) contends that service quality influences customer satisfaction even when it is not a direct cause of it. On the other hand, Zameer et al. (2015) contends that the direct increase in customer satisfaction results from a maximum sense of service quality.

To improve customer happiness, telecom service providers must closely check the quality of their customer services. How well a customer feels a brand serviced him is used to measure customer satisfaction (Gustafsson et al., 2005). However, the study of Ahn, Han, and Lee (2006) exemplifies how customers start looking for different brands when their problems are not adequately resolved. The two reasons why it occurs are either the customer service personnel are unable to adequately manage the issues or the customers are unable to do so. Customers lose trust in a brand when telecom firms take a long time to fix problems with network coverage or call quality because they were not kept waiting for very long (Ahn et al., 2006).

First, after committing to a firm, customers of traditional services frequently learn about the quality of the service. There is relatively little engagement between the customer and the service provider because there is no face-to-face human interaction present in the setting. However, when it comes to telecommunications, verbal or nonverbal cues are not sufficient to establish service changes. Consequently, the design of telecom services is essential to providing service and delighting clients. As a result, the design of telecom services is critical to providing service and satisfying customers. According to Ishikwa, fulfilment of quality components, such as selling points and product features, like simplicity of use and outstanding design, that set it apart from the offers of rival companies, positively impacts consumer satisfaction (Saxena, 2017).

Second, hotels in Kelantan provide many services that satisfy their customers'

needs. Hotels in Kelantan have provided customers with call-in service, where the customer can contact the hotel's receptionist and order food or anything else that they need. This call-in service has fully fulfilled their expectations. For example, customers can make calls to the reception counter if they need to change or clean their room. In addition, they offer card entry, which allows them to enter their booked room using a card, just like in a 5-star or luxury hotel. This would make them feel wealthy through their service. Thus, these kinds of services will increase their satisfaction and fulfil their expectations, which feel the same as luxury hotel services. In order to consistently improve a customer's experience and satisfaction in a cutthroat business-like telecom, delivering quality to customers is an advantage in the competitive marketplace. Simply said, many clients are either moderately satisfied or moderately dissatisfied (Schneider and Bowen, 1999). The level of the transaction or encounter and overall total satisfaction are the two levels at which satisfaction can be evaluated (Bitner and Hubbert, 1994).

The customer's evaluations of the service's quality don't appear to be the only factor affecting their level of satisfaction (Cronin and Taylor, 1992). And Spreng and Mockey (1996). Who do research to integrate the literature on service quality and customer satisfaction also support the idea that service quality sets the stage for customer satisfaction. More recently, the relationship between a precedent of service satisfaction has been treated as the key customer satisfaction and service quality differ significantly in that quality pertains to the standards and delivery of the service, whereas satisfaction represents what the customer expects from that service.

To conclude, hotels in Kelantan provide many services that satisfy their customers' needs. This is because they provide a call-in service, where the customer can contact the hotel's receptionist and order food or anything else that they need. In addition, they offer card entry, which allows them to enter their booked room using a card, just like

in a 5-star or luxury hotel. These kinds of services will increase their satisfaction and fulfil their expectations, which feel the same as luxury hotel services.

### **2.2.3 Price**

Price is the total of all the values that customers are willing to forgo in exchange for the advantages of a good or service. It could also mean the entire number of supplies or money required to purchase a particular combination of one object plus associated services. According to Kotler and Armstrong (2010), Price is the total of what consumers are willing to pay for the benefits of owning or using a good or service while Stanton, Michael, and Bruce (1994) argues that price is the amount of money or other resources needed to buy a specific mix of one product and its ancillary services is referred to as the price. It can also be the amount of money charged for a good or service. Customer evaluations of whether a seller's price is fair or reasonable are referred to as price fairness (Xia et al., 2004; Kukar-Kinney, Xia and Monroe, 2007). Pricing is an important consideration when assessing satisfaction. It results from reasonable prices encouraging customer loyalty and enjoyment. It was found that while the impression of price equity has an indirect effect on customer satisfaction, customer pricing perceptions have a direct effect. However, satisfaction is significantly impacted by the price alone.

Pricing is an important consideration when assessing satisfaction. Pricing encourages customer loyalty and enjoyment. According to the prior study, a customer's choice to accept a certain price has been demonstrated to have an impact on both their level of happiness and loyalty, both directly and indirectly (Martin-Consuegra, Molin, and Esteban, 2007). According to Herrmann et al., (2007) , it was discovered that customer happiness is directly impacted by pricing views while indirectly impacted by perceptions of price justice. It's because the price itself has an effect on contentment.

However, consumers are not always price sensitive, brand decisions can occasionally be impacted by brand loyalty, and telecoms services are similar to undifferentiated products. This is the reason some clients continue to do business with long-established monopolists. (Lommeruda and Sorgard, 2003). Another basis for pricing views contends that one party shouldn't profit at the expense of another. When a company uses higher consumers, consumers will feel taken advantage of and hence regard the pricing as unjust if a business leverages increased (Herrmann et al., 2007).

Satisfaction of customers has highly positively correlated with fairness perceptions. In order to satisfy, Oliver and Swan (1989a, b) discovered that consumers' perceptions of fairness were influenced by a supplier's commitment and the value of the products and services in relation to the cost. Price perception influences the consumer's overall satisfaction directly and indirectly. Al-Msallam (2015) judges that customers always judge the worth of a service by its price, hence price plays a significant part in increasing consumer happiness. Campbell (1999) revealed that pricing fairness strongly affects brand image as a result, and as a result, perceived price injustice may lead to unfavorable behaviors like switching brands and word of mouth. Rothenberger (2015) also suggested that consumers' complaints, decreased repurchasing behaviour, poor word of mouth, and complaints may be influenced by their negative sense of unjust prices.

#### **2.2.4 Ambiance**

The larger service scape includes ambient conditions, which have been observed to have an impact on customers' pleasure, behavioral intentions, and image. A suitable and comfortable environment has enhanced customer satisfaction by staying in a hotel. Customers' perception of the service or brand is improved by good intentions for the service environment and positive service reviews. Aside from influencing these factors,

ambiance can also impact how various clients with various personalities respond (E, Ebenezer & Akaninyene, 2021). According to Eroglu and Machleit (2001), when it comes to consumer behaviour (or individual traits), a lot of study is conducted at the expense of other behavioural facts. Openness to experience is related to how proactive an individual is in seeking out and appreciating novelty, conscientiousness reflects how likely they are to achieve their goals, extraversion factors show how much and how intensely they interact with others, agreeableness is related to how inclined they are to empathize with others, and neuroticism is related to how likely they are to experience psychological distress (Mowen, 2000).

Several authors have mentioned the environment as a factor that affects how people view the world and respond to it (Baker, 1987; Baker, Berry & Parasuraman, 1988; Russell & Snodgrass, 1987). Ambient conditions can affect humans' five senses. d'Astous (2000) defines ambiance as the term used to describe conditions in the backdrop of an environment that are below the level of immediate consciousness. For example, temperature, lighting, noise, music, and scent. However, these dimensions can occasionally be completely undetectable, and cause affects like gases, toxins, and infrasound (Russell & Snodgrass 1987), especially to the workers who put in extended hours at the office. Moreover, a comfortable ambiance helps to increase customer happiness and ensures good behavior toward the service environment and favorable service reviews. It also improves the consumer's perception of the service or brand. Aside from influencing these factors, ambiance can also have an impact on how various clients with various personalities behave. It is the different environments that might produce a different response by different individuals.

An essential environmental cue in the hotel sector is ambiance (Jani & Han, 2014,

2015). In addition, Jani and Han examined the atmosphere as a moderator that influenced how guests' personalities and hotel evaluations, such as satisfaction, hotel image, and overall loyalty, were related. They understood the value of the hotel atmosphere, indicating that interactions deepened in settings with a friendly milieu. The researcher also identified the importance of ambiance in the hotel industry in which ambiance circumstances can affect enhancing customer loyalty.

A hotel's physical surroundings have a significant impact on how guests perceive the establishment. The surroundings can improve customer happiness while enhancing a hotel's reputation. Additionally, it has been observed that when hotels provide poor service, their guests' unhappiness will be evident. Therefore, to reduce the dissatisfaction among customers in hotels, leaving them satisfied is the key element in continuing the business.

### **2.2.5 Location**

Considering the high expenditures involved in building and purchasing hotels, selecting the ideal location is crucial to a hotel's success (Urtasun and Gutiérrez 2006; Owen and Daskin 1998). This is because in the long-term conditions, the hotel would only be situated in one place and benefit from nearby infrastructure such as the beach and other tourist attractions. Choosing the right strategic location for the hotel is important due to an ideal location is linked to higher demand for accommodations, improved company performance, higher levels of guest satisfaction will overcome a lower failure rate (Xiang and Krawczyk 2016). Once the hotel is constructed, the hotel management's strategic marketing must fit into the target market of the surroundings. When selecting a location for a hotel, it is possible to maintain the business by considering elements such

as the local economic climate, zone regulations, public amenities and services, transit convenience and accessibility, parking facilities, geographic considerations, natural resources, and the area's size (Chou, Hsu, and Chen 2008; Gray and Liguori 1998).

The hotel's location has a big influence on how much its visitors enjoy and gain from their stays (Yang, Mao, and Tang, 2017) After the strategic location of the hotel is identified, the customer that came to the tourist's attraction must chose the hotel based on their travel itinerary. Research on tourism and travelling geography have further acknowledged that hotel location has a substantial influence on visitor movements in accordance with the law of distance decay (Dredge 1999). The neighbouring facilities may affect the factors for customers to choose the hotel. The customers can plan their trip going to the neighbouring facilities. The amount of activity of the customers is predetermined by the location of the hotel. If the hotel were to be in an urban area, the activity of the customer would be frequent but if they were to be located in the rural area, the activity would be lesser. The latter is the case of geographical hindrance. For studying location satisfaction criteria for residential dwellings, a gravity spatial allocation paradigm was presented. Their model states three aspects, accessibility, characteristics of the property site, and neighbourhood effects (Werczberger and Berechman,1988).

Having accessibility to many attraction sites in the area is a pleasure to the customer experience. More accessibility to nearby sites would mean higher customer satisfaction and leads to higher revenues due to the preferences to travel of the customer. It can be confirmed that the defining factors for visitor satisfaction with location are simple access to transportation outlets and tourism attractions (Lee, 2013). If the location of the hotel is not near the arriving point of the customer, the hotel would have to provide another transportation. Or in other case, the customer must find a way for themselves to



reach the destination of their desire. In terms of time and money, it makes economic sense for hotel guests to reduce their transportation expenses and as a result, choosing a hotel location and being satisfied with it depend greatly on accessibility (Yang, Mao and Tang, 2017). Having easier access to the hotel may be an important factor, however the safety of the customers is to be prioritized too. By experience, hotels that received greater ratings are guaranteed to have more efficient in giving safety and security. Even after adjusting for hotel size, age, location, and price range, partial correlation analysis revealed a positive correlation between safety and security scores and the published rates of the hotels. This finding suggests that providing more extensive physical safety and security features is linked to the advertising of a higher rate. (Enz, 2009), Enz also discovered a direct relationship between a hotel's location and its level of safety and security. In terms of safety and security, hotels in cities, suburbs, and airports appear to perform better than those in highway rest areas, resorts, or small metropolitan regions. The safety and security of a hotel's location are important for guests and that is why hotels located in safe neighborhoods or areas with a low crime rate tend to have a better reputation. Conversely, hotels in high-crime or unsafe areas may face challenges in building a positive reputation, as guests prioritize their well-being and peace of mind. Visitors' perceptions of the general degree of safety in central Florida were influenced by their opinions of the security at theme parks, measures of physical security in hotels, the education of hotel staff, and the regular presence of police enforcement in hotels (Milman et al.,1999). By believing that their place of residence is adhering to safety regulations and standards in a safe location could demonstrate that the hotel are concerned and committed to guests security. This quality would be one of the major decision makers for customers to select the right hotel. The researchers have recognized that the location of the hotel made remarks that location of the hotel is important in giving the right service to customers.

## 2.3 HYPOTHESIS

The literature review revealed that independent variables like service quality, perceived value and the relationship based on the construct of trust are the factors affecting the customer satisfaction of hotels in Kelantan. The following is a summary of the study's hypothesis based on the literature review that was mentioned and the research question.

**Hypothesis 1-** There is a relationship between price towards customer satisfaction in 3-Star hotels in Kelantan.

**Hypothesis 2-** There is a relationship between ambiance towards customer satisfaction in 3-Star hotels in Kelantan.

**Hypothesis 3-** There is a relationship between location towards customer satisfaction in 3-Star hotels in Kelantan.

## 2.4 CONCEPTUAL FRAMEWORK

In the conceptual framework, the research model is related to “Customer Satisfaction with Hotel Management Services in Kelantan. This research is related to service quality, perceived value, and trust which will affect customer satisfaction.

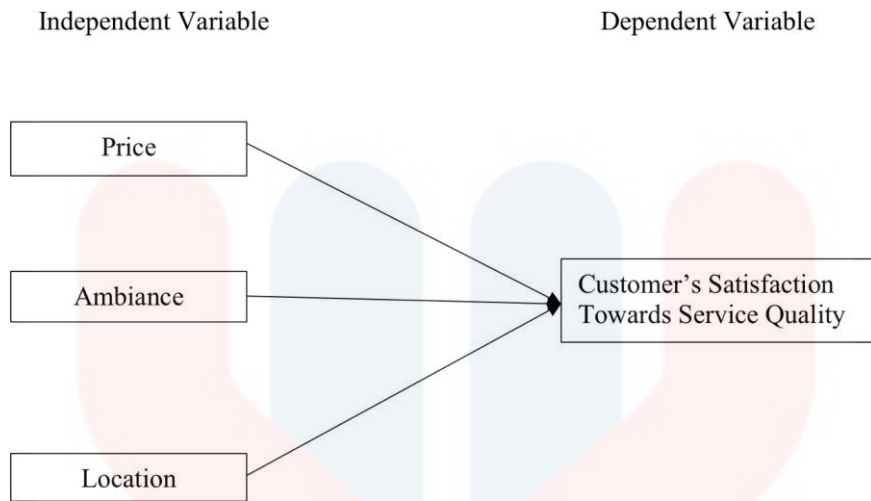


Figure 2.1: Adapted and adopted from Zelthami and Len Berry (1970), E, Ebenezer & Akaninyene, 2021, and Xiang and Krawczyk 2016)

## 2.5 SUMMARY

The degree of guest satisfaction at 3-star hotels in the Kelantan area has been explored in this study. The study's findings indicate that price is the aspect that has the greatest impact on customer satisfaction at 3-star hotels in Kelantan. Ambiance is also a significant component. Guest satisfaction on service quality is essential in defining the aspects that must be considered to achieve a high level of satisfaction, since it is regarded as a critical performance indicator in the hospitality sector, according to the research undertaken by several researchers and academics.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

The study paper's methodology is covered in this chapter. This chapter defines the research methods used to complete the study. The researcher also discusses the methods used to collect, present, and analyse the data and information required to answer the research's goals and questions. When developing the study approach, a research technique refers to a broad environment that includes the target population and the accessibility issues. The significance of the results that will be reached from the inquiry is one of the aspects that will affect the research methodology. The main elements of the research technique include the research strategy, data gathering procedure, sample strategy, fieldwork plan, and study plan.

#### **3.2 RESEARCH DESIGN**

Research design defines as a framework for a researcher's methods and techniques. Researchers can use design to help them develop appropriate research methods for the subject matter and create successful studies. The selection regarding the research approach is crucial in the study design process, which encompasses several related choices. It is because it determines how pertinent information for the study will be obtained. It includes the types of data required to test a hypothesis, collect and interpret data, and evaluate a program. Instead of deliberating about what information is needed to

answer the researcher's queries, the research team can go immediately into their inquiry.

A research design is a strategy for using empirical data to solve a problem. When a researcher establishes a study design, the researcher will decide on the overall goals and methodology. A research design is a blueprint or plan for answering the research question while minimizing variance. According to Dulock (1993): “Answering the research question or testing the research hypothesis is the central goal of all research.”

There are two types of study which are quantitative and qualitative. Quantitative methods are a method for obtaining information about the world based on rigorous, objective, and systematic numerical data. This research strategy is used to define variables and investigate their relationships. A quantitative research design is necessary to draw statistical inferences in order to gather useful information. Thus, a quantitative research design has been applied. Every organization's growth depends on quantitative analysis design approaches. Insight derived from hard numerical data and analysis is extremely useful when making decisions about the company's future. The disparity between the two has significant implications for the character of the conclusions that can be drawn and the types of conclusions that can be designed. Quantitative research, however, uses techniques that are different from qualitative study design. The four types of quantitative designs are descriptive, correlational, quasi-experimental, and experimental. The researcher's control of the level of the variable in the experiment is the main difference between the four types (Fatima, 2019). This study will rely on quantitative research. This is because a quantitative research strategy necessitates the collection of both continuous and discrete numeric data. This study employs quantitative research methodology because it will involve continuous and unique numerical data. Quantitative information is sometimes referred to as the numerical form. Sensors, measurements, counts,

quantification, calculations, estimates, and predictions are some general categories of quantitative data. In this research, researchers will be testing the relationship between price, ambiance, and location (Independent Variable) and customer satisfaction towards service quality (Dependent Variable).

### **3.3 POPULATION**

This study aims to investigate the variables that affect customer satisfaction with regard to service quality in Kelantan's 3-Star hotels. The population that researchers used to collect the data consists of all customers that stay in hotels in Kelantan. The study's focus is on a sizable collection of units called the population, which is a group of units. These units are also the ones from which the sample is drawn (Molusa,1992). A group of objects with one or more traits in common that are important to the researchers constitutes the target population (Best and Kahn, 1986). The population of this study is expected to be Malaysian residents. According to statistics Malaysia, the current population of Malaysia is 33,409,069 as of January 9, 2023, from World meter elaboration of the lasted United Nations data. This research is involving different sectors of customers. As a result, researchers decided to gather primary data utilizing Google Form's online questionnaires. By using Google Form, the respondents can help researchers to share the questionnaire link and distribute it to another platform. Therefore, the researcher can get as more respondents as possible.

### **3.4 SAMPLE SIZE**

The population aspect is referred to as a sample. A sample is a smaller, more concentrated

group of individuals drawn at random from the population the researcher is interested in researching in order to get more knowledge about the world (Kothari,1990). The sample size is the total number of participants, and the participants in the sample are referred to as subjects. Typically, the population decides the sample size. The sample size that we will employ is one of the factors that we need to consider when it comes to the sampling of the study (Krejcie & Morgan, 1970). Sample sizes from groups of people from the regular population are utilised to represent the study's actual population based on the analysis. The sample size is determined by the set of questions used, and large numbers of questions are frequently used to account for respondents' non-responses.

The elements that affect customer satisfaction with service quality in 3-Star hotels in Kelantan make up the sample size for this study. The sample size for a particular population will be established using a table that will be built and shown while the questionnaire is being administered. The population that the researchers found is 33,409,609 for residents in Malaysia. Therefore, the researcher has engaged the sample size which only involved with the residents that lives in Kelantan. Based on the statistic of Malaysia, residents living in the Kelantan area is about 1,792,501 people. However, a number of 384 respondents only will be needed in involving this questionnaire. Based on the sample size of residents in Kelantan has been selected by answering the questionnaire provided. The respondents will need to answer the questionnaire. This action will help the researcher in collecting the information and data from the respondents. Moreover, the respondents also need to answer the questionnaire with the right answer based on what the researcher gave. In the end, the data collection will be used by the research as the necessary data and pinpoint the result.

Figure 3.1: Determining the sample size for population

Source: Krejcie and Morgan 1970

Population Size	Required Sample Size <sup>†</sup>							
	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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### 3.5 SAMPLING METHOD

Sampling is the process by which researchers choose a particular number of observations from a broader population for statistical analysis (Tuovilla, 2020). Sampling is the process of choosing a subset of data from the population, a bigger set of data. A sample is chosen from a portion of the population, and it will be the subject of the study. The sample taken would represent the whole population. The sample would aim to be



made as an inference to describe its overall activity. This research involves two types of sampling processes which is probability sampling and non-probability sampling.

A technique for sampling that uses random selection to select a sample from a population is known as probability sampling. There would be an equal probability for every person in the population to be chosen for the sample. By using this method, the population will represent the entire population. Probability sampling is more useful for conducting quantitative studies because of its random nature. Non-probability sampling is a method of sampling that does not choose the sample randomly from a population. The sample chosen will be biased and based on the researcher's judgment or on some other criteria.

The probability sampling method is chosen to conduct the study, which is simple random sampling. The survey will be handed out to a target of residents who lives in Kelantan area. A survey via Google Form will be shared throughout social media such as WhatsApp by reaching out to any students first that ever had their parents send them out to the university and is staying in a Kelantan hotel.

### **3.6 DATA COLLECTION PROCEDURE**

For this research, the data has been collected through online questionnaires. An online questionnaire will be assigned and distributed randomly to the residents in the Kelantan area. Google forms are distributed via social media such as Whatsapp, Instagram, Facebook, and Email. The estimated time for respondents to answer the questionnaire is about 5 to 10 minutes. The respondents for the survey questionnaire are among the population of people in Kelantan state. The data collection process was undertaken

around one month in the month of April 2023. The process of data gathering was through group teamwork distributed. In the questionnaire, the researcher has highlighted some important points which include the purpose of the study, the objectives of the study, and the confidentiality of each respondent when they answer the questionnaire. The questionnaire was also kept confidential and would be identified. Out of 384 questionnaires were given back and used for analysis. The Statistical Package of Social Sciences (SPSS) was then used to code and key the data in preparation for the analysis stage.

### **3.7 RESEARCH INSTRUMENT**

In this study, a questionnaire was used to collect data and obtain all of the inputs needed to complete the investigation. A questionnaire is a tool for gathering data that asks participants to provide written or verbal responses to a series of questions.

A questionnaire is a way of gathering data in which the respondents react to questions that the researchers have presented. The questionnaire is divided into Parts A, B, and C, which together make up three sections. Due to the discrepancy in the backgrounds or profiles of the respondents, this questionnaire have to be altered and constructed. Thus, the researchers create in both English and Malay, and the questions are composed of straightforward language that the respondents could easily understand.

Most researchers choose this option since it is a straightforward and simple technique to gauge respondents' opinions. In addition, this kind of research is typically easier for the researcher to oversee and less expensive than other methods. It consists of three sections in the questionnaire. The demography section is the subject of Part A which consists of demographic questions. As section B contains questions that are connected to

the independent factors, such as price, ambiance, and location while section C is concerned with the dependent variable, customer satisfaction about service quality. Multiple choice is used in Section A of the questionnaire while a Likert scale is used in Sections B and C.

### 3.7.1 Questions used in Section (A) of the Questionnaire

In section A, the question focuses on the respondent's demographic section. It will consist of gender, race, age, etc. Therefore, the researcher will provide multiple choice for the respondents, where the respondent only needs to select the answer listed as the example below:

Table 3.2: Demographic Factors

Items	Measures
Gender	Male Female
Race	Malay Chinese Indian Others
Age	Less than 20 year old 21-30 year old 31-40 year old 41-50 year old 51 year old and above
Marital Status	Single Married Divorce
Occupation	Student Employed Unemployed Retired
How often do you stays in hotel in Kelantan	Less than 1 time 2 times 3 times More than 3 times

### 3.7.2 Questions used in Section (B) of the Questionnaire

In Sections B, the researcher lists the questions in a 5-Likert Scale method. The

5-Likert Scale is utilized in this questionnaire since the responses from the respondents may be quantitatively assessed and abstracted for use in a scientific analysis. According to Ogden and Lo (2012) and Bowling, 1998; Burns, and Grove (1997), fixed choice response formats are used in Likert type or frequency scales, which are used to gauge a respondent's attitude or opinion. Besides that, this 5- Likert scale typically does not have two extreme options which are 'very strongly disagree' and 'very strongly agree' that are being used in the 7- Likert Scale (Pearse, 2011). Hence, measurements on the 5-Likert Scale consist of 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4-agree, and 5- Strongly agree. The researcher distributed the questionnaire among hoteliers of hotels in Malaysia.

In Section (B), there were ten (10) items measuring the factors that influence customer satisfaction in a 3-star hotel in Kelantan. Ten statements were used to measure the service quality which influences customer satisfaction. All the statements were adapted from Zameer et al., (2015). The 5-point Likert Scale statements were illustrated below:

Table 3.3: Measurement Service Quality towards Customer Satisfaction

No	Items	Sources
1	I am satisfied with the level of service provided by the hotel staff during my stay.	
2	I was greeted warmly by the hotel staff upon arrival.	
3	I was provided with all the information I needed during my stay.	
4	My requests and needs are attended to in a timely manner.	
5	I am satisfied with the cleanliness and tidiness of my room.	Adapted from Zameer et al., (2015)
6	The hotel staff make me feel valued and important during my stay.	
7	There were no issues with the quality of the food served at the hotel restaurant.	

8	The hotel facilities and amenities were clean and well-maintained.
9	The hotel staff demonstrate expertise and competence in their work.
10	I have a high possibility of recommending this hotel to someone else based on the level of service provided by the hotel staff.

### 3.7.2 Questions used in Section (C) of the Questionnaire

This section is focused on the factors that influence customer satisfaction in 3-star hotel in Kelantan. There were ten statements regarding the factors that influence customer satisfaction in 3-star hotels in Kelantan which adapted from Zameer et al., (2015), Ali et al., 2021) and Dominici& Guzzo, 2010). While another eight statements were related to Ali et al., 2021).

Table 3.4: Customer Satisfaction based on Price Factors

No	Items	Sources
1	I am satisfied with the quality of service I received considering the price I paid.	
2	I would have been more satisfied if the hotel had charged more and provided a higher level of service.	
3	I have a high possibility to stay at the again in the future based on the price I paid.	
4	I am satisfied with the price I paid for any additional amenities or services I purchased at the hotel (e.g. room service, spa service, etc).	
5	I have a high possibility to recommend this hotel to someone else based on the price I paid.	Adapted from Dominici& Guzzo, (2010)
6	I am satisfied with the price of the room compared to the quality of the room.	
7	It is very important for the hotel to offer different pricing options (such as non-refundable rates, promotional rates, etc).	
8	Getting a good price for a hotel room is very important to me.	

- 9 The price of my stay met my expectations before I arrived at the hotel.
- 10 The price of the room was transparent and clearly displayed when I make the reservations.

Table 3.5: Customer Satisfaction based on Ambiance Factors

No	Items	Sources
1	Ambiance of a hotel is important when choosing accommodation.	
2	Recommend other people based on the ambience and service quality that you experienced during your stay.	
3	Welcoming and inviting atmosphere for guests is important as an ambience of a hotel.	
4	Scent and fragrance of hotel contribute positively or negatively for a guest.	
5	Poor ambience is lead negative emotions for guests.	Adapted from Ali et al., (2021)
6	Friendliness of hotel staff is one of the fulfillment of guests satisfaction.	
7	The decoration contribute positively to the ambience of a hotel.	
8	The lighting of the hotel pleasing and keeping expectation.	
9	The colour schemes and patterns used throughout hotel visually pleasing.	
10	The hotel's choice of music helps to create pleasing ambience.	

Table 3.6 Customer Satisfaction based on Location Factors

No	Items	Sources
1	The hotel's location was convenient for my needs.	
2	The hotel's location was safe and secure.	
3	The hotel's location was accessible to nearby attractions and amenities.	

- 4 The hotel's location was easy to find.
  - 5 The hotel's location is quiet and peaceful.
  - 6 The hotel is easily accessible by public transportation.
  - 7 The hotel is in a desirable or attractive area.
  - 8 The location of the hotel significantly impacted my overall satisfaction.
- 

Adapted from Ali et al.,  
(2021)

### **3.8 DATA ANALYSIS**

The parties following the distribution of the questionnaire and the respondents' responses. The researcher will make use of SPSS, or The Statistical Package for the Social Sciences, to analyze the data. Quantitative data management and analysis are done using the statistical package for the social sciences (SPSS). This technique is the most well-known statistical system that could easily provide complex data modification and testing.

Pearson Correlation Coefficient. The Pearson Correlation Coefficient is one of the most crucial analyses for identifying the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). The goal of this analysis is to determine whether the independent variables (IV) are correlated which are the price, ambiance, and location, and dependent variables (DV) which are customer satisfaction with service quality in hotels in Kelantan. If the correlation exists, the researchers has to decide the link between the direction of association between the independent variables (IV) and the dependent variable (DV).

### 3.9 SUMMARY

To sum up, when the researchers choose the study's design, target population, sample size, sampling technique, data collecting, research equipment, and data analysis, they are explained the study. Other tasks and elements that the researcher might pick up from this research in the thesis include the targeted population, sample size, sampling technique, data collection, research instruments, and data analysis. Researchers have opted to apply quantitative approaches for data analysis, and they will be disseminating their questionnaire using social media sites like Whatsapp, Instagram, and Facebook while using Google Forms as a research tool. The creation of the questionnaire and how it can be used in this study are also covered in length in this chapter. Additionally, the researchers included an explanation of each question's purpose and methodology. All the study's components should be applicable to subsequent research by the end of this chapter. Lastly, the researcher has proposed two statistical analyzes in this study namely Statistical Package for the Social Sciences (SPSS) and the Pearson correlation test.



## **CHAPTER 4**

### **DATA ANALYSIS**

#### **4.1 INTRODUCTION**

The study is summarized in this chapter. It starts with an analysis of the research context for the study and then on to the problem statement. Then, information on the research's goals, main research questions, and anticipated findings is supplied. The importance of the study was briefly explained in this chapter. An overview of the words used in the following sections of the study and a summary of the chapter come at the end.

#### **4.2 RESULTS OF DESCRIPTIVE ANALYSIS**

A descriptive analysis of the section A data was carried out to summarise the background information on the demographic profile of the respondents in this section, including gender, age, race, position, and monthly income. The demographic profiles of the respondents were displayed as a table.

##### **4.2.1 Gender of the Respondents**

To display the distribution of respondents and to offer recommendations for the future, this part presented and examined the findings about the overall dimension of respondents' profiles and background information. In figure 4.1, there were 384 respondents in total for this poll, according to the analysis of respondents by gender. Female respondents made up 71.4% of the 384 respondents, compared to male

respondents' 28.6%. Male respondents made up 110 of the total respondents, while female respondents made up 274 of the total respondents.

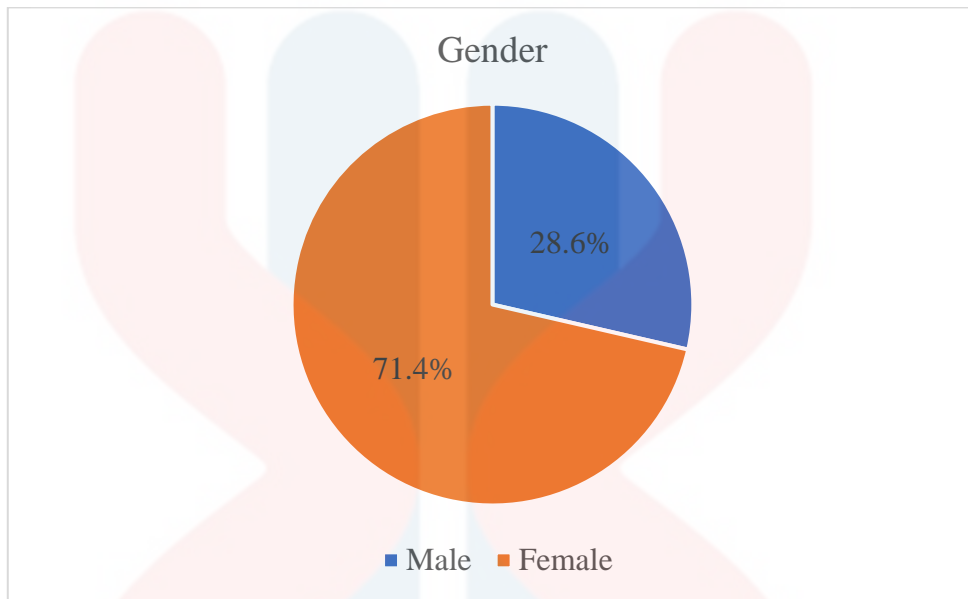


Figure 4.1: Gender of respondents

#### 4.2.2 Race of Respondents

Based on the figure 4.2, the distribution of respondents by race reveals that Malay made up the largest percentage of the study's participants 40.6% or 156 respondents. Others had the fewest responses, accounting for 32 responders and 8.3% of the total. In contrast, there were 132 respondents overall who identified as Chinese, constituting 34.4% of the total. Lastly, there were 64 respondents overall, or 16.7% of the total.

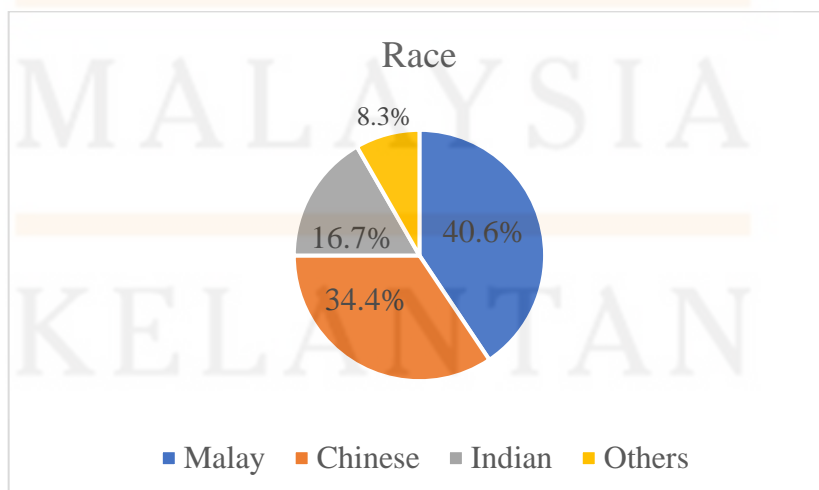


Figure 4.2: Race of respondents

4.2.3 Age of Respondents

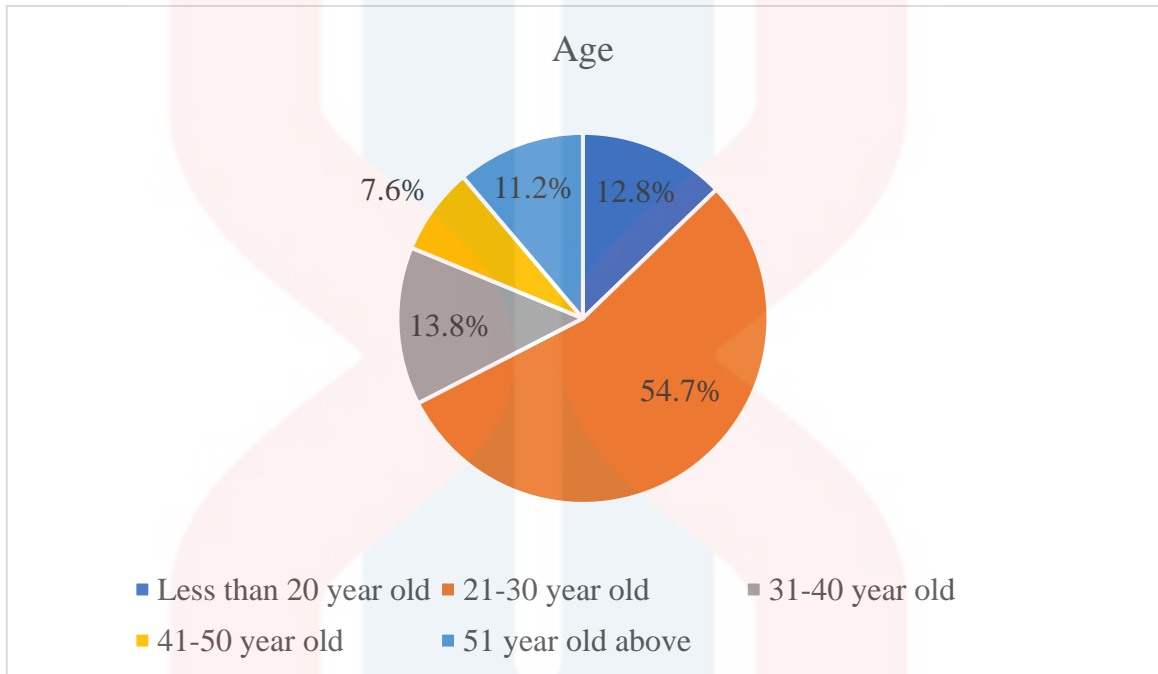


Figure 4.3: Age of respondents

In figure 4.3, there have five age categories were assigned to the respondents' age distribution. With 54.7% or 210 respondents, the largest group of respondents were younger, falling into the 21–30 age range. With 13.8% or 53 responders, the second-highest age group was those between the ages of 31 and 40. The third highest category of respondents, those under the age of 20, had 12.8% or 49 respondents. While it is 11.2% or 43 respondents for those who are 51 years old and older. The age group with the fewest respondents (7.6% or 29) was 41 years and older.

#### 4.2.4 Marital Status of Respondents

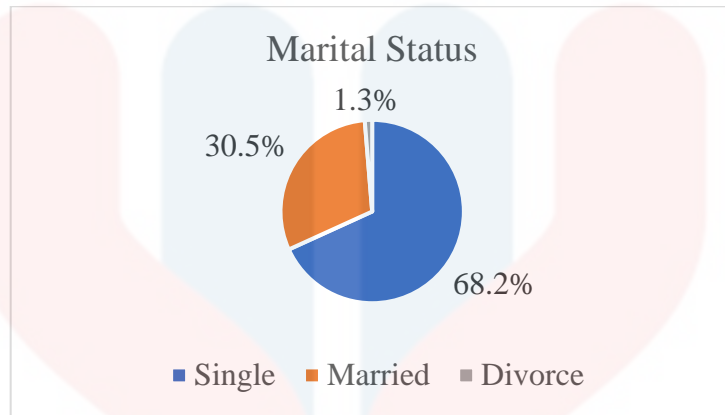


Figure 4.4: Marital Status of respondents

Figure 4.4 shows that three marriage statuses were assigned based on the age distribution of the respondents. With 68.2% or 262 responders, the single group received the most responses. With 30.5% or 117 replies, married people are the second-highest group. Divorced people make up the least number of groupings 1.3% or 5 responses.

#### 4.2.5 Occupation of Respondents

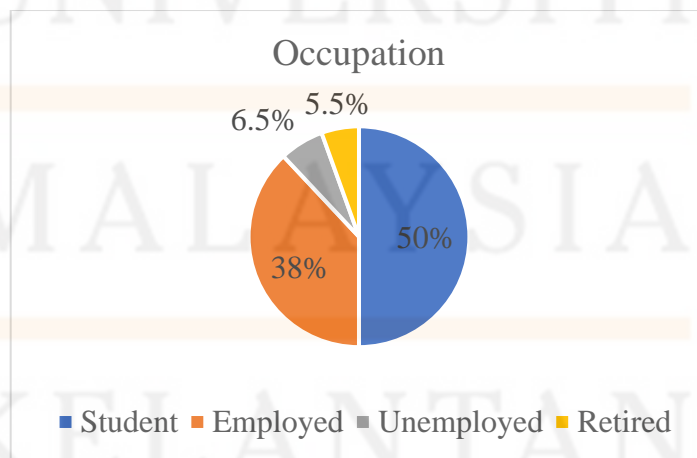


Figure 4.5: Occupation of respondents

The respondents' distribution of jobs then reveals that the highest number. Students make up 50% of the study's occupational category, or 192 respondents. Retired respondents made up 21 of the respondents, or 5.5%, which is the lowest percentage. There were 146 respondents overall who work, accounting for 38.0% of the total respondents. Finally, 25 respondents, or 6.5% of the total, indicated that they were not working. This result was signifying that most of the respondents were choose to staying at hotel while they have vacation in Kelantan.

#### 4.2.6 Number of Respondents by How Often Do Stay in Hotel in Kelantan

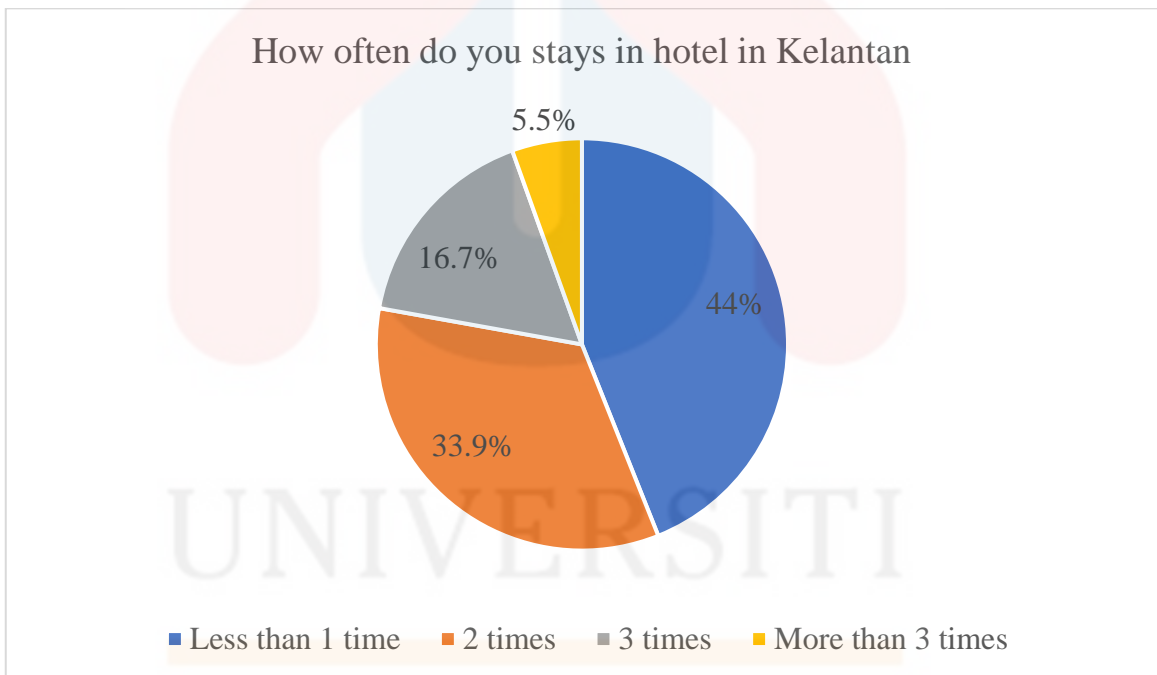


Figure 4.6: Number of respondents by how often do stays in hotel in Kelantan

The frequency of hotel stays among the respondents was then distributed, and it was found that 169 respondents, or 44%, had stayed in a hotel fewer than once. The lowest percentage of respondents, 5.5%, or more than 21 people, is more than 3 times. For the second time, there were 130 responders in total, accounting for 33.9% of the respondents.

Finally, 64 respondents or 16.7% of the total respondents for the three times were surveyed.

### 4.3 RESULTS OF RELIABILITY TEST

A pilot test has been carried out in the study which tests the reliability of the questionnaire structure of customer satisfaction towards service quality in 3-star hotels in Kelantan to describe the analysis that consists of independent variables (Price, Ambiance, Location) and dependent variables (Service Quality). The pilot test will help researchers in identifying the questionnaires and improve the consistency of collected data through online questionnaires and examination by using SPSS software. In this pilot test, the researcher has selected 50 respondents for the pilot test survey.

The Cronbach's Alpha Coefficient measures was used to test sampling adequacy that are standard value reported for scale reliability. This value tends to underestimate the internal consistency of scales consisting of fewer than 10 items (Herman, 2015, p.8). A rule of thumb, Cronbach's Alpha Coefficient value is measured by Stephanie Glen:

- $\alpha \geq 0.9$  is considered excellent
- $0.9 > \alpha \geq 0.8$  is considered good
- $0.8 > \alpha \geq 0.7$  is considered acceptable
- $0.7 > \alpha \geq 0.6$  is considered questionable
- $0.6 > \alpha \geq 0.5$  is considered poor
- $0.5 > \alpha$  is considered unacceptable

Table 4.1: Independent Variable and Dependent Variable of The Study

Variables	Number of items	Result of Cronbach's Alpha Coefficient	Strength of Association
Price	10	0.829	Good
Ambiance	10	0.932	Excellent
Location	8	0.940	Excellent
Service Quality	10	0.929	Excellent

The first variable that affects customer satisfaction with service quality in hotels in Kelantan is price. According to the result tested, it has been examined with 0.829 with a good result in Cronbach's Alpha coefficient. Consequently, the price factors were accurate with the correlation coefficient result.

The second variable is ambiance which affects customer satisfaction with service quality in hotels in Kelantan. Cronbach's Alpha Coefficient was examined at 0.932 with excellent results in this section. As a result, the coefficient between ambiance and customer satisfaction on service quality was acceptable.

The third independent variable was used in measuring the relationship between the price factors that influence customer satisfaction on service quality in Kelantan. In this section, there were eight questions provided. Thus, Cronbach's Alpha Coefficient was stated 0.940 as an excellent result. The coefficient obtained for the questions in location were reliable and were suitable for further analysis.

The last variable is the dependent variable which is used to measure customer satisfaction based on the service quality in hotels in Kelantan. This section also included

ten items, which stand by 0.929 in the result of Cronbach's Alpha Coefficient. Thus, the internal consistency of this section's questions is good and reliable.

#### 4.4 RESULT OF INFERENTIAL ANALYSIS

Quantitative analysis was used by the researcher in describing the data of demographic profile for customer satisfaction on the service quality in the hotel in Kelantan. In this section, a description analysis consists of the independent variable (Price, Ambiance, Location) and dependent variable (Service Quality). The data have been collected by distributing questionnaires via Google Forms and lastly examined by SPSS software. In the questionnaire, all the questions were scaled by using a 5-point Likert Scale with 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree. Therefore, the result of the analysis is shown below.

Table 4.2: Independent Variables (IV) and Dependent Variable (DV)

VARIABLES	N	MEAN	STANDARD DEVIATION
Price	384	3.48	0.97
Ambiance	384	3.64	1.03
Location	384	3.59	0.95
Customer Satisfaction Based on Service Quality	384	3.41	0.73

The table above shows the number of respondents, mean, and standard deviation for both independent variables (IV) and dependent variables (DV). Ambiance has



recorded the highest mean with 3.64 among the independent variables (IV), followed by location (3.59) and price (3.48). For the dependent variable (DV), customer satisfaction based on service quality in hotels in Kelantan has a mean score of 3.41.

Meanwhile, for the independent variables (IV), the highest standard deviation is the ambiance, which is 1.03, followed by price (0.97), and location (0.95). However, the standard deviation for the dependent variable (DV), customer satisfaction based on service quality in hotels in Kelantan is 0.73.

#### 4.4.1 Price

Table 4.3: Mean Value and Standard Deviation of Price

	VARIABLES	N	MEAN	STANDARD DEVIATION
<b>P 1</b>	I am satisfied with the quality of service I received considering the price I paid.	384	3.86	1.170
<b>P 2</b>	I would have been more satisfied if the hotel had charged more and provided a higher level of service.	384	3.28	1.334
<b>P 3</b>	I have a high possibility to stay at the hotel again in the future based on the price I paid.	384	3.39	1.314
<b>P 4</b>	I am satisfied with the price I paid for any additional amenities or services I purchased at the hotel (e.g., room service, spa service, etc).	384	3.44	1.283
<b>P 5</b>	I have a high possibility to recommend this hotel to someone else based on the price I paid.	384	3.46	1.322
<b>P 6</b>	I am satisfied with the price of the room compared to the quality of the room.	384	3.42	1.266
<b>P 7</b>	It is very important for the hotel to offer different pricing. ptions (such as non-refundable rates, promotional rates, etc)	384	3.55	1.347
<b>P 8</b>	Getting a good price for a hotel room is very important to me	384	3.57	1.413
<b>P 9</b>	The price of my stay met my expectations before I arrived at the hotel.	384	3.37	1.361

<b>P 10</b>	The price of the room was transparent and clearly displayed when I make the reservations.	384	3.53	1.419
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The table 4.3 shows an independent analysis for the price which was the first variable that affected customer satisfaction with service quality in Kelantan hotels. In the result, the highest value of mean is 3.86, which is first statement “I am satisfied with the quality of service I received considering the price I paid.” Secondly, the P8 statement “Getting a good price for a hotel room is very important to me” with value of 3.57. Following the value of 3.55 with the statement P7, “It is very important for the hotel to offer different pricing options (such as non-refundable rates, promotional rates, etc)” and value for P10 is 3.53 with the statement “The price of the room was transparent and clearly displayed when I make the reservations”. The statement of P5, P4 and P6 share the same category whereby 3.46, 3.44 and 3.42 accordingly with the statement of “I have a high possibility to recommend this hotel to someone else based on the price I paid”, “I am satisfied with the price I paid for any additional amenities or services I purchased at the hotel (e.g., room service, spa service, etc)” and “I am satisfied with the price of the room compared to the quality of the room”. Following the value of 3.39 and 3.37; P3 stands for “I have a high possibility to stay at the hotel again in the future based on the price I paid” and P9 represents “The price of my stay met my expectations before I arrived at the hotel”. The lowest value in independent variable 1 is P2 statement which is “I would have been more satisfied if the hotel had charged more and provided a higher level of service” with the value of 3.28.

#### 4.4.2 Ambiance

Table 4.4: Mean Value and Standard Deviation of Ambiance

	VARIABLES	N	MEAN	STANDARD DEVIATION
A 1	Ambience of a hotel is important when choosing accommodation.	384	4.09	1.143
A 2	Recommend other people based on the ambience and service quality that you experienced during your stay.	384	3.65	1.266
A 3	Welcoming and inviting atmosphere for guests is important as an ambience of a hotel.	384	3.66	1.277
A 4	Scent and fragrance of hotel contribute positively or negatively for a guest.	384	3.61	1.310
A 5	Poor ambience is lead negative emotions for guests.	384	3.64	1.371
A 6	Friendliness of hotel staffs is one of the fulfilments of guest's satisfaction.	384	3.60	1.407
A 7	The decoration contributes positively to the ambience of a hotel.	384	3.56	1.415
A 8	The lighting of the hotel pleasing and keeping expectation.	384	3.59	1.379
A 9	The colour schemes and patterns used throughout hotel visually pleasing.	384	3.59	1.368
A 10	The hotel's choice of music helps to create pleasing ambience.	384	3.43	1.411

The table 4.4 shows the independent analysis for the ambience which was the second variable that affected customer satisfaction with service quality in Kelantan hotels. In the result, the highest value of the mean is 4.09, which is from the first statement "Ambience of a hotel is important when choosing accommodation". Secondly, the A3 statement "Welcoming and inviting atmosphere for guests is important as an ambience of a hotel" with a value of 3.66. Following the value of 3.65 with the statement of A2 which is "Recommend other people based on the ambience and service quality that you experienced during your stay". Following the statement which is A5 "Poor ambience is

lead negative emotions for guests” with a value of 3.64 following the value of 3.61 and 3.60; A4 stands for “Scent and fragrance of hotel contribute positively or negatively for a guest” and A6 represents “Friendliness of hotel staffs is one of the fulfilments of guest’s satisfaction”. Next, A8 and A9 value of mean are same which is 3.59 for “The lighting of the hotel pleasing and keeping expectation” and “The colour schemes and patterns used throughout hotel visually pleasing”. Followed by the value of 3.56, statement A7 indicates “The decoration contributes positively to the ambience of a hotel”. Last but not least A10 is the lowest mean value of 3.43 with the statement “The hotel’s choice of music helps to create pleasing ambience”.

#### 4.4.3 Location

Table 4.5: Mean Value and Standard Deviation of Location

	<b>Variables</b>	<b>N</b>	<b>MEAN</b>	<b>STANDARD DEVIATION</b>
<b>L1</b>	The hotel's location was convenient for my needs.	384	4.11	1.071
<b>L2</b>	The hotel's location was safe and secure.	384	3.68	1.168
<b>L3</b>	The hotel's location was accessible to nearby attractions and amenities.	384	3.65	1.249
<b>L4</b>	The hotel's location was easy to find.	384	3.54	1.274
<b>L5</b>	The hotel's location is quiet and peaceful.	384	3.56	1.311
<b>L6</b>	The hotel is easily accessible by public transportation.	384	3.42	1.310
<b>L7</b>	The hotel is located in a desirable or attractive area.	384	3.44	1.354
<b>L8</b>	The location of the hotel significantly impacted my overall satisfaction.	384	3.36	1.401

The table 4.5 shows the independent analysis for the location which was the third variable that affect customer satisfaction with service quality in hotels in Kelantan. In the result, the highest value of the mean is 4.11, which is from the first statement “The hotel’s location was convenient for my needs”. Secondly, the L2 statement “The hotel’s location was safe and secure” with a value of 3.68. Following the value of 3.65 with the statement of L3, “The hotel’s location was accessible to nearby attractions and amenities”. The statement of L4 and L5 share the same category of value whereby 3.54 and 3.56 accordingly with the statement of “The hotel’s location was easy to find” and “The hotel’s location is quiet and peaceful”. Following the value of 3.42 and 3.44, L6 stands for “The hotel is located in a desirable or attractive area” and L7 represents “The hotel is located in a desirable or attractive area.” The lowest value in independent variable 1 is L8 statement which is “The location of the hotel significantly impacted my overall satisfaction” with the value of 3.36.

#### 4.4.4 Service Quality

Table 4.6: Dependent Variable- Customer Satisfaction

	Variables	N	MEAN	STANDARD DEVIATION
<b>SQ 1</b>	I am satisfied with the level of service provided by the hotel staff during my stay.	384	2.99	1.408
<b>SQ 2</b>	I was greeted warmly by the hotel staff upon arrival.	384	3.60	1.281
<b>SQ 3</b>	I was provided with all the information I needed during my stay.	384	3.15	1.406
<b>SQ 4</b>	My requests and needs are attended to in a timely manner.	384	3.28	1.400
<b>SQ 5</b>	I am satisfied with the cleanliness and tidiness of my room.	384	3.80	1.257
<b>SQ 6</b>	The hotel staff make me feel valued and	384	3.36	1.312

	important during my stay.			
<b>SQ 7</b>	There were no issues with the quality of the food served at the hotel restaurant.	384	3.47	1.363
<b>SQ 8</b>	The hotel facilities and amenities were clean and well-maintained.	384	3.35	1.363
<b>SQ 9</b>	The hotel staff demonstrates expertise and competence in their work.	384	3.61	1.253
<b>SQ 10</b>	I have a high possibility of recommending this hotel to someone else based on the level of service provided by the hotel staff.	384	3.58	1.316

The table 4.6 shows the statement, mean, and standard deviation for the dependent variable of the study which is customer satisfaction with service quality in hotels in Kelantan. The SQ5 statement “I am satisfied with the cleanliness and tidiness of my room” has the highest mean statement with a value of 3.80. Following the second highest value of the statement from SQ 9 and SQ 2, which are “The hotel staff demonstrates expertise and competence in their work” and “I was greeted warmly by the hotel staff upon arrival” with the value of 3.61 and 3.60 respectively. Followed by the value of 3.58, statement SQ10 indicates the question “I have a high possibility of recommending this hotel to someone else based on the level of service provided by the hotel staff”. The SQ 7 statement has a mean value of 3.47 with the statement “There were no issues with the quality of the food served at the hotel restaurant”. Next, SQ 6 and SQ 8 share similar values of mean scores which were 3.36 for “The hotel staff make me feel valued and important during my stay” and 3.35 for “The hotel facilities and amenities were clean and well-maintained”. The lowest mean category was indicated to SQ 4 following SQ 3 and SQ 1. SQ 4 statement shows “My requests and needs are attended to in a timely manner” with a mean value of 3.28. Next, SQ 3 statement with the value of 3.15 with the service quality question of “I was provided with all the information I needed during my stay”.

Lastly, SQ 1 has the lowest mean value of 2.99 with the statement “I am satisfied with the level of service provided by the hotel staff during my stay”.

#### 4.4.5 Pearson Correlation Coefficient

The Pearson Correlation Coefficient analysis is one of the most essential analyses which measures the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). This analysis is to identify whether the correlations exist between the independent variables (price, ambience and location) and the dependent variable (service quality). If the correlation existed, the researchers have to decide the strength and direction of association between the variables. The Correlation Coefficient can be inferred using the rule of thumb by Meghanathan (2016) as below:

Correlation between:

- 0.80 to 1.00 is consider very strong positive
- 0.60 to 0.79 is consider strong positive
- 0.40 to 0.59 is consider moderate positive
- 0.20 to 0.39 is consider weak positive
- to 0.19 is consider very weak positive

##### 4.4.5.1 Hypothesis 1: Price

**Table 4.7: Pearson Correlation of Price and customer satisfaction in 3-Star hotels**

**in Kelantan**

Correlations	Service Quality	Price

Customer service	Pearson	1	.580**
towards Service	Correlation		
Quality in 3-star	Sig. (2-tailed)		0.000
hotel in Kelantan	N	384	384
Price	Pearson	.580**	1
	Correlation		
	Sig. (2-tailed)	0.000	
	N	384	384

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

Table 4.7 illustrates the relationship between price and customer satisfaction on service quality in 3-Star hotels in Kelantan. The correlation coefficient of 0.580 suggested a moderate positive relationship between price towards customer satisfaction on service quality in 3-Star hotels in Kelantan. The p-value of food price is 0.000 which is less than the highly significant level of 0.001. Therefore, there is a significant relationship between price towards customer satisfaction on service quality in 3-Star hotels in Kelantan.

#### 4.4.5.2 Hypothesis 2: Ambience

**Table 4.8: Pearson Correlation of ambience towards customer satisfaction in 3-Star hotels in Kelantan.**

<b>Correlations</b>			
		Service	Ambience
		Quality	
Customer service	Pearson	1	.596**
towards Service	Correlation		
Quality in 3-star	Sig. (2-tailed)		0.000
hotel in Kelantan	N	384	384
Ambience	Pearson	.596**	1
	Correlation		
	Sig. (2-tailed)	0.000	
	N	384	384

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



Table 4.8 illustrates the relationship between ambience towards customer satisfaction on service quality in 3-Star hotels in Kelantan. The correlation coefficient of 0.596 suggested a moderate positive relationship ambience towards customer satisfaction on service quality in 3-Star hotels in Kelantan. The p-value of food price is 0.000 which is less than the highly significant level of 0.001. Therefore, there is a significant relationship between ambience towards customer satisfaction on service quality in 3-Star hotels in Kelantan.

#### 4.4.5.3 Hypothesis 3: Location

**Table 4.9: Pearson Correlation of Location and customer in 3-Star hotels in Kelantan.**

<b>Correlations</b>		Service Quality	Location
Customer service towards Service Quality in 3-star hotel in Kelantan	Pearson Correlation Sig. (2-tailed) N	1  384	.526**  0.000 384
Location	Pearson Correlation Sig. (2-tailed) N	.526**  0.000 384	1  0.000 384

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

Table 4.9 illustrates the relationship between location and customer satisfaction on service quality in 3-Star hotels in Kelantan. The correlation coefficient of 0.526 suggested a moderate but positive relationship between location and customer satisfaction

on service quality in 3-Star hotels in Kelantan. The p-value of food price is 0.000 which is less than the highly significant level of 0.001. Therefore, there is a significant relationship between location and customer satisfaction on service quality in 3-Star hotels in Kelantan.

#### 4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

##### 4.5.1 Relationship between price and customer satisfaction on service quality in 3-Star hotels in Kelantan.

Research question 1 of this study asked the relationship between price towards customer satisfaction on service quality in 3-Star hotels in Kelantan. This also answers the first objective and hypothesis. Table 4.5.1 shown the research objectives, questions, and hypothesis.

**Table 4.10: Research Objective 1**

No.	Research Objective (RO)	Research Questions (RQ)	Research Hypothesis (RH)
I	To examine the relationship between price and customer satisfaction towards service quality in 3-Star hotels in Kelantan	Does the price influence customer satisfaction towards service quality in 3-Star hotels in Kelantan?	There is a relationship between price towards customer satisfaction on service quality in 3-Star hotels in Kelantan

The results of hypothesis H1 were reviewed to answer RQ1. H1 stated that there is a significant relationship between price and customer satisfaction towards service quality in 3-Star hotels in Kelantan. From the findings, the correlation coefficient of 0.580 suggested a moderate positive relationship while the p-value is 0.000 which is less than the highly significant level of 0.001. Therefore, H1 is accepted.

#### 4.5.2 Relationship between ambience and customer satisfaction on service quality in 3-Star hotels in Kelantan.

Research question 2 of this study asked the relationship between ambience and customer satisfaction on service quality in 3-Star hotels in Kelantan. This also answers the first objective and hypothesis. Table 4.16 shown the research objectives, questions, and hypothesis.

**Table 4.11: Research Objective 2**

No.	Research Objective (RO)	Research Questions (RQ)	Research Hypothesis (RH)
II	To examine the relationship between ambience and customer satisfaction towards service quality in 3-Star hotels in Kelantan.	Does the ambience influence customer satisfaction towards service quality in 3-Star hotels in Kelantan?	There is a relationship between ambience towards customer satisfaction on service quality in 3-Star hotels in Kelantan.

The results of hypothesis H2 were reviewed to answer RQ2. H2 stated that there is a significant relationship between ambience and customer satisfaction towards service quality in 3-Star hotels in Kelantan. From the findings, the correlation coefficient of 0.596 suggested a moderate positive relationship while the p-value is 0.000 which is less than the highly significant level of 0.001. Therefore, H2 is accepted.

#### 4.5.3 Relationship between location and customer satisfaction on service quality in 3-Star hotels in Kelantan.

Research question 3 of this study asked the relationship between location and customer satisfaction on service quality in 3-Star hotels in Kelantan. This also answers the first objective and hypothesis. Table 4.17 shown the research objectives, questions, and hypothesis.

**Table 4.12: Research Objective 3**

No.	Research Objective (RO)	Research Questions (RQ)	Research Hypothesis (RH)
III	To examine the relationship between location and customer satisfaction towards service quality in 3-Star hotels in Kelantan.	Does the location influence customer satisfaction towards service quality in 3-Star hotels in Kelantan?	There is a relationship between location towards customer satisfaction on service quality in 3-Star hotels in Kelantan.

The results of hypothesis H3 were reviewed to answer RQ3. H3 stated that there is a significant relationship between location and customer satisfaction towards service quality in 3-Star hotels in Kelantan. From the findings, the correlation coefficient of 0.526 suggested a moderate positive relationship while the p-value is 0.000 which is less than the highly significant level of 0.001. Therefore, H3 is accepted.

**Table 4.13: Summary of the Hypotheses Testing Results from Pearson Correlation Analysis**

Indicator	Statement of Hypotheses	Remarks
H1	There is a moderate positive relationship between price and customer satisfaction on service quality in 3-Star hotels in Kelantan.	<b>Supported</b>
H2	There is a moderate positive relationship between ambience and customer satisfaction on service quality in 3-Star hotels in Kelantan.	<b>Supported</b>
H3	There is a weak but definite relationship between location and customer satisfaction on service quality in 3-Star hotels in Kelantan.	<b>Supported</b>

#### 4.6 SUMMARY

In this study, the data collected is to show the factors affecting customer satisfaction towards service quality in 3-Star hotels in Kelantan. The total number of respondents involved in this study is 384, consisting of all customers that stay in hotels

in Kelantan. There would be no age restricting range that could answer the questionnaire. Based on the results obtained from data collection, the number of female respondents is more than the number of male respondents who answered the questionnaire. Besides that, the majority of respondents who answered the questionnaire were Malays, which the number of respondents is 156. Follow up by Chinese (132 respondents), Indian (64 respondents), and others (32 respondent). According to how often do they stayed in hotel in Kelantan, there were 169 respondents that stayed less than 1 time, 130 respondents stayed for 2 times, 64 respondents answered 3 times, and 21 respondents answered more than 3 times staying in hotel in Kelantan. The findings of the study indicate that the relationship between customer satisfaction towards service quality and price is moderately positive. Furthermore, the results of this study also found that the relationship between customer satisfaction towards service quality and ambience showed a moderately positive relationship. The results of this study also show that the relationship between customer satisfaction towards service quality and location is weak but define.

## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

This chapter consists of the recapitulation of the findings, limitation of study, and recommendation for future research.

#### 5.2 RECAPITULATION OF THE FINDINGS

**5.2.1 Research Question One:** Does the price influence customer satisfaction towards service quality in 3-Star hotels in Kelantan?

For the first objective, this study found that the relationship between price and the customer satisfaction of service quality in 3-Star hotels in Kelantan was statistically significant with a correlation coefficient of 0.580, which indicates a moderate positive relationship. Both variables show a strong relationship to each other. This can be supported by the illustration by Chapter Four table 4.4.1.1, respondents agree towards “I am satisfied with the quality of service they received considering the price they have paid”. Price is important to hotel customer satisfaction because it is a key factor that can influence a guest's perception of value for their money. When customers pay a certain price for a hotel room, they expect a certain level of quality and service. Also many of them express that “getting a good price for a hotel room is very important and to get a good price is for the hotel to offer promotional pricing options (such as non-refundable

rates, promotional rates, etc)”. If they feel that the price they paid was too high for the quality of the room or the services provided, they may be dissatisfied with their stay. On the other hand, if customers feel that they received good value for their money, they are more likely to be satisfied with their stay and recommend the hotel to others. Therefore, the finding was relevant with the previous research by Xia (2007), consumer evaluations of whether a seller's price is reasonable or fair are referred to as price fairness.

Price fairness in every individual is different and will remain subjective and developed based on several factors such as the relation of price and service quality being charged, their expectations and price transparency. This will impact their satisfaction with the hotel and their loyalty. It is important for businesses to understand and address consumers' perceptions of price fairness to maintain positive customer relationships and achieve long-term success. Price transparency also plays a role here as respondents agree that “the price of the room was transparent and clearly displayed when they make the reservations”. This shows that they noticed and are concerned about how prices are determined and can understand the rationale behind them. They could compare prices to other hotels and choose which will accommodate their need the most. Unlike those methods in decline (such as agency, fax, and phone), the Internet encourages greater price scrutiny since the relevant information is both easier to obtain and transparent, given that any party can compare the prices of several alternatives with very little effort. (Abrate, 2012) Having access to online booking applications in their smartphone helps customers in making the right decision.

**5.2.2 Research Question Two:** Does the ambience influence customer satisfaction towards service quality in 3-Star hotels in Kelantan?

For the second objective, this study found that the relationship between ambience and the customer satisfaction of service quality in 3-Star hotels in Kelantan was statistically significant with a correlation coefficient of 0.596, which indicates a moderate positive relationship. Both variables show a strong relationship to each other. This can be supported by the illustration by Chapter Four table 4.4.2.1, respondents agree the highest to the statement “ambience of a hotel is important when choosing accommodation”. Meanwhile the respondents agree that “a welcoming and inviting atmosphere for guests is important as an ambience of a hotel”. It is also reported that they would recommend to other people based on the ambience and service quality that they experienced during their stay. This finding is relevant to a previous study conducted by Jani and Han (2014) investigated the ambience as a moderator that affected the link between guests' personalities and hotel assessments, such as contentment, hotel image, and overall loyalty. Putting your guests in a pleasant environment and set the mood for an exclusive hotel will make your guests more inclined to your service and find out other standout aspects of your hotel. The ambience must be affecting the customer from the moment they step inside the facility till the end of their visit.

The role of the human five senses in making deductions on projecting the correct ambience are significant to their satisfaction. D'Astuous (2000) mentioned in his study that ambience affected the five senses by defining that ambience is a term used to describe conditions in the backdrop of an environment that are below the level of immediate consciousness. The study is consistent with the results such as the respondents agreed that “scent and fragrance of hotel contribute positively or negatively for a guest and another one is that poor ambience lead to negative emotions for a guest”. Poor ambience may cause by sensory disruption where the normal functioning of one or more senses is interrupted or altered. Hearing, lighting, taste and smell disruption are a potential cause



of disrupting ideal ambience that would directly impact the customer's experience. A study conducted by Russell & Snodgrass (1987) states that such dimensions may be totally imperceptible and bring over impacts like gases, chemicals, and infrasound especially to the employees who spend long hours in the working environment. However, different environments might produce a different effect and bring out different response by each individual. Such materials are still safely used to stimulate the human senses and enhance the overall experience of their stay in the hotel.

**5.2.3 Research Question 3:** Does the location influence customer satisfaction towards service quality in 3-Star hotels in Kelantan?

For the third objective, For the third objective, this study found that the relationship between location and the customer satisfaction of service quality in 3-Star hotels in Kelantan was statistically significant with a correlation coefficient of 0.526, which indicates a moderate positive relationship. In table 4.4.3.1 most respondents agree that "the hotel's location is convenient to their needs". This finding was consistent with the previous study conducted by Xiang and Krawczyk (2016). The study mentioned that a hotel's location is usually associated with the hotel's accessibility such as distance from the city center and distance from the tourist attractions. Hotels located in convenient and reachable areas tend to be more desirable for travelers such as a proximity to popular attractions, transportation hubs, business districts, and other points of interest. A study conducted by Chou, Hsu and Chen (2018) mentioned, in order to continue the business, correlation can be achieved whether factors such as the local economic climate, zone rules, public amenities and services, transit convenience and accessibility, parking facilities, geographic considerations, natural resources, and the place's size are taken into account while choosing a location for a hotel As we know it, travellers value convenience

aside from the hotel's overall quality. Being placed near a major transportation center could provide ease of travel and reduce time to reach their desired destination. This statement coincides with the respondents agreeing that "the hotel's location was accessible to nearby attractions and amenities".

Also, respondents agree that a "hotel's location to be safe and secure". The respondents agree that a "hotel has to be easy to find, quiet and peaceful". Both statements are relevant to the previous study conducted by Enz (2009) discovered a direct relationship between a hotel's location and its level of safety and security. In terms of safety and security, hotels in cities, suburbs, and airports appear to perform better than those in highway rest areas, resorts, or small metropolitan regions. So, cities are safe in an environment to stay in may be due to the presence of better services such as police stations and hospitals providing better healthcare. Facilities and infrastructure are also more developed compared to small town located hotels. Therefore, from the study that illustrates that, most of the respondents agreed the location had positively influenced their satisfaction by fulfilling their hotel's service quality factor.

### **5.3 LIMITATIONS**

Great customer satisfaction is the pinnacle of every hotel's success. Most often the success of the hotel would be affected by the hotel's execution on giving an optimum and consistent customer service quality. In conducting this study, several limitations have been identified. First, the researcher faced the problem in the demographic section. In this study, the researcher focusses of both gender which was male and female, however, male respondent did not meet the limit that set by the researcher. It has been recorded male respondent did not reach half of the participant's record in the questionnaire. The

researcher believes that gender diversity is the main factor that can domain to the customer satisfaction in 3-star hotel. This statement can be proven while respondents may differ from different race, age, ethnicity, socioeconomic status and etc. Thus, customers may have perception while they answer the survey.

Next, customer's origin. The researcher believes that customers who came from different states will have different perception when they answer the questionnaire. The research may have relied on the perception of the customers. For instance, culture values, norms, and behaviour can be used across regions in which it may impact to customer preferences, attitudes, and behaviours. This can be proven by the customer's cultural background. The impact of cultural variables on the phenomenon under research may have gone unnoticed by the study. People's ideas, attitudes, behaviours, and perceptions can be greatly influenced by their cultural backgrounds, and failing to take these cultural contexts into account might limit understanding or lead to incorrect conclusions.

Other than that, the age limit of the respondents. The researcher has use the range of respondents between 20 years old and 51 year old and above. However, the researcher may ignore the aspects between the limit age of 18-year-old. This is because respondents 18-year-old and below did not have income to support the fees such as hotel's fee. Therefore, age is an important factor for researchers in developing the study. Different gaps of generation will bring different impacts to this study.

The next limitation will be the limitation of using a 5 Likert scale questionnaire. Though this type of Likert Scale may be useful for research purposes but may force respondents to commit to one they did not want to, or their preference is not listed. This can be proven by the means of the results being inclined more to the neutral scale, which is neither agree nor disagree. One of the factors believed to affect the choosing the scale

is social acceptability. The Likert Scale allows respondents to choose the options they feel are the most socially acceptable. As a result, there may be a reduction in honesty and a possibility that the responses may not accurately reflect the survey sample.

Next, the researcher may only focus on a single location. In this study, the researcher only focusing in Kelantan area but no other state. This limitation has restricted the generalizability of hotels that are in other places with potentially varied customer expectations, cultural influences, and service standards. Thus, this study can be improved by including a wider selection of hotels in more places. This is because researchers can collect more information from other respondent which came from different state.

#### **5.4 RECOMMENDATION**

This research has examined the factors that influence customer satisfaction towards service quality in 3-star hotels in Kelantan. Throughout this research, recommendations will be suggested for possible future research.

Firstly, the initial suggestion was to conduct research utilizing qualitative methods. This is because some respondents lacked the necessary information to complete the survey. Some of them would rather have an interview session. Furthermore, several respondents were unable to read the questionnaire. It is suggested for future research to consider other factors other than price, ambience, and location in influencing customer satisfaction of service quality in 3-Star hotels in Kelantan. The hotel facility or the type of room provided by the hotel could be made as one of the variables because it has the efficiency of helping understanding factors affecting hotel customer satisfaction and continue the ever-improving hotel's efforts on being successful to bring comfort to

customers. Further research is needed to establish the optimal management for a centralized, unified federal system management framework.

In addition, it is also recommended to increase the sample size from different state by not just specific in Kelantan area. It can be reflected to the overall population of individuals that ever stayed in 3-Star hotel in Kelantan. As far as sample sizes go get the greater the diversity of each sample distribution, the better the information collect from different states. The sample distribution's range is narrower than the original pop the probabilities are modified from Kelantan state, however, the researcher may increase the probability of the sample range to other states such as Pahang, Terengganu etc. The approximation from other states is more exact since the researcher may collect more data from different respondents. The confidence of respondents' information can analyze in an estimate grows as the sample size grows to have the accuracy of the data.

Then, the researcher suggested that it should be set a age limit for the respondents. It is advised that future research expand the age range of the sample to increase the generalizability of the findings based on the study's findings. A more complete picture of the phenomenon under inquiry would be provided, specifically, by incorporating people from younger and older age groups. This can be accomplished by actively seeking out and recruiting individuals from a larger age range to ensure representation across all life phases. Researchers can learn more about possible age-related distinctions, developmental trends, and distinctive experiences that may occur across various age groups by doing this. This increased age inclusivity would aid in a more complex knowledge of the subject and improve the findings' applicability to a larger population.

Next, in order to deal with the respondents who tend to answer neutral in the questionnaire would be to give up on the possibility of neutral option. By the absence of

a neutral option, the researcher can use an even number of options (use four options which is 1 2 3 4). This way, the respondents will be forced to choose a definite answer one way or another. They can only choose the negative or the positive route. That way, even when they choose option 2 or 3, they would still have an opinion on the questions asked. As an alternative. The researcher may want to opt for a more accurate mode of likert-scale questionnaire which is by using the seven-point Likert items. 7-point Likert scales are more precise, simpler to use, and a better representation of the real opinion of the respondents.

Lastly, future research should examine the effect of geography on the phenomenon under inquiry, according to the study's conclusions. Comparative research specifically across several geographical regions would offer insightful information about possible regional variances, cultural impacts, and contextual factors that may influence the results. Researchers can better grasp the generalizability of their findings by considering a variety of settings, such as urban and rural areas or other countries. Additionally, understanding the interactions between certain locational qualities, such as the climate, infrastructure, or socioeconomic issues, and the phenomenon being studied can help develop recommendations and tactics that are suited for particular locales. Therefore, including a comparative analysis of several sites would increase the research's depth and breadth of information.

## **5.5 CONCLUSION**

In summary, this study proves that there is a relationship between the factors that influence customer satisfaction towards service quality in 3-star hotels in Kelantan (price, ambiance and location) and customer satisfaction based on service quality. The selected

respondents from the population have indicated the researcher in conducting this study.

In addition, when the customer selects the hotels. This could become an advantage for society because previously abundant people are caring about the price of the hotel but not the service quality of the hotel. However, nowadays humans have been influenced by comfort levels but not their income level. In other words, most of the tourists are choosing to stay at a hotel that is more than 3-star, for instance the hotels that are fully equipped as air-conditioner, wifi, water heater etc.

In conclusion, this opportunity to study could become an advantage. This study summarized price, ambiance and location have an impact on customer satisfaction based on service quality in a 3-star hotel in Kelantan, as well as an important factor that leads customer selection in choosing the hotels. This highlights the report's findings and makes recommendations on how variables may be improved.

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# APPENDICES

## APPENDIX A: DECLARATION FORM

FYP FHPK

### DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

- OPEN ACCESS** I agree that my report is to be made immediately available as hardcopy or on-line open access (full text)
- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972) \*
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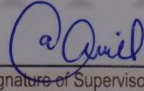
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Group Representative: LEE SOOK YEE  
Date: 22 JUNE 2023

Name: **NUR AZIMAH BINTI OTHMAN**  
Pensyarah  
Date: Fakulti Hospitaliti, Pelancongan dan Kesejahteraan  
Universiti Malaysia Kelantan  
22 JUNE 2023

Note: \* If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction

KELANTAN



## APPENDIX B: QUESTIONNAIRE

### FACTORS THAT INFLUENCE CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY IN 3-STAR HOTELS IN KELANTAN

Dear respondents,

We are undergraduate students of Bachelor Degree in Entrepreneurship (Hospitality) with Honor, from Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan, Pengkalan Chepa, Kota Bharu, Kelantan. We are currently doing a research study based on the title. The purpose of this study is to examine the factors that influence customer satisfaction towards service quality in 3-star hotels in Kelantan. We are hopeful that the information that we gather are useful by completing the questionnaire. The responses we collect will be kept strictly confidential and for academic purposes only. Thank you for your cooperation.

Responden yang dihormati, Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Hospitality) dengan Kepujian, dari Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan, Pengkalan Chepa, Kota Bharu, Kelantan. Kami sedang membuat kajian penyelidikan berdasarkan tajuk. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap kualiti perkhidmatan di hotel 3 bintang di Kelantan. Kami berharap maklumat yang kami kumpulkan berguna dengan melengkapkan borang soal selidik. Jawapan yang kami kumpulkan akan dirahsiakan dan untuk tujuan akademik sahaja. Terima kasih atas kerjasama anda.

Sincerely/ Sekian,

KASTURI A/P RAGUNATHAN (H20A1180)

LEE SOOK YEE (H20A1188)

MELISSA ANAK HENRY (H20A1204)

MOHAMAD ASRI BIN ZULKIFLI AMIN (H20A1212)

#### SECTION A: DEMOGRAPHIC SECTION/

##### BAHAGIAN A: MAKLUMAT DEMOGRAFI

###### GENDER/ JANTINA

- Male/ Lelaki
- Female/ Perempuan

###### RACE/ BANGSA

- Malay/ Melayu

- Chinese/ Cina
- Indian/ India
- Others/ Lain-lain

#### AGE/ UMUR

- Less than 20 year old/ Kurang daripada 20 Tahun
- 21-30 year old/ 21-30 Tahun
- 31-40 year old/ 31-40 Tahun
- 41-50 year old/ 41-50 Tahun
- 51 year old and above/ 51 Tahun ke atas

#### MARITAL STATUS/ STATUS PERKAWINAN

- Single/ Bujang
- Married/ Berkahwin
- Divorce/ Bercerai

#### OCCUPATION/ PEKERJAAN

- Student/ Pelajar
- Employed/ Bekerja
- Unemployed/ Tidak Bekerja
- Retired/ Bersara

How often do you stays in hotel in Kelantan? / Berapa kali anda memilih hotel di Kelantan sebagai tempat penginapan.

- Less than 1 time/ Kurang daripada 1 kali

- times/ 2 Kali
- times/ 3 Kali
- More than 3 times/ Lebih daripada 3 kali

**SECTION B: SERVICE QUALITY**  
**BAHAGIAN B: KUALITI SERVIS**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the level of service provided by the hotel staff during my stay. Saya berpuas hati dengan tahap perkhidmatan yang diberikan oleh kakitangan hotel sepanjang saya menginap.	1	2	3	4	5
I was greeted warmly by the hotel staff upon arrival. Saya disambut mesra oleh kakitangan hotel semasa ketibaan.	1	2	3	4	5
I was provided with all the information I needed during my stay. Saya telah dibekalkan dengan semua maklumat yang saya perlukan sepanjang penginapan saya.	1	2	3	4	5
My requests and needs are attended to in a timely manner. Permintaan dan keperluan saya dilayan tepat pada masanya.	1	2	3	4	5
I am satisfied with the cleanliness and tidiness of my room. Saya berpuas hati dengan kebersihan dan kekemasan bilik saya.	1	2	3	4	5

The hotel staff make me feel valued and important during my stay. Kakitangan hotel membuatkan saya rasa dihargai dan penting sepanjang penginapan saya.	1	2	3	4	5
There were no issues with the quality of the food served at the hotel restaurant. Tiada masalah dengan kualiti makanan yang disajikan di restoran hotel.	1	2	3	4	5
The hotel facilities and amenities were clean and well-maintained. Kemudahan dan kemudahan hotel adalah bersih dan diselenggara dengan baik.	1	2	3	4	5
The hotel staff demonstrate expertise and competence in their work. Kakitangan hotel menunjukkan kepakaran dan kecekapan dalam kerja mereka.	1	2	3	4	5
I have a high possibility of recommending this hotel to someone else based on the level of service provided by the hotel staff. Saya mempunyai kemungkinan tinggi untuk mengesyorkan hotel ini kepada orang lain berdasarkan tahap perkhidmatan yang disediakan oleh kakitangan hotel.	1	2	3	4	5

**SECTION C:  
BAHAGIAN C:**

**I. PRICE/ HARGA**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the quality of service I received considering the price I paid. Saya berpuas hati dengan kualiti perkhidmatan yang	1	2	3	4	5

saya terima memandangkan harga yang saya bayar.					
I would have been more satisfied if the hotel had charged more and provided a higher level of service. Saya akan lebih berpuas hati jika hotel telah mengenakan bayaran lebih dan memberikan tahap perkhidmatan yang lebih tinggi.	1	2	3	4	5
I have a high possibility to stay at the again in the future based on the price I paid. Saya mempunyai kemungkinan yang tinggi untuk tinggal di penginapan lagi pada masa hadapan berdasarkan harga yang saya bayar.	1	2	3	4	5
I am satisfied with the price I paid for any additional amenities or services I purchased at the hotel (e.g. room service, spa service, etc). Saya berpuas hati dengan harga yang saya bayar untuk sebarang kemudahan atau perkhidmatan tambahan yang saya beli di hotel (cth. perkhidmatan bilik, perkhidmatan spa, dll).	1	2	3	4	5
I have a high possibility to recommend this hotel to someone else based on the price I paid. Saya mempunyai kemungkinan tinggi untuk mengesyorkan hotel ini kepada orang lain berdasarkan harga yang saya bayar.	1	2	3	4	5
I am satisfied with the price of the room compared to the quality of the room. Saya berpuas hati dengan harga bilik berbanding kualiti bilik.	1	2	3	4	5
It is very important for the hotel to offer different pricing options (such as non-refundable rates, promotional rates, etc).	1	2	3	4	5

Adalah sangat penting bagi hotel untuk menawarkan pilihan harga yang berbeza (seperti kadar tidak boleh dikembalikan, kadar promosi, dll). Getting a good price for a hotel room is very important to me. Mendapatkan harga yang baik untuk bilik hotel adalah sangat penting bagi saya.	1	2	3	4	5
The price of my stay met my expectations before I arrived at the hotel. Harga penginapan saya menepati jangkaan saya sebelum saya tiba di hotel.	1	2	3	4	5
The price of the room was transparent and clearly displayed when I make the reservations. Harga bilik adalah telus dan jelas dipaparkan semasa saya membuat tempahan.	1	2	3	4	5

## II. AMBIANCE/ SUASANA

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Ambiance of a hotel is important when choosing accommodation. Suasana hotel adalah penting apabila memilih penginapan.	1	2	3	4	5
Recommend other people based on the ambience and service quality that you experienced during your stay. Syorkan orang lain berdasarkan suasana dan kualiti perkhidmatan yang anda alami semasa penginapan anda.	1	2	3	4	5
Welcoming and inviting atmosphere for guests is important as an ambience of a hotel.	1	2	3	4	5

<p>Suasana yang mengalukan dan mengundang tetamu adalah penting sebagai suasana sebuah hotel.</p>					
<p>Scent and fragrance of hotel contribute positively or negatively for a guests . Aroma dan keharuman hotel menyumbang secara positif atau negatif kepada tetamu.</p>	1	2	3	4	5
<p>Poor ambience is lead negative emotions for guests. Suasana yang buruk membawa emosi negatif untuk tetamu.</p>	1	2	3	4	5
<p>Friendliness of hotel staffs is one of the fulfillment of guests satisfaction. Keramahan kakitangan hotel adalah salah satu pemenuhan kepuasan tetamu.</p>	1	2	3	4	5
<p>The decoration contribute positively to the ambience of a hotel. Hiasan itu menyumbang secara positif kepada suasana hotel.</p>	1	2	3	4	5
<p>The lighting of the hotel pleasing and keeping expectation. Pencahayaannya hotel memuaskan dan memenuhi jangkaan.</p>	1	2	3	4	5
<p>The colour schemes and patterns used throughout hotel visually pleasing. Skema warna dan corak yang digunakan di seluruh hotel menarik secara visual.</p>	1	2	3	4	5
<p>The hotel's choice of music helps to create pleasing ambience. Pilihan muzik hotel membantu mewujudkan suasana yang menyenangkan.</p>	1	2	3	4	5

### III. LOCATION/ LOKASI

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The hotel's location was convenient for my needs. Lokasi hotel adalah sesuai untuk keperluan saya.	1	2	3	4	5
The hotel's location was safe and secure. Lokasi hotel adalah selamat dan terjamin.	1	2	3	4	5
The hotel's location was accessible to nearby attractions and amenities. Lokasi hotel ini boleh diakses dengan tarikan dan kemudahan yang berdekatan.	1	2	3	4	5
The hotel's location was easy to find. Lokasi hotel mudah dicari.	1	2	3	4	5
The hotel's location is quiet and peaceful. Lokasi hotel ini tenang dan damai.	1	2	3	4	5
The hotel is easily accessible by public transportation. Hotel ini mudah diakses dengan pengangkutan awam.	1	2	3	4	5
The hotel is located in a desirable or attractive area. Hotel ini terletak di kawasan yang diinginkan atau menarik.	1	2	3	4	5
The location of the hotel significantly impacted my overall satisfaction. Lokasi hotel memberi kesan ketara kepada kepuasan keseluruhan saya.	1	2	3	4	5



## APPENDIX C:

### I. RESPONDENT'S FEEDBACK ON ITEM OF SERVICE QUALITY

Statement	Scale of PS					M
	1	2	3	4	5	(SD)
1. I am satisfied with the level of service provided by the hotel staff during my stay.	18.50%	23.70%	18.00%	19.80%	20.10%	2.99
	71	91	69	76	77	1.408
2. I was greeted warmly by the hotel staff upon arrival.	7.80%	14.10%	21.10%	24.70%	32.30%	3.60
	30	54	81	95	124	1.281
3. I was provided with all the information I needed during my stay.	15.90%	21.60%	16.90%	22.70%	22.90%	3.15
	61	83	65	87	88	1.406
4. My requests and needs are attended to in a timely manner.	14.10%	19.80%	16.10%	24.20%	25.80%	3.28
	54	76	62	93	99	1.400
5. I am satisfied with the cleanliness and tidiness of my room.	6.30%	13.50%	12.50%	29.20%	38.50%	3.80
	24	52	48	112	148	1.257
6. The hotel staff make me feel valued and important during my stay.	8.30%	23.70%	16.70%	25.80%	25.50%	3.36
	32	91	64	99	98	1.312
7. There were no issues with the quality of the food served at the hotel restaurant.	9.90%	19.80%	14.60%	25.00%	30.70%	3.47
	38	76	56	96	118	1.363
8. The hotel facilities and amenities were clean and well-maintained.	12.50%	17.40%	19.00%	24.70%	26.30%	3.35
	48	67	73	95	101	1.363
9. The hotel staff demonstrate expertise and competence in their work.	7.80%	13.00%	19.30%	29.90%	29.90%	3.61
	30	50	74	115	115	1.253
10. I have high possibility of recommending this hotel to someone else based on the level of service provided by the hotel staff.	9.90%	13.50%	15.90%	29.70%	31.00%	3.58
	38	52	61	114	119	1.316

## II. RESPONDENT'S FEEDBACK ON ITEM OF PRICE

Statement	Scale of PS					M
	1	2	3	4	5	(SD)
1. I am satisfied with the quality of service I received considering the price I paid.	4.70%	10.70%	16.10%	31.00%	37.50%	3.86
	18	41	62	119	144	1.170
2. I would have been more satisfied if the hotel had charged more and provided a higher level of service.	10.70%	23.20%	16.70%	26.00%	23.40%	3.28
	41	89	64	100	90	1.334
3. I have a high possibility to stay at the again in the future based on the price I paid.	8.90%	22.70%	14.30%	29.20%	25.00%	3.39
	34	87	55	112	96	1.314
4. I am satisfied with the price I paid for any additional amenities or services I purchased at the hotel (e.g room service, spa service, etc).	890.00%	17.70%	19.80%	28.10%	25.50%	3.44
	34	68	76	108	98	1.283
5. I have a high possibility to recommend this hotel to someone else based on the price I paid.	11.20%	15.40%	15.90%	31.80%	25.80%	3.46
	43	59	61	122	99	1.322
6. I am satisfied with the price of the room compared to the quality of the room.	9.90%	14.80%	21.90%	30.20%	23.20%	3.42
	38	57	84	116	89	1.266
7. It is very important for the hotel to offer different pricing options (such as non-refundable rates, promotional rates, etc).	10.40%	14.10%	18.80%	24.00%	32.80%	3.55
	40	54	72	92	126	1.347
8. Getting a good price for a hotel room is very important to me.	11.70%	15.60%	13.30%	22.90%	36.50%	3.57
	45	60	51	88	140	1.413
9. The price of my stay met my expectations before I arrived at the hotel.	12.20%	17.70%	16.90%	26.80%	26.30%	3.37
	47	68	65	103	101	1.361
10. The price of the room was transparent and clearly displayed when I make the reservations.	12.20%	15.10%	16.10%	20.30%	36.20%	3.53
	47	58	62	78	139	1.419

### III. RESPONDENT'S FEEDBACK ON ITEM OF AMBIENCE

Statement	Scale of PS					M (SD)
	1	2	3	4	5	
1. Ambience of a hotel is important when choosing accommodation.	4.70% 18	7.80% 30	9.60% 37	29.90% 115	47.90% 184	4.09 1.143
2. Recommend other people based on the ambience and service quality that you experienced during your stay.	6.30% 24	17.20% 66	14.80% 57	29.20% 112	32.60% 125	3.65 1.266
3. Welcoming and inviting atmosphere for guests is important as an ambience of a hotel.	7.60% 29	14.30% 55	16.10% 62	28.90% 111	33.10% 127	3.66 1.277
4. Scent and fragrance of hotel contribute positively or negatively for a guest.	7.80% 30	16.70% 64	15.40% 59	26.60% 102	33.60% 129	3.61 1.310
5. Poor ambience is lead negative emotions for guests.	9.10% 35	16.70% 64	13.50% 52	22.40% 86	38.30% 147	3.64 1.371
6. Friendliness of hotel staffs is one of the fulfilment of guest's satisfaction.	10.90% 42	15.60% 60	13.80% 53	21.40% 82	38.30% 147	3.60 1.407
7. The decoration contribute positively to the ambience of a hotel.	11.50% 44	16.70% 64	13.00% 50	22.40% 86	36.50% 140	3.56 1.415
8. The lighting of the hotel pleasing and keeping expectation.	9.90% 38	16.90% 65	13.50% 52	23.40% 90	36.20% 139	3.59 1.379
9. The colour schemes and patterns used throughout hotel visually pleasing.	10.90% 42	14.10% 54	14.30% 55	26.30% 101	34.40% 132	3.59 1.368
10. The hotel's choice of music helps to create pleasing ambience.	12.50% 48	16.90% 65	17.70% 68	20.30% 78	32.60% 125	3.43 1.411

#### IV. RESPONDENT'S FEEDBACK ON ITEM OF LOCATION

Statement	Scale of PS					M (SD)
	1	2	3	4	5	
1. The hotel's location was convenient for my needs.	2.10%	9.60%	10.70%	29.90%	47.70%	4.11
	8	37	41	115	183	1.071
2. The hotel's location was safe and secure.	3.60%	16.90%	16.10%	33.90%	29.40%	3.68
	14	65	62	130	113	1.168
3. The hotel's location was accessible to nearby attractions and amenities.	6.30%	15.90%	16.40%	29.70%	31.80%	3.65
	24	61	63	114	122	1.249
4. The hotel's location was easy to find.	8.10%	15.90%	18.20%	29.40%	28.40%	3.54
	31	61	70	113	109	1.274
5. The hotel's location is quiet and peaceful.	9.40%	14.80%	16.40%	28.90%	30.50%	3.56
	36	57	63	111	117	1.311
6. The hotel is easily accessible by public transportation.	7.60%	22.90%	17.70%	24.00%	27.90%	3.42
	29	88	68	92	107	1.310
7. The hotel is located in a desirable or attractive area.	10.90%	17.40%	17.20%	25.50%	28.90%	3.44
	42	67	66	98	111	1.354
8. The location of the hotel significantly impacted my overall satisfaction.	12.80%	19.30%	16.40%	22.70%	28.90%	3.36
	49	74	63	87	111	1.401