



INFLUENCE OF SERVICES QUALITY ON CUSTOMER SATISFACTION TOWARDS
HOTEL SENTRAL RIVERVIEW MELAKA

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MELAKA

JULY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

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UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, NUR DINI ZAFIRAH BINTI SUHAIMI, (I/C NUMBER : 960701-10-5306)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: **NUR DINI ZAFIRAH BINTI SUHAIMI** Date: **1 JULY 2019**

LETTER OF SUBMISSION

JULY 2019

The Head of Program Bachelor of Business Administration (Hons.) Marketing Faculty
of Business Management Universiti Teknologi Mara Kampus Bandaraya Melaka 110
Off Jalan Hang Tuah 75300 Melaka

Dear

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "Influence Of Services Quality On Customer
Satisfaction Towards Hotel Sentral Riverview Melaka" to fulfil the requirement as
needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Your sincerely,

NUR DINI ZAFIRAH BINTI SUHAIMI

.....

(NUR DINI ZAFIRAH BINTI SUHAIMI)

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ABSTRACT

The main objectives of this study were to identify the factors that influence customer satisfaction towards Hotel Sentral Riverview Melaka.. The variables included in this research are tangible, reliability, responsiveness, assurance and empathy as independent variables and customer satisfaction as the dependent variable. A survey questionnaire which consisted of seven section. Section A consists of the respondents ' demographic data Next, Section B until Section F was related to the independent variables while in Section G is related to dependant variables. 125 respondents from guests who stay on the Hotel Sentral Riverview Melaka were selected as a sample. Cronbach's Alpha was used to determine the reliability and validity of the questionnaire. From the findings, there were a strong relationship between tangible, reliability, assurance and empathy with customer satisfaction. However, there were weak relationship between responsivenss and customer satisfaction with correlation value 0.224. Future researchers could concentrate on determining assurance that influence customer satisfaction when responsiveness is not a factor and reasons for place is currently becoming the leading factor in determining customer satisfaction.

Keyword: customer satisfaction, hotel, service quality, tangible, reliability, responsiveness, assurance, empathy