

The Effect of Hotel Services Performance Towards Guests Satisfaction During the Post-Movement Control Order (MCO) in Kelantan, Malaysia

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ABSTRACT

The purpose of this study was to investigate the relationship between customer satisfaction and service quality at a hotel during the post-movement control order (MCO) in Kelantan, Malaysia. It also emphasizes the need to comprehend customer satisfaction and how clients differentiate service delivery. Customers have changed their minds because of service or product quality concerns. This aspect indicates that the quality of service in the hotel sector is determined by the consumer. Furthermore, the three dimensions of service quality (reliability, responsiveness, and service assurance) have an effect on service quality and customer satisfaction. This study investigated the relationship between service quality and customer satisfaction during the post-movement control order (MCO) in Kelantan, Malaysia.

Keywords: *Service Quality, Hotel Industry, Customer Satisfaction*

INTRODUCTION

The purpose of this study is to investigate the impact of hotel service performance on visitor satisfaction following a Movement Control Order (MCO) in Kelantan, Malaysia. This chapter contains the study's backdrop, issue statement, research purpose, and questions. This chapter also includes the significance of the study, definitions of words, and a summary.

Due to the Coronavirus, many countries are ordered for lockdown, where they are instructed not to accept entry from outside and not to allow citizens to leave the country. Due to the long lockdown implemented in Malaysia, the tourism sector is severely affected, especially in the hospitality sector. Tourists and travellers who come to a holiday destination are very concerned about the environment and the services provided. Therefore, the hotel management needs to ensure they follow the best SOPs announced by WHO and local authorities. The concern of the tourists is whether the hotel follows the SOP. Good quality services are among the important things to satisfy consumer satisfaction. It was able to show that the effect of service quality during COVID-19 on the relationship between service and satisfaction was high. There were two objectives of this research:

1. To investigate the relationship between attitude and intention not to waste food among the citizen in urban areas.
2. To examine the relationship between the value of awareness and intention not to waste food among the citizen in urban areas.

Significance of the Study

Impact of Hotel Service Quality

In this competitive and challenging era, businesses must endeavour to focus on customers' desires and needs in order to meet and exceed their expectations, as client happiness has been a strategic issue. As we all know, customer satisfaction is the key in the world of hospitality because it will determine whether the hotel has good service or not.

Customer Satisfaction

This research will lead to an assessment of the customer's worth within the context of existing service quality and customer satisfaction framework. The interrelationship of customer value with price, sensing of performance, service quality, customer happiness, and their wishes to

repurchase and recommend to others were explored in this study, which focused on the customer's decision-making process. This study also will aid us in recognizing the basic qualities of satisfaction as well as identifying service quality factors that contribute to visitor satisfaction. As previously stated, customer happiness is a crucial goal in the hotel industry. In order to boost the company's image, no hotel or other hospitality industry property can exist if it is not focused on its consumers, specifically meeting their needs, requirements, and expectations.

LITERATURE REVIEW

The Reliability of Hotel Services

The term "reliability" refers to a carrier firm's ability to provide the correct carrier at the primary time, without making any mistakes, and to finish what it has promised by the agreed-upon deadline. Reliability, additionally referred to as trustworthiness, shows a carrier firm's ability to offer reliable and correct offerings to its clients. In the SERVQUAL paradigm, reliability refers to the ability to supply offerings exactly and always as promised.

"Reliability" refers to a carrier company's ability to provide a steady and correct carrier. It comprises "getting it well the primary time," and it's one of the maximum essential dimensions for the consumer. In similar detail, the dependability approach the business enterprise follows via its guarantees, which includes the ones concerning delivery, carrier delivery, trouble resolution, and pricing policy. Clients want to collaborate with corporations who comply with their guarantees approximately carrier outcomes. Reliability is highly essential to the visitor, and it has been found to perform below consumer expectations. The reliability of any hotel can have a major impact, especially during the COVID-19 pandemic. This service performance may have an impact on the number of consumers as well as economic difficulties. Guest overall satisfaction has decreased because of the reliability of hotel service during the COVID-19 pandemic.

The Assurance of Hotel Services

It is crucial for the hotel to ensure hotel service and guest satisfaction during MCO in Kelantan, Malaysia. As we all know that the tourism industry is dominated by customer service, and the life and death hotel business is determined by the satisfaction of the guests. Customers should feel comfortable using various hotel services, and the customers would definitely like to feel protected during their stay. As we all know that the tourism industry is dominated by customer service, and the life and death hotel business is determined by the satisfaction of its guests. Customers should feel comfortable when using various hotel services, and customers would like to feel protected during their stay. Proponents of the above-mentioned services prefer to emphasize the importance of adhering to specifications, meeting standards, and providing customers with the desired level of service quality. If a customer leaves the hotel without being satisfied, the company's efforts to improve service quality will be for nought.

The Responsiveness of Hotel Services

Responsive is the ability of hotels and flexible hotels to serve and assist their customers. Responsive hotels are very important for running a hospitality business and ensuring all hotel customers are comfortable inquiring about and staying at the hotel. Responsive decisions will be more successful if the hotel has the willingness to serve guests quickly. It can give satisfaction to customers. In addition, the hotel must be able and always ready to answer all requests and inquiries of guests at anytime and anywhere. In addition, the hotel should be flexible in following guests' requests and meet all their expectations for their requests. The hotel's ability to provide assistance to customers and hotel guests is an important aspect that will directly have a positive impact on customer satisfaction as most customers are more likely

to receive fast and prompt service from the hotel. As a convenient step for the hotel, they can also provide information on the wall to make it easier for guests and customers to read the information. It is important and the responsibility of the hotel to provide sound training for the entire hotel staff. With training, staff can turn the training into a service guide, and they will also be more motivated to make sure they guess that they are satisfied with the service they provide. There is a good relationship between responsive service quality and satisfaction can illustrate that the hotel can provide service quickly and can provide relevant services that allow their customer satisfaction is guaranteed.

Hotel Guests Satisfaction

Guest satisfaction refers to the condition of a client in which their objectives, expectations, and criteria are met. A service is considered fulfilling when it satisfies the needs and expectations of the customer. Customer satisfaction is crucial when providing superior, more efficient, and effective service. If a service's patrons are dissatisfied, it may be termed ineffective and inefficient. This is crucial for the hotel's guests' satisfaction. If a good customer relationship is developed, the firm will surely gain a competitive advantage. Guest happiness may confer major competitive advantages on hotels, resulting in greater profitability and expansion. Customer satisfaction is crucial in defining the level of service demand and the function or operationalization of providers, especially in competitive contexts where customers have the capacity to choose among various alternative services and have the necessary knowledge. However, when a single agency, public or private, offers all services, the use of visitor satisfaction to evaluate service performance and efficiency is often overlooked.

Research Hypothesis

The literature review shows that the independent variables are reliability, assurance, and responsiveness of hotel service toward guest satisfaction during MCO in Kelantan, Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H₁** There is a significant relationship between the reliability of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia
- H₂** There is a significant relationship between assurance of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia.
- H₃** There is a significant relationship between the responsiveness of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia

Research Framework

The Figure 1 below shows the research framework used for this study

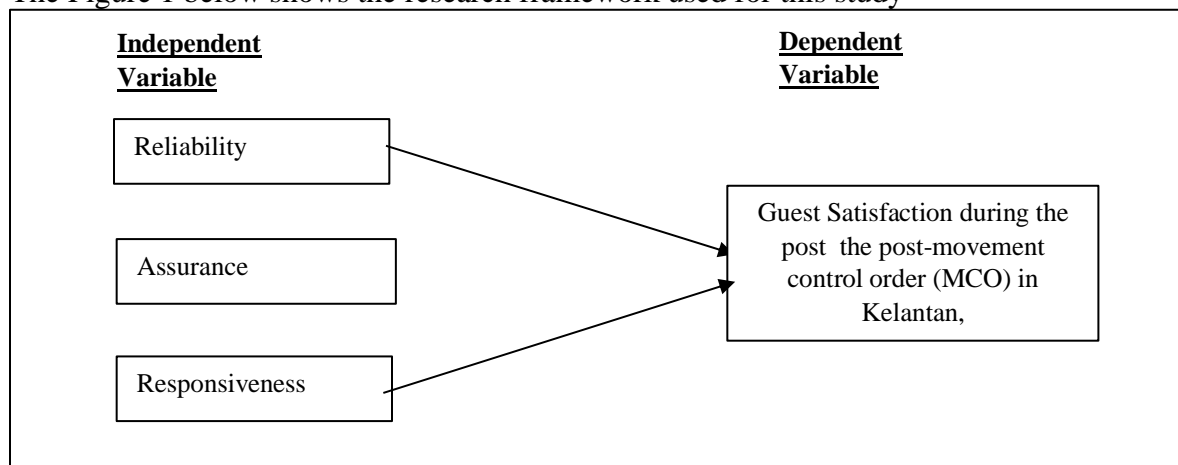


Figure 1: Research Framework

METHODOLOGY

Research Design

The purpose of research design is to ensure that the collected evidence enables researchers to answer research questions as clearly and effectively as possible. Customers' overall satisfaction with hotel service performance during the post-movement Control Order (MCO) period is also being investigated in this study.

Consistently and logically, researchers must establish the needed data, Techniques for collecting, measuring, and analyzing data, as well as strategies for solving research problems. This study used a quantitative research design. Data was acquired via an online survey due to the COVID-19 epidemic. When compared to a personal interview, the advantages of survey research are that it is more efficient and convenient. Furthermore, the collecting of responders takes less time and costs. The questionnaire will be circulated to gather data in order to identify the relationship between hotel service performance and guest satisfaction in Kelantan, Malaysia during MCO.

Data Collection

Data may be acquired in a variety of ways, which are qualitative and quantitative. Two forms of information include primary data and secondary data. The main data relates to the researcher's collection of information such as age and gender, which was evaluated using frequency and other numerical descriptive statistics. The correlation coefficient will be utilized to identify the relationship between service performance and guest satisfaction. Furthermore, secondary data refers to any information obtained from publicly available sources. The main was employed in this investigation. The responder completed a questionnaire and answered all of the questions, which provided primary data. As a result, primary data is an important source of information in this study.

Sampling

Sampling method was attempted to collect samples that are representative of the population in question. Sampling is less costly and faster than measuring the entire population, yet it can yield insights in circumstances where sampling the full population is impossible. In this study, the populations we selected are Kelantan people and the tourists who have come travel to Kelantan and stay in hotels in Kelantan. Each person was selected at random and has the same possibility as any other group of people of being included in the sample. Kelantan was chosen as to be a target demographic. Respondent data will be collected through the survey method. The questionnaire on the survey will use google forms and be distributed through social media, especially to the people of Kelantan.

$$s = \frac{X^2 N P(1-P)}{d^2} + d(N-1) + X^2 P(1-P)$$

s = Required sample size

X= The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = The population size

P= The population proportion (assumed to be 50 since this would provide the maximum sample size)

d = The degree of accuracy expressed as a proportion (.05)

Data Analysis

Data analysis is a method of summarising the information obtained. It is an assessment of data or information gathered via the use of respondents to be utilized as meaningful records. The qualitative method will be used by the researcher. The data can be utilized for research, surveys, and other purposes. Data analysis will be analyzed with IBM SPSS (Statistical Package for the Social science). SPSS will make it easy for researchers to analyze the statistics that were collected. Furthermore, in order to study facts, the researcher must select a descriptive

technique of analysis as well as an inferential method of analysis. The feature of this strategy is then to outline the demographic and social finance based on the descriptive analysis. Furthermore, inferential analysis investigates and assesses the link between the dependent and independent variables in this study.

FINDINGS

Demographic Analysis

Table 1: Frequency Analysis

	Frequency	Percentage
Gender		
Male	133	44.5
Female	166	55.5
Age		
18 - 25	152	50.5
26 - 35	53	17.6
36 - 45	42	14.0
46 - 55	44	14.6
56 and above	10	3.3
Race		
Malay	213	71.0
Indian	36	12.0
Chinese	42	14.0
Other	9	3.0
Occupation		
Employed	118	39.3
Unemployed	25	8.3
Student	145	48.3
Retired	12	4.0
Marital Status		
Single	199	66.6
Married	100	33.4
Income		
Below RM1000	143	49.1
RM1000 - RM1999	57	19.6
RM2000 - RM2999	38	13.1
RM3000 and above	53	18.2

Table 4 shows the demographic distribution of 302 respondents. The table shows that there are 166 female respondents (55.5%) more than male respondents which are 133 respondents (44.5%). The difference between the gender of males (44.5%) and females (55.5%) is 33 respondents. The female respondents were more than male respondents because females were more willing to answer the questionnaire during the data collection than males. There are 5 categories in the table which are 18-25 years old, 25-35 years old, 36-45 years old, 46-55 years old, and lastly 56 years old and above. Based on the table, there are 152 respondents (50.5%) who are 18-25 years old, 53 respondents (17.6%) are 26-35 years old, 42 respondents (14.0%) are 36-45 years old, 44 respondents (14.6%) is 46-55 years old, 10 respondents (3.3%) is 56 years old and above. The highest data in this table is 18-25 years old which is 152 respondents (50.5%) and the lowest data is 56 years old and above which is 10 respondents (3.3%).

There are 213 Malay respondents (71.0%), 36 Indian respondents (12.0%), 42 Chinese respondents (14.0%), and 9 respondents (3.0%) which is other race. It can be illustrated that the highest percentage of respondents are Malay (71.0%) while the lowest percentage of respondents are included in the other race (3.0%). Malay respondents were more willing to answer the questionnaire during the data collection. Hence, the hotel services performance towards guest satisfaction in Kelantan, Malaysia, has a predominantly Malay population, which may have different perceptions of its findings and may not be extrapolated to the entire population of Malaysia. Table 4 also shows that the highest frequency of the occupation is 145 students (48.3%) and the lowest frequency is 12 respondents (4.0%) who were retired. Occupations are job situations held by people with specific areas of interest and specific skills that benefit that field. The person may seek employment in a particular occupation so that the person is interested in continuing the occupation, and if the occupation requires licensing and certification, the person pursues it as an occupation. The others occupation include 118 employed respondents (39.3%) and 25 unemployed respondents (8.3%).

In this study, the marital status characteristics of respondents are divided into two categories which were single and married. Based on Table 4.1, there are 199 respondents are single and 100 respondents are married. The difference between these two categories is 99 respondents. Malaysia is gradually becoming a high-income country and nowadays people are increasingly sensitive to service quality spend (Loo & Normala, 2020). Based on the table, respondents who had the most income, 143 respondents, earned below RM1000 with a percentage (49.1%), and the least income was the 38 respondents (13.1%) who have earned a household income of RM2000-RM2999. There are 57 respondents (19.6%) who had earned RM1000-RM1999 and 53 respondents (18.2%) who earned a household income of RM3000 and above.

Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Reliability	When the hotel promises to do something by a particular time, it does so.	4.06	.842
	When you have a problem, the hotel shows a sincere interest in solving it.	4.10	.769
	The hotel performs the services right the first time.	4.08	.852
	The hotel provides its services at the same time it promises to do so.	4.06	.803
	The hotel insists on error-free records.	3.92	.902
	When the hotel promises to do something by a particular time, it does so.	4.06	.842
	Assurance	The behavior of hotel employees instills confidence in customers.	4.16
You feel safe in your transactions with hotel.		4.08	.802
The hotel employees are consistently courteous with you.		4.13	.846
The hotel employees have the knowledge to answer your questions.		4.11	.802

Responsiveness	The hotel employees tell you exactly when services will get performed.	4.11	.787
	The hotel employees give your prompt services.	4.15	.813
	The hotel employees are always willing to help you.	4.15	.798
	The employees are never too busy to respond to your requests.	4.01	.901
	The hotel employees tell you exactly when services will get performed.	4.11	.787
	The hotel employees give your prompt services.	4.15	.813
Guest Satisfaction	Hotel's physical facilities.	4.13	.805
	Hotels equipment.	4.14	.769
	Appearance of hotel employees.	4.17	.783
	Communication materials.	4.12	.820
	Timeliness of services.	4.11	.796
	Problem-solving interest.	4.10	.794
	Efficient services.	4.14	.799
	Consistency of services.	4.15	.801
	Accuracy of records.	4.12	.805
	Problem resolution time.	4.10	.781
	Prompt attention to guests' requests.	4.16	.809
	Willingness to help.	4.13	.777
	Flexibility of employees.	4.16	.791
	Behaviour of employees.	4.17	.796
	Safety and security.	4.19	.755
	Courtesy of employees.	4.18	.766
	Competence of employees.	4.15	.796
	Individualized attention.	4.15	.767
	Convenient operating hours.	4.18	.775
	Personal attention from employees.	4.11	.815
Concern about guests' interest.	4.12	.824	
Understanding guest-specific needs.	4.16	.777	

Table 2 shows the descriptive analysis of the independent variable (reliability, assurance, and responsiveness) and dependent variable (guest satisfaction) in this research. It is apparent that the majority of respondents agree (Mean=4.06) with the first statement, "When the hotel promises to do something by a particular time, it does so." The standard deviation is 0.8. The mean of "When you have a problem, the hotel shows a sincere interest in solving it." is 4.10, and the standard deviation is 0.8. There are (Mean=4.08) and 0.9 standard deviation for the third statement, "The hotel performs the services right the first time.". "The hotel provides its services at the same time it promises to do so." are (Mean=4.06) and 0.8 deviations. The statement, "The hotel insists on error-free records." also has a positive result" (Mean=3.92). Thus, it is apparent that most respondents agree with all the statements shown in the descriptive analysis of reliability in hotel services.

The table also shows the descriptive analysis of assurance in hotel services. It is apparent that most respondents agree (Mean=4.16) with the first statement, "The behaviour of hotel employees instils confidence in customers." The standard deviation is 0.8. The mean of "You

feel safe in your transactions with the hotel.” is 4.08, and the standard deviation is 0.8. There are (Mean=4.13) and 0.8 deviations for the third statement, “The hotel employees are consistently courteous with you.”. “The hotel employees have the knowledge to answer your questions.” are (Mean=4.11) and 0.8 deviations. Thus, Table 4.8 indicates that most respondents agree with all the statements shown in the descriptive analysis of assurance in hotel services.

The majority of respondents agree (Mean=4.11) with the first statement in the descriptive analysis of responsiveness: "The hotel employees tell you exactly when services will get performed.". “The hotel employees give your prompt services.” had a positive result (Mean=4.15) and 0.8 deviations. Next, there are also (Mean=4.15) and 0.8 deviations for the third statement, “The hotel employees are always willing to help you.”. “The employees are never too busy to respond to your requests.” are (Mean=4.01) and 0.9 deviations.

For the descriptive analysis of the dependent variable, which is guest satisfaction, there are 22 statements in this study. It includes the Hotel’s physical facilities (4.13), Hotels equipment (4.14), Appearance of hotel employees (4.17), Communication materials (4.12), Timeliness of services (4.11), Problem-solving interest (4.10), Efficient services (4.14), Consistency of services (4.15), Accuracy of records (4.12), Problem resolution time (4.10), Prompt attention to guests’ requests (4.16), Willingness to help (4.13), Flexibility of employees (4.16), Behaviour of employees (4.17), Safety and security (4.19), Courtesy of employees (4.18), Competence of employees (4.15), Individualized attention (4.15), Convenient operating hours (4.18), Personal attention from employees (4.11), Concern towards guests’ interest (4.12), and Understanding guest specific needs (4.16). The mean for the average guest satisfaction is 4.14. The deviation for all the statements was 0.8.

Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Reliability	5	0.908
Assurance	4	0.882
Responsiveness	4	0.896
Guest Satisfaction	22	0.982

The Cronbach’s Alpha Coefficient Values. Alpha value were described as excellent (0.9), very good (0.8<0.9), good (0.7<0.8), moderate (0.6<0.7), and poor (<0.6). All the variables shown in Table 4.3 include reliability, assurance, responsiveness, and guest satisfaction. Alpha results fall between the low acceptable level (0.6) and the high acceptance level range (0.9). The reliability of Cronbach's Alpha was used to check the reliability of the three independent variables. All the independent variable and dependent variable which is reliability (5 item;= 0.9) , assurance (4 item;= 0.9) , responsiveness (4 item;= 0.9) and guest satisfaction (22 item;= 0.9) had stated excellent following the values of Cronbach’s alpha.

Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁ : There is a significant relationship between the reliability of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia	<0.01	H ₁ is accepted
H₂ : There is a significant relationship between assurance of hotel service and guest satisfaction during the MCO in Kelantan, Malaysia	<0.01	H ₂ is accepted
H₃ : There is a significant relationship between the responsiveness of hotel service and guest satisfaction during the MCO in, Kelantan, Malaysia	<0.01	H ₃ is accepted

The Pearson correlation analysis between an independent variable and the dependent variable is shown in Table 4. There is a significant link between hotel service quality and guest satisfaction because the p-value between the independent and dependent variables is <0.01. It demonstrates that the reliability of hotel service and guest satisfaction has a strong positive relationship. There was a strong positive association between assurance of hotel service and guest satisfaction, with $p < 0.01$. The correlation coefficient suggests a positive connection between assurance of hotel service and guest satisfaction. There was a statistically significant correlation between the responsiveness of hotel service and guest satisfaction, with $p < 0.01$. The correlation coefficient reveals a positive connection between the responsiveness of hotel service and guest satisfaction.

DISCUSSION & RECOMMENDATIONS

Reliability influence has been shown to influence the guest's satisfaction during MCO in Kelantan Malaysia. The objective to study the reliability influence on the guest's satisfaction during MCO in Kelantan Malaysia has been achieved. The research has five questions that have also been supported in this study. We can refer to table 2 shows the descriptive analysis of reliability in hotel services. The majority of respondents agree (Mean=4.06). The percentage that responded to reliability is the third-lowest percentage in the variable.

Based on the descriptive analysis of assurance in hotel services, most respondents agree with the first statement, "The behaviour of hotel employees instils confidence in customers", with the highest mean=4.16 and the standard deviation being 0.8. Mean=4.13 and deviations 0.8 for the third statement, "The hotel employees are consistently courteous with you". While "The hotel employees know to answer your question" mean=4.11 and 0.8 deviations. "You feel safe in your transactions with the hotel" mean=4.08 and standard deviation 0.8.

The Third hypothesis predicts a positive and significant relationship between responsiveness and guest satisfaction in Kelantan Malaysia. According to a Pearson Correlation analysis in Table 4, the result showed that responsiveness has weakly correlated with guest satisfaction in Kelantan, Malaysia. Based on the result, a weak positive correlation relationship between independent variable 3 (Responsiveness) and dependent variable (Guest satisfaction in Kelantan Malaysia) at $r = 0.842$, $p = < 0.01$ are shown supported.

Based on the findings of this study, it is proposed that all hotels in Kelantan Malaysia improve in all thirteen areas determining guests' satisfaction. This feature will assist these hotels in

increasing client satisfaction. Aside from that, these hotels should incorporate the latter's three-dimensional characteristics because they have a beneficial influence on client satisfaction. Furthermore, it is advised that more attention be placed on the dependability dimension during resource allocation because it greatly impacts guests' satisfaction. Finally, it is suggested that hotel communication methods to be enhanced, as most consumers are unsatisfied with this aspect.

There is also the data gathering techniques section. Future research might employ qualitative methodologies to investigate other variables that impact guest satisfaction and hotel performance, and the study should be more complete to provide a more open response. Furthermore, communication becomes more straightforward, and it is advantageous to provide news and information quickly. To address the challenge of discovering generalizability, future research should include a variety of sampling procedures, including both probability and non-probability sampling.

CONCLUSION

In conclusion, this study was conducted to better understand the survey on the effect of hotel service performance on guest satisfaction during (MCO) in Kelantan, Malaysia. A survey questionnaire was completed to find the elements influencing hotel service performance towards guests' satisfaction during the post- Movement Control Order (MCO) in Kelantan. This research project has identified the relationship between reliability, assurance, and responsiveness to guest satisfaction during MCO in Kelantan, Malaysia. The results showed that all three independent variables had a significant positive relationship with guest satisfaction after testing the reliability analysis and Pearson Correlation analysis.

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