

Factors that influence customer satisfaction in 3star hotels in Kelantan

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ABSTRACT

The study aimed to reveal the indicators that factors that influence customer satisfaction towards service quality in 3-star hotels in Kelantan. A survey was carried out and a total number of 384 respondents was completing the questionnaires which is consisted overall 38 questions. The result showed the customer satisfaction that fulfil their necessary and feelings are based on “service quality” and the several factors such as “price”, “ambiance” and “location”. Hence, any factors must be addressed appropriately in order to maintain a high level of customer satisfaction and the image of the hotel intact. Furthermore, customers from different subgroups have different feelings on the service quality. In this study, questionnaires were distributed to customers from different segments. The aim was to investigate the factors that influences the customer satisfaction towards service quality in 3-star hotels in Kelantan. The research also tested the mediating effect on customer satisfaction based on the service quality that provided. Thus, the results demonstrated a need for better service quality to create satisfaction from customers to those factors that fail to generate customer satisfaction based on the investigation.

Keywords: Hotels, Price, Ambiance, Location

INTRODUCTION

Hospitality is a contemporary human interaction that is designed to enhance the mutual wellbeing 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).

The hotel industry is defining all forms of business which are related to a provision. For instance, accommodation in lodging, food and beverage and also other services provided connect and form the public service. Hotels in Kelantan are provided with extra health and safety measures. For example, hotels such as “The Grand Renai”, “Perdana Kota Bharu”,