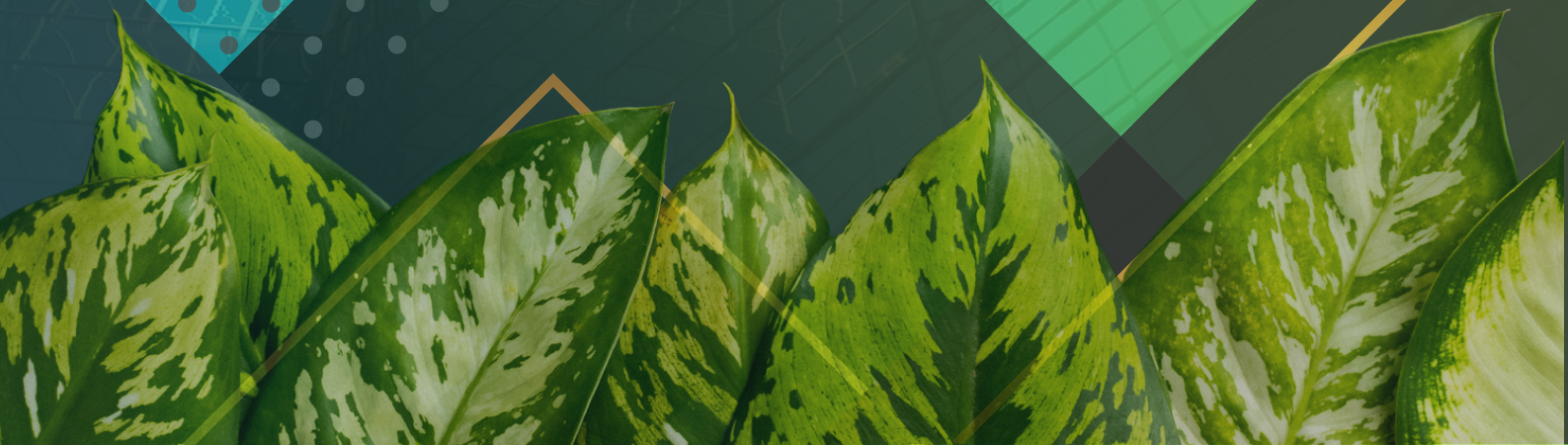




# E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING  
TOURISM,  
HOSPITALITY AND WELLNESS INDUSTRY  
FOR A BRIGHTER TOMORROW**





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# Examining Customer Satisfaction Toward Quality Service at Zamburger Hotel: A Quantitative Study

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## ABSTRACT

*This study aims to establish a connection between consumer satisfaction and exceptional service at the Zamburger Hotel in Pengkalan Chep, Kelantan. Customer satisfaction is defined as a metric that evaluates the extent to which consumers are satisfied with a company's products, services, and capabilities. Customer satisfaction information, such as surveys and evaluations, can help a business determine how to enhance or modify its products and services. Providing quality customer service entails providing consumers with prompt, polite, and expedient assistance while also establishing strong relationships with them. Customers lodging at Hotel Zamburger are the scope and limits of this investigation. This study's sample comprises of Kelantan's general population and foreign visitors. They will comment on the calibre of service at the Zamburger Hotel. Using questionnaires as the research instrument, the researchers employ quantitative and descriptive methods in this study.*

**Keywords: Customer satisfaction, Service Quality**

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## INTRODUCTION

Many different forms of study have been conducted on the issue of inadequate customer satisfaction in service quality levels at Hotel Zamburger. This study was chosen because many problems emerge from employees and some from employers. Hiring the wrong people for critical jobs is one of the reasons for poor and insufficient service. Work, a lack of training, staff fatigue, a misinterpretation of client expectations, and a lack of employee involvement are all factors. Furthermore, research has revealed that another issue with Zamburger Hotel is limited

facilities and less clean accommodation. This issue develops due to a lack of cleaning employees at the hotel as well as clients who do not care about cleanliness while staying at this Zamburger Hotel.

This study focuses on client satisfaction with high-quality services. It is a vital step in developing customer loyalty, pleasing consumers, and producing great word-of-mouth. The research on this subject has chosen references to gain further material, such as literature, newspapers, journals, and so on. Furthermore, the nomenclature employed is specific. The focus of the study was confined to the relationship between customer contentment and service quality. The sample size is the number of people or observations that comprise the sample. The sample size for the study is determined by the cost of data collection and the statistical power (Singh & Masuku, 2014). Customers of the Zamburger Hotel comprise the study's sample. The researchers will employ 384 respondents in their sample for this study. The researcher will choose the size of the sample utilized in this study to collect replies. As a result, all races and faiths who opted to reply to the questionnaire are included in our sample size.

Therefore, the primary objective of this research is to examine the relationship between customer satisfaction toward quality service at the Zamburger Hotel. There are three research objectives:

1. To examine the relationship between service quality (reliability, assurance, tangible, empathy, responsiveness) of Zamburger Hotel towards customer satisfaction.
2. To examine the relationship between the high prices of the Zamburger Hotel towards customer satisfaction.
3. To examine the relationship between responsiveness and customer satisfaction in Zamburger Hotel.

## **SIGNIFICANCE OF THE STUDY**

The outcomes of this study are expected to have a major impact on quality service. Furthermore, this research will assist consumers in determining the impact of customer satisfaction on the quality of service, which is bad and inadequate, as well as inadequate amenities and less hygienic housing.

## **LITERATURE REVIEW**

### **Service Quality**

Quality is a theory that is evasive and ambiguous, and it is also important to differentiate between commodities and services as they have distinct characteristics, according to (Ali et al., 2021) in the research of (Abdullah & Afshar, 2019). The former is more tangible than the latter, which is an immaterial live performance (Abdullah & Rahman, 2015). Many definitions and ideas of service quality are presented in academic literature and a substantial body of research, and many of these works also compare consumer expectations with performance. According to Parasuraman, Valarie, Zeithaml, and Berry's research (Ali et al., 2021), service quality is "the perception coming from the contrast of customer expectations with actual service performance" (paraphrased from Parasuraman, Valarie, Zeithaml, and Berry, 1985, p. 42). According to Churchill and Surprenant (1982) and Parasuraman et al. (1985), who together popularised the theory of customer satisfaction through the measurement of a firm's actual service delivery following customer expectations as defined by the achievement of perceived quality, service was defined in the 1980s as meeting the wants and needs of the customer above and beyond their expectations. According to Fida et al. (2020), this method employs five quality factors to define the excellence of a service. This dimension consists of five components: tangibility, dependability, responsiveness, assurance, and empathy; however, various authors have altered the meanings of these components. It evaluates consumers' perceptions of service quality based on the gap between their expectations and their actual experiences. Because service quality is a multifaceted concept, each SERVQUAL dimension provides unique characteristics for evaluating customer perceptions and expectations of service quality in the hospitality industry. (Al Ababneh, 2017).

### **Customer Satisfaction**

According to (Suchánek & Králová, 2019), it is also crucial to evaluate customer satisfaction in the context of competitiveness because, as Hennig-Thurau & Klee (1997) claimed, customer satisfaction has a significant impact on the competitiveness of the product and, by extension, on the firm. In the business world, "customer satisfaction with a company and its products is generally considered the key to a company's performance and long-term competitiveness." Focusing on satisfying customers is crucial to a company's long-term success, as shown by the definition of "customer satisfaction" provided by Zeithaml et al. (1996). To put it another way, in order to achieve customer happiness, a firm must provide results that go above what customers anticipate. Several researchers (Fida et al., 2020) Customers are more likely to remain loyal if their needs are consistently met, which in turn decreases the likelihood of customer churn, as stated by Lau and Cheung (2013). Customer satisfaction and the subsequent connection between the business and the client stem in large part from the quality of the service provided (Amin & Isa, 2008).

## **Customer Expectations**

According to the study of Hallowell (1996), as referenced by Uzunboylu (2016), knowing the expectations or wants of consumers enables companies to determine how to best serve the customer and offers a basis for making changes to increase their satisfaction. The term 'expectation' varies depending on how it is used in the literature on service quality or customer satisfaction (Parasuraman et al., 1988). In the literature on service excellence, "expectations" refer to the wishes or desires of consumers. In other words, people's opinions about what the service should be as opposed to what it is. In the satisfaction literature, on the other hand, it is employed as a customer's forecast of what is likely to happen during a service exchange (Kunst & Lemmink, 1996). According to Parasuraman et al. (1988), the term "expectations" can have various meanings depending on where you look in the service quality or consumer satisfaction literature. Kunst and Lemmink (1996) define expectations as the customer's intentions or desires in the service quality literature. In other words, individuals are more concerned with what the service should be than with what it actually is. In the satisfaction literature, however, it refers to a customer's anticipation of what might occur during a service exchange, as cited by Uzunboynu (2016).

## **Research Hypothesis**

The study's hypothesis is to determine whether there are correlations or relationships between dependent variables and independent variables.

**H1:** There is a positive relationship between service quality and customer satisfaction at Zamburger Hotel.

**H2:** There is a positive relationship between high prices and customer satisfaction at Zamburger Hotel.

**H3:** There is a positive relationship between responsiveness and customer satisfaction at Zamburger Hotel.

## Research Framework

The research framework utilised for this investigation is illustrated in Figure 1.

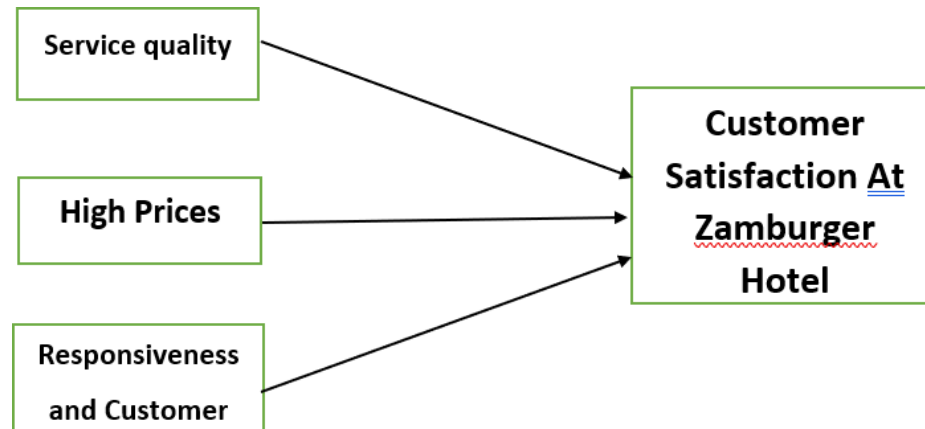


Figure 1: Research Framework

## METHODOLOGY

### Research Design

This research method applied the quantitative approach and used a survey that was conducted through questionnaires. This research consists of the general public and foreign tourists in Kelantan. The Likert scale has been applied to know the level of satisfaction of customers towards quality service at Zamburger Hotel which is service quality, high prices, responsiveness, and customer loyalty.

### Data Collection

This study uses primary data as its method of data collection. Through experiments, surveys, and interviews, it was obtained directly from primary sources. The general public and foreign visitors are the focus of this quantitative, descriptive study. In addition, data are gathered using a probability-stratified sampling method. This study uses a Google Form to create questionnaires and distributes them via social media platforms such as Twitter, Facebook, WhatsApp, and Instagram to collect data. The surveys consisted of four sections: Section A for demographic information, Section B for



suggestions on customer service quality, Section C for customer satisfaction with costly products, and Section D for consumer expectations regarding responsiveness and loyalty.

## Sampling

Sampling is picking a group from which the researchers will gather the data for their study. The probability and non-probability sampling methods are the two available sampling techniques. A probability sampling technique has been applied in this study. Using probability sampling, which incorporates random selection, will able the researcher to draw robust statistical conclusions about the entire group.

## Data Analysis

Regarding data analysis, the information gathered for this analysis will be analysed using Statistical Package for the Social Sciences, Version 27 (SPSS). This IBM SPSS version 27 is a comprehensive set of statistical instruments for processing statistical data and generating a variety of outputs in response to the research question.

## FINDINGS

### Demographic Profile

Table 4.1: Number of Respondents by Demographic Profile

<b>Gender</b>	<b>Frequency</b>	<b>Percent (%)</b>
Female	89	42.2
Male	122	57.8
<b>Age</b>	<b>Frequency</b>	<b>Percent (%)</b>
20 years and below	24	11.4
21 - 30 years old	121	57.3

31 - 40 years old	50	23.7
41 - 50 years old	11	5.2
51 - 60 years old and above	5	2.4
<b>Marital Status</b>	<b>Frequency</b>	<b>Percent ( % )</b>

Single	156	73.9
Married	48	22.7
Others	7	3.3
<b>Race</b>	<b>Frequency</b>	<b>Percent ( % )</b>
Malay	148	70.1
Indian	35	16.6
Chinese	24	11.4
Others	4	1.9
<b>Monthly Income</b>	<b>Frequency</b>	<b>Percent ( % )</b>

RM 1000 and below	135	64.0
RM 1000 - RM 20000	45	21.3
RM3000 and above	31	14.7

Table 4.1: Summary of Demographic Profile

The demographic characteristics of the respondents are depicted in table 4.1. 211 individuals have responded in total. The number and percentage of respondents are shown based on gender in Table 4.1 and figure out of 211 respondents, 122 respondents were male and the remaining 89 respondents were female. As can be seen here, the respondents were predominantly male compared to female. The percentage of male respondents was 57.8%, which was higher than the female respondent's 42.2%.

The number and percentage of respondents are shown based on age in Table 4.2.2 and figure out, 21-30 years old is the highest of respondents with 121 (11.4%). The second range of age is 31-40 years old that is 50 (23.7%). The third range of age is 20 years and below with 24 (11.4%). Next for the fourth range of age is 41-50 years old with 11 (5.2%) meanwhile 51-60 years old and above respondents 5 (2.4%).

The number and percentage of respondents are shown based on monthly Income in Table 4.2.5 and figure out, and for monthly income RM 1000 and below is the highest of respondents with 135 (64%). The second range of monthly Income for RM1000 - RM20000 is 45 (21.3%) meanwhile for RM3000 and above respondents is 31 (14.7%).

### Descriptive Analysis

Descriptive analysis is the practise of providing a concise summary of a data set that may stand in for the complete population or for a specific subset of that population.

#### 4.3.1 Service Quality

Variables	N	Mean	Standard Deviation
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You are satisfied with the service quality that Zamburger Hotel provided.	211	4.09	.719
You are satisfied with the appearance of the Zamburger Hotel	211	4.11	.701

You are satisfied with the cooperation that was given by the staff at Zamburger Hotel	211	4.15	.728
When they promise to do something by a certain time, they do it	211	4.09	.683
When a customer has a problem, they should show sincere interest in solving the problem	211	4.08	.658

Table 4.2: Descriptive statistics of service quality

### 4.3.2 High Prices

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Do you think the price of an overnight stay is reasonable and affordable with the service, facilities, and accommodation provided by Zamburger Hotel?	211	4.10	.703
You are satisfied with the price and promotion on sales service by Zamburger Hotel.	211	4.06	.760
The frequency with which customers come to Zamburger Hotel has a positive effect on customer loyalty	211	4.10	.714
Price and value have a positive impact on customer loyalty	211	4.08	.746
Service quality has a positive impact on customer loyalty	211	4.04	.713

Table 4.3: Descriptive statistics of high prices

### 4.3.3 Responsiveness

Variables	N	Mean	Standard Deviation
You are very satisfied with our hotel and will recommend Zamburger Hotel to your friends or colleagues	211	4.13	.691
You will likely stay at Zamburger Hotel again.	211	4.18	.687
Overall, at what level were you satisfied with Zamburger Hotel?	211	4.07	.747

Table 4.4: Descriptive statistics of responsiveness

## RELIABILITY TESTS

Table 4.3 shows the pilot survey test result.

Construct	Cronbach's Alpha	No of Item	N
Service Quality	.895	5	30
High Prices	.822	5	30
Responsiveness	.913	3	30

## PEARSON'S CORRELATION

Hypothesis	Result	Findings of Data Analysis
<b>H1:</b> There is a positive relationship between service quality and customer satisfaction at Zamburger Hotel	r = 0.874,  p = >.001  Moderate positive	<b>H1: Accepted</b>
<b>H2:</b> There is a positive relationship between high prices and customer satisfaction at Zamburger Hotel	r = 0.837,  p = >.001  Moderate positive	<b>H2: Accepted</b>
<b>H3:</b> There is a positive relationship between responsiveness and customer satisfaction at Zamburger Hotel	r = 0.821,  p = >.001  Moderate positive	<b>H3: Accepted</b>

Table 4 serves to summarise the findings of this study.

Based on Table 4, the result revealed that all three variables have a strong relationship with customer satisfaction at Zamburger Hotel with a correlation value from  $0.874 > 0.837 > 0.821$ . The highest correlation relationship was service quality and the lowest one was responsiveness. Nevertheless, all hypotheses are accepted.





## DISCUSSION AND RECOMMENDATION

The purpose of the discussions was to address the questions and hypotheses raised in the first chapter of this study. In general, this study has investigated in depth Customer satisfaction with respect to quality service at the Zamburger Hotel. On the basis of the study's findings, there are a number of recommendations for future tourism operators and researchers.

The first recommendation is that the manager of Zamburger Hotel should promote regular customers. For example, regular customers can get a discount or special price. Promotions are vital since they are a wonderful method to immediately increase occupancy and income when you are facing a low time or want to capitalize on a high period. A good campaign will enhance client trust by providing them with awareness, value, and excitement.

Furthermore, the hotel manager should provide more facilities for customers such as fitness facilities. The majority of modern hotels have some kind of fitness center. This might be as basic as a room with a few key workout devices. Fitness facilities at a more notable upmarket hotel may comprise many rooms, including a full gym manned by trained trainers. While not everyone keeps up their exercise routine while on vacation, many guests like exercising and want to prevent being deconditioned while traveling. Good facility management is critical here since selecting appropriate equipment and ensuring safety are critical.

The final suggestion is that hotel personnel should continue to provide superior service to guests. Consistent labour and effort are required from the staff in order to provide exceptional customer service. Customers must be engaged, courteous, accessible, and, above all, attentive to the customers. Moreover, empathy is essential not only for resolving but also for comprehending problems. The staff must first comprehend the needs and perceptions of the visitors in order to devise an outstanding solution. Effective customer service can quickly adapt to any circumstance and has an in-depth understanding of its customers' needs.

## CONCLUSION

Ultimately, the purpose of this study is to examine customer satisfaction with respect to the quality of service at the Zamburger Hotel. There are three independent variables: service quality, price, and responsiveness. Each of these variables affects the dependent variable, which is the level of customer satisfaction at the Zamburger Hotel.

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