A Study to Determine Factors Influencing Hotel Guest Satisfaction:

Hotel and Tourism in Kota Kinabalu, Sabah Malaysia

By

D.J Dave @ Mohd Ambran Hj Bidul

Project Paper Submitted in Partial Fulfilment of the Requirements

for the Degree of Master in Management

Universiti Tun Abdul Razak

February 2022

I

DECLARATION

I hereby declare that:

(1)   This postgraduate research project is the end result of my work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2)   No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

Name of Student:	**Student ID:**	**Signature:**
1. D.J DAVE HJ BIDUL	M21321066	

Date: FEBRUARY 2, 2022

ACKNOWLEDGEMENT

This humble work is especially dedicated to:

Assoc. Prof. Dr. Sapowan Sanusi as my research project supervisor,

Every one of the respondents and all my friends and family.

Much obliged to you for being my direction and backing. This proposition is committed to my ex co-workers', ex partners who encouraged me that the most ideal sort of information to have is what is realized for the wellbeing of its own.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Page

Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master in Management.

A Study to Determine Factors Influencing Hotel Guest Satisfaction:

Hotel and Tourism in Kota Kinabalu, Sabah Malaysia

By
D.J Dave @ Mohd Ambran Hj Bidul

February 2022

The reason for this study is to decide if the hotel and the tourism industry in the territory of Sabah specifically accomplishes a superior degree of value norms as far as participation with one another now and again. Regardless of whether the acknowledgment of the fulfilment of lodging clients who have remained and voyaged consistently extraordinarily affects the monetary improvement of the nation and Malaysia overall. The travel industry exercises in the bigger state rely upon unfamiliar sightseers who like to visit the Borneo Islands as it is wealthy in normal excellence, unpolluted and has an extremely exceptional social populace. As indicated by verifiable and geological investigations, most of Sabahans are Chinese and the principle language of transmission here is English. In a roundabout way, most sightseers who come here are from China, Japan, Korea, Europe from abroad contrasted with home-grown travellers. Standing firm on a foothold as a client support whether in the field of neighbourliness or the travel industry an individual who can talk as referenced before incorporates having an appealing appearance and schooling comparable to it. This proposal likewise alludes a great deal to the fulfilment status of the lodging's clients can be demonstrated through a similar individual however the distinction between the assistance while at the inn and while visiting fascinating spots around the area where they stay. Specialist organizations need to comprehend their clients and plan their administrations so that the greatest fulfilment that clients can accomplish. This study is additionally more centered around the metropolitan area of Kota Kinabalu Sabah, Malaysia. The review will likewise give different ideas to clients to make their administrations more proficient and compelling.

Keywords: *Customer satisfaction, hotel industry, facilities and services, Sabah Tourism, GDP contribution*

X

CHAPTER 1

INTRODUCTION

1.0 Introduction

Difference Between a Guest and a Customer

Hotel guest can't be called clients. We should investigate our watchword definition: A visitor is a "beneficiary of accommodation, explicitly somebody who stays at a set pace of instalment. A client is somebody who "purchases an item or administration". That doesn't mean hotel guest are not clients, they are clients who purchase a proposal of an item and administration however they need to seek more extraordinary treatment than that as per the worth of the money that has been spent. A hotel guest trusts you with their safety during their stay. They rely on the services of the hotel to get the right service and information throughout their stay.

Having worked within the industry for over 20 years, but specialization in the Hotel Loyalty Membership Club, I have developed a wide range of skills that would meet, and exceed the expectations for the Sales Manager role and assisting the hotel guest inquiry all demand before and after guest hotel check out. However, my job responsibilities directly involved with the hotel General Manager, Director of Food & Beverage, Director of Sales and Marketing, all outlet managers and we work as a TEAM to achieve the club sales budget. My main roles are to set up and launch the new telemarketing and call centre office in the hotel, recruiting, training and coaching and mostly with Marriott's Hotels and Resorts, Hilton Hotels and Resorts, Holiday Inn, Avani Sepang Gold Coast, One Farrer Hotel and Spa Hotel. The best experience when I was in Philippines and Singapore with a different language barrier and culture adoption on how we can deliver the best customer satisfaction experience with the hotel during that time.

This is effect to the customer satisfaction with the benefits and privilege has to offer from the hotel management. Customer service is the key of success for every club where all the members needs and quick response delivered within the timeframe of customer expectation. Having said that, we must remember that the members not just holding one particular hotel property membership club card but many in their wallet. Hence, member know how to do the service comparison and whichever is better for them to patronizing the advance benefits especially on discount.

As a club manager, i have to alert on my customer service daily activities and collecting the current information towards the active members. The most crucial part is when we trying to engage those members who is reluctant to give a proper feedback why they turn down the service and the hotel management wants every details for future improvement or enhance the generic problem issues. Hospitality industry is mainly to deliver the top priority best service at all the time and this is the basic job requirement to all of the employees. (Dave, 2022).

1.2 Background

I began my profession as a phone salesperson in Nexus Resort and Golf Club Karambunai, Sutera Harbor Resort and Spa, Hyatt Regency from 1998–2002 Kota Kinabalu Sabah. Having worked inside the hotel business, represent considerable authority in the Hotel Loyalty Membership Club, I have fostered a wide scope of abilities that would meet, and surpass the assumptions for the job. After 2003, I was tolerating the proposition for employment from Marriott's Group situated at Renaissance Kuala Lumpur and delegated as a Customer Service Manager.

1.2.1 The advancement of contactless membership program through mobile applications

e- Service

Accommodation and Dining advancement should be set up and the cost should be cutthroat contrasted with other hotel travel service cooperation, for example, Agoda, TripAdvisor and the others as well. Draw in and keep high-performing e-administration workers. Numerous businesses are hesitant to see client assistance as advertising methodology. All things being equal, they see is as an after-deal administration, something that connects with a past deal rather than to a future one. Helpless organization the board do all the promoting and showcasing yet on the off chance that the clients don't have a lovely encounter while working with the association, client won't return. (John Tschohl, e-Service)

Consumer loyalty is called client criticism as the evaluation subsequent to purchasing labor and products looked at as their assumptions. As per Razak, Nirwanto and Triatmanto (2016), consumer loyalty is assessed by using the client assumptions with the introduction of the labor and products that can address the requirements and assumptions for the Customer. A fulfilled client demonstrates that there is a closeness between the presentation of the item and administration with the assumption for the client, where it will draw in them to repurchase the things. All the while, a frustrated client would convince various clients to not re-purchase and hence they will move to another specialist organization. "Sadly Malaysia 's client care standard has not superior much notwithstanding the way that a ton of huge brands wandered their direction into Malaysia. Everything one can manage is to distribute his experience over the web and through media like paper. (Raynor Chuah, HP Team Manager, July 2011).

3
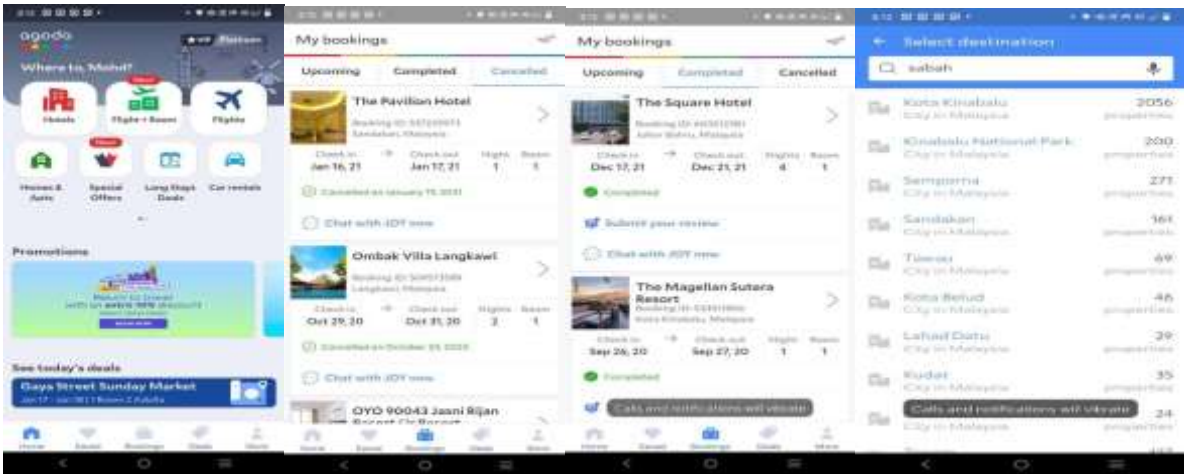
Figure 1: Integration with 3rd Party Apps and Websites, HOTELS AND RESORTS Worldwide.

Source: AGODA website and mobile application
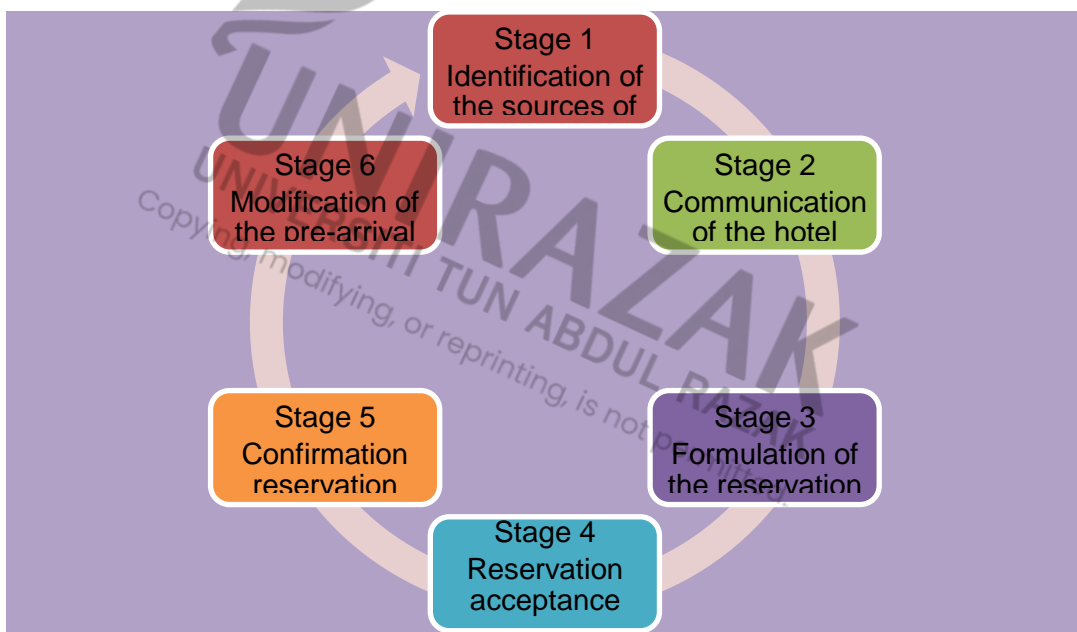
Figure 2: 6 Stages of in house Reservation Process

Source: Hilton Worldwide Hotels' and Resorts'

6 Stages of Reservation Process in Hotel Industry

1. Identification of the sources of business:

The lodging typically recognizes two significant wellsprings of business: Free Independent Travelers (FIT) and related Travelers (Groups). The gatherings are separated from the FIT reservations in view of:

❖ Whether a group coordinator is involved

❖ Whether the group will pick up some or all of its member's charges

❖ Whether special room rates, services and/or room types apply.

Bunch reservations regularly necessitate that a square of rooms (distribution) be at first saved for the gathering with a particular living rundown following sometime in the future. It should be noticed that in the event that a gathering doesn't have every one of its obstructed rooms booked by a sensible date, most lodgings will set the uncertain rooms free from the gathering's square. FIT reservations, but typically take into consideration both hindering and booking to happen all the while. No matter what its wellspring of business, a booking demand starts the inn's reservation cycle read more with regards to various wellspring of reservation.

2. Communication with the Hotel:

Planned clients should really have any familiarity with how to contact the cabin to put the least room value offer advancement however as per the client's interest as far as solace and security and simple to move around the hotel region. A property gets booking demands in an assortment of ways. Booking solicitations might be made face to face, by telephone, in mail, by duplicate or wire, but web or on the web, online media, flexible applications, message systems (WhatsApp, Telegram, Facebook Messenger) through centered booking structures. As a counsel, booking straightforwardly through the inn is better compared to with a chose specialist as the degree of clarification of the inn can be given thoroughly.

3. Reservation Acceptance:

A booking can either be recognized or denied or excused considering the availability of rooms in the day(s) being alluded to. An affirmation would lead the secretary into the confirmation stage, while a renouncing or excuse could settle on a

5

movement of various decisions be polished like for example recording the excuse reason, etc

4. Confirmation notification:

The affirmation of the booking is followed by a notice certifying the preventing of a room or assembling of rooms. The reservation insistence is sent off the booker or guest by email, fax, SMS, electronic media or online talk (Instant dispatch).

The confirmation establishes:

A check on the entered reservation request data and satisfaction of the reservation request.

- ❖ An agreement of room rates.
- ❖ An agreement of method of payment.
- ❖ A statement of the hotel's cancellation procedure.

5. Modification and pre-arrival activity:

While the booking has been recognized and asserted many changes to reservation record can occur before the guest's appearance. Changes in the appearance or flight dates, number of rooms required, adding pickup nuances, reconfirmation, invigorating store status, number of pax and all around scratch-offs are occurrences of ordinary pre-appearance works out. Any time a change of a booking record is required, the reservation record ought to be pulled and invigorated by the guest requesting to keep the reservation-related data ground breaking.

The way wherein we purchase and consume amiability organizations is changing essentially as the lodging industry changes its commitments, things, organizations and structure to resolve the issues of the modernized age. By 2025, various advances that are just emerging today will have moved into standard action. Steadfastness and smoothed out remunerations reclamation will be another key concentration. Lodgings will effectively cooperate with different suppliers as they extend their part in the movement experience, prompting dedication networks among inns, carriers, cafés and retailers. As innovation rethinks each stop on the movement

venture, the on location experience is no special case. Visitors' developing solace with innovation is driving a few problematic patterns. Staff-less lodgings will engage free disapproved of explorers and cut human asset and working related expenses. Visitor acknowledgment of tech-empowered lodging halls will green-light cordiality organizations' large wagered on the Internet of Things (IoT).

Look visitor administrations to turn into the sign of lodging 2025. Noteworthy inn experience, the better. The brands we regular can acquire ever more keen bits of knowledge and expect client needs. Customer and business-driven tech-empowered movements are just important for the 2025 situation for inns.

❖ Advantages of booking a hotel directly

Client may expect, booking a lodging straightforwardly with the spot you intend to remain offers many benefits. You can address somebody at the area about any unique facilities you might require, for example, a wheelchair-open room or sans allergen pads. Many individuals observe this more consoling than relying on an outsider site to hand-off their solicitations. Client can frequently find better rates by booking straightforwardly, too a worry for economical voyagers. By calling an inn straightforwardly, you learn about any specials advantages or bundles they have accessible. Sometimes, you can improve space for a similar measure of cash.

❖ Disadvantages of booking with a third-party site

It tends to be advantageous to glance through various lodging openings immediately, as outsider locales permit you to do. Be that as it may, outsider destinations additionally have a ton of downsides. Most lodgings won't permit you to get rewards focuses when you book through an outsider, for instance. Rewards directs offer a fantastic way toward improve an incentive for your cash, so you would rather not pass up them. One more significant disadvantage to these locales? The scratch-off approach. Outsiders don't allow undoing whenever you have booked a room. In any case, most lodgings permit you to drop with a 24-or 48-hour notice when you book

straightforwardly with them. Since no one can really tell when a crisis may emerge, having the choice to escape your booking can reassure you.

1.2.2 Customer Feedback and Push Notification survey / ratings

The hospitality industry has always excelled at sparking traveller's imaginations. Today, however, digital intermediaries have encroached on hospitality providers' traditional territory, grabbing a significant percentage of the industry's revenues. Every time a customer is inspired to book through a provider's proprietary channel rather than an intermediary's, it results in savings of up to 2O%.

In a world jumbled with choices and delegates, motivation has turned into an undeniably significant apparatus for holding piece of the pie and income. We can picture where Priceline will be in 2025. Will Amazon be selling lodgings? While the best hotel knows how to sustain explorers' fantasies, the stakes in 2025 will have become considerably higher as computerized accommodation and choices keep on advancing alongside standard purchaser assumptions. The motivation that converts sees into buys will incorporate a blend of encounters that allure for voyagers by mixing advances that empower hyper personalization. Stunning, "you-are-there" symbolism

will fill content and automatic publicizing. For instance, envision welcoming ecologically mindful, well informed millennial voyagers to see content that incorporates a virtual visit through an inn network's "green" resort in Kota Kinabalu municipality. Much more convincing will be encounters driven by augmented reality. For technically knowledgeable purchasers, investigating an imminent lodging through a computer generated simulation (VR) headset is an undeniably more convincing attempt to close the deal than perusing a static picture.

While VR is somewhat new, forerunners in the hotel space are now testing to see best use cases. Booking with a supplier or a delegate will be the decision time: In lodgings' battle for responsibility for client relationship, the capacity to move clients and possibilities, all things considered, to book with them, by means of the favoured channel, will be a centre endurance skill.

SOME SAY, IT'S HEAVEN

NEXUS RESORT & SPA KARAMBUNAI, SABAH, MALAYSIA

Figure 3: Club Marriott Worldwide Survey Form

Source: Marriott's International Hotel

1.2.3 Reshaping Sabah Tourism Industry impact by the covid-19 pandemic

❖ Is Tourism in Sabah dead?

Before the COVID-19 pandemic, the travel industry was one of the biggest main impetuses of Sabah's economy. When the Movement Control Order (MCO) was set up, the travel industry area was put to an end and vulnerability for lodgings and short-stay administrators emerged for the unforeseeable future. In 2018 and 2019, Sabah the travel industry arrived at new record levels, hitting the most elevated the travel industry receipts ever at RM8.342bil and RM12 million in the travel industry charge income. In mid-2019, the state Tourism, Culture and Environment Minister Datuk

10

Christina Liew expressed that they foresee to arrive at an objective of 4,000,000 vacationer appearances yet before the year's over, Sabah surpassed that objective and saw 4.1 million traveller appearances.

  ❖ Sabah plans for a rebound

One thing without a doubt is that the lockdown in Malaysia decidedly affects the climate and nature of air because of an abatement in engine vehicles out and about and carbon impression. The Department of Environment Malaysia obtained the Air Pollutant Index (API) information that showed a high decrease of PM2.5 convergences of up to 58.4% during the MCO. As ecotourism was a gigantic fascination for traveller, this improvement to the climate makes for a brilliant future ahead for Sabah.

The travel industry in Sabah has been creating and making a critical obligation to the Malaysian economy. Regardless of the way that Sabah has the charm of the movement business in Malaysia, research on parts that can guarantee the achievement of the movement business practices has never been a concern at the same time. Considering this, the current review suggests that the plans that ought to be inspected are identical to the external parts towards the achievement of the movement business practices in Sabah. This review uses an astute system for looking over writing in critical data social affairs. The huge articles were checked on related to the achievements of the movement business practices similarly as purchaser reliability to go to the state again later on.

This system recommends that, inside and outside issues should be visible to the movement business administrators is a primary thought of obstacle to the show and improvement of less strong the movement business chiefs in Sabah. The proposed internal variables are a monetary arrangement that fits the flood of the board, boss HR and brand picture. Outside factors are the use of online web - based electronic media and joint exertion from web - based travel organizations all through the planet.

Together, these two superpowers (inward and external) work on the introduction of the movement business practices in Sabah which finally adds to the achievements of the movement business works out. (Zou Danting 2018).

The Coronavirus pandemic carries misfortune to all parts of life around the world, and the travel industry has been hit hard as public lines are shut with confined ventures allowed. In light of the field research insight of over 10 years, going to online classes and broad work area review, this perspective paper depicts the systems proposed inside the business and by the public authority in reacting to the flow emergency for a superior the travel industry future in Sabah, a province of Malaysia situated in Borneo Island. Sabah is a notable worldwide the travel industry objective for its regular and social varieties.

This paper recommends that the majority of the techniques proposed require further thought as far as the fundamental causes, the travel industry for whose benefits and incorporated preparation of reasonable the travel industry, mass the travel industry, and high-esteem the travel industry assuming the travel industry is adjusted to add to Sustainable Development Goals. Finally, it prescribes future examination to investigate the nexus of the travel industry neediness climate for Sabah maintainable turn of events.

1.2.4 Effectiveness building a good relation between an organization and the public in the tourist sector

Advertising address a novel approach to advancing the association, its items or administrations, by building a higher deceivability in the public space. Advertising address an essential type of correspondence, which centres around acquiring the crowd's agreement and acknowledgment, just as on the most common way of building a decent connection between an association and general society. In the vacationer area, advertising is in excess of a need. Advertising might address an extension towards change, a method for acclimating to the new perspectives set off by change.

Beginning from these contemplations, the motivation behind the examination is twofold: to dissect the handy job of advertising in the traveller area, individually, to distinguish the view of the Romanian public of dependable the travel industry in Romania. In such manner, we have applied the exploration technique for the poll based request to an example of 60 people, to distinguish the "thought particularities" of the inner public, which might permit us to form decisions valuable to such a cycle. As we would see it, liable the travel industry addresses the most monetarily, socially and earth effective methodology, a genuine chance for taking advantage of and advancing neighbourhood items and administrations, the vacationer potential which Romania might improve with the end goal of expanding the positive effect upon the general population as far as traveller locations. For this situation, incredible skill and obligation ought to comprise reference focuses.

1.3 Problem Statement

Client worth and fulfilment significant in maintaining a friendliness business. The accomplishment of a cordiality business is generally impacted by its degree of consumer loyalty. At the point when clients have a charming encounter, they might return later on and they share their involvement in loved ones, coming about in much more deals for the business as a recurrent visitor for the in Kota Kinabalu inn and the travel industry.

Part data sets are utilized to produce new business across any remaining income habitats - Rooms, Spa, MICE and Banquets and Catering. How Do You Provide Excellent Customer Service in the Hospitality Industry? Despite the fact that there are various sizes for inns, various ways of working them, and various classifications, actually voyagers today have elevated requirements. With the extra note that when voyagers think about your administration, they don't contrast it just and different lodgings, however with any sort of business they've been in touch with.

13

The purchaser's excursion has changed. The present shoppers do broad exploration prior to focusing on an item or administration. At times, they may even know better compared to your outreach group with regards to what your lodging doesn't have or have in contrast with another inn, or where they find the best rates tragically, ordinarily it isn't through direct appointments. Probably won't be fair, particularly for little free lodgings, yet that is the way the game is played at this point. That is the reason you genuinely must raise your administration in all channels. Alright, so all channels are unimaginable for you at this moment? Then, at that point, center around the ones your ideal visitors like. How to pick? Through information. Get to realize client's foundation a long time prior to taking an essential action. Furthermore, recall that anything channel you choose to zero in on, the client support should be top class. Try not to establish some unacceptable first connection carefully, they do count! For what reason is "visitor experience" so significant, and why neighbourliness associations contribute such a lot of time, exertion and cash attempting to further develop it? I become familiar with a decent method for beginning is to get what visitor experience implies and its suggestions.

"Guest Experience is the sum total of the experiences that the guest has with the service provider on a given occasion or set of occasions."

Fruitful neighbourliness associations invest impressive energy, exertion, and cash concentrating on their visitors to guarantee that each piece of the whole visitor experience adds something positive to it. To clarify the absolute visitor experience, cordiality associations partition the complete experience they offer into advantageous units or parts and each part will essentially measure up to the visitor's assumptions and the entirety of which in a perfect world will make the visitor say, or if nothing else think, "Amazing!". When things go wrong, customers will complain. That can be good for the customer service and constructive for hotel management. Customer complains can:

❖ Feature regions where lodging frameworks require refreshing or improvement,

- ❖ Recognize where the methods are a major irritation and should be re-examined,

- ❖ Uncover data that is missing, mistaken or has basically left date,

- ❖ Distinguish client assistance working who need seriously preparing or closer management,

- ❖ Assist with observing help levels and really take a look at consistency between movements, divisions and areas,

- ❖ Get significant news directly to the inn General Manager work area (protests have an approach to getting taken note),

- ❖ teach everybody concerning what clients experience, expect and demand getting, and

- ❖ forestall smugness whether among ranking staff or all through a whole effective association. New issues cause modesty high and partners to remain alert.

What's more, grumblings moreover:

- ❖ assist with concentrating, needs and spending plan,

- ❖ function as trigger for making another move, catalysing positive change,

- ❖ assist with raising client support confidence as changes and enhancements are made all through the lodging association,

- ❖ stay in contact with arising patterns and changing client assumptions,

- ❖ present new business open doors for raising lodging income, taking care of issues and expanding worth to inn visitor,

- ❖ give serious insight, giving client care group how others access the inn business are treating the administration are not (yet),

- ❖ show which clients will shout out. These individuals can be welcome to take an interest in client center gatherings, beta-tests and on location visits,

- ❖ give client support contextual analyses and required substance for them in house preparing programs, and

❖ give dynamic criticism to them to distribute, with client assistance answers and activity ventures, inside inn pamphlet, web-based media. Reprints client grievances and praises inside the month to month staff pamphlet, standpoint.

Make hotel guest information rich
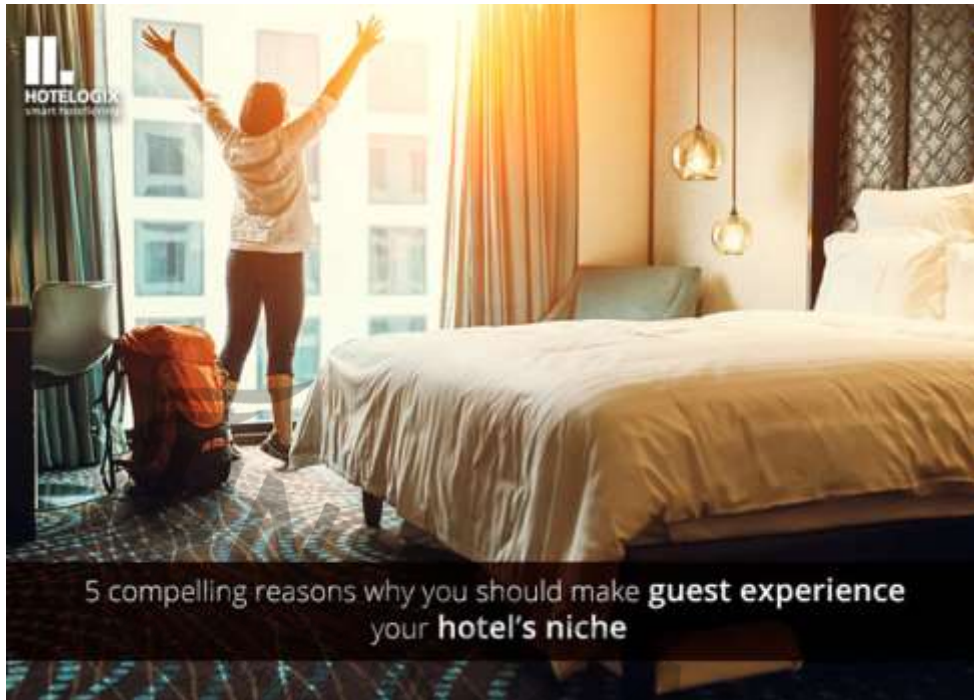
Figure 4: Information process between the customer service and hotel guest

Source: Your Service Insights, Ron Kaufman

In Sabah by far most of the movement business association fills in as privately owned businesses. They secure and give traveller related association to the sight in the state. Their work and progress have been accepted to be consistent and strong throughout the latest several years. In any case, starting around 2010 the quick extension in the movement business in Sabah isn't tantamount with the declining number of tourists and this is a direct result of the issue of displaying the movement business headway through legitimate bodies for instance Sabah Tourism Board, Ministry of Tourism and Sabah Hotel Association don't join to propel development, the movement business more organized. Public experts should look at these establishment issues and continue to add to the headway in the movement business

by fortifying work environments, for instance, developing air terminals in metropolitan and metropolitan spaces of the movement business, public transportation workplaces to tourists and helping the movement business executives plan new visit packs with more packages attract.

Sabah Tourism Board should moreover channel and assist with visiting heads to get the latest channels and information to engage people in the business to give all of the plans and courses in the movement business in nearby relationship, for instance, overseeing and putting together the movement business executives in the movement business to ensure strong contention in business. Regardless, pay advancement in the business remained negative start around 2013, and there were truly 33 the movement business leaders closing their associations starting around 2015. It is evaluated there may be issues that movement industry leaders may defy and have to decide without the help of others. This is moreover the inspiration driving why adolescents from Sabah are ceaselessly looking for open situations in the landmass notwithstanding the way that they need to fill in as assembling plant chairmen or restaurant associates considering the way that there are no open situations in their own state other than being troublesome work teammates in supermarkets or malls, that is an amazing entryway limited.

Labuan Island is moreover called the pearl island which is arranged on the shores of Sabah, used to have a spot with Sabah yet in 1984 it changed into the area of the Malaysian government. Labuan Island is a notable voyager objective nearby for tourists who love bouncing and fishing. The air terminal in Labuan gives travel to Kota Kinabalu on a dependable reason. The potential gain of Labuan Island as a position of interest in Sabah can measure up to a heavenly being's gift with its rich normal resources like oil and accidentally to attract tourists from connecting countries like Brunei to visit the island.

To some degree it can help the nation's compensation with creating. Incalculable audits of the movement business supervisors in Sabah are simply focused on the client, office and administrative dedication portions given by the movement business leaders. Regardless, less idea has been given to the internal issues of the association of the movement business and

external issues that impact the achievement of the movement business practices in Sabah are stuck. Taking into account this, the current survey attempts to give a few comprehensions into within and external issues seen by the movement business leaders in Sabah. Even more clearly, this survey attempts to develop a system towards the achievement of the movement business practices in Sabah.

Figure 5: Marketing and Promotion, Sabah Tourism Board

Source: Daily Express News, Saturday January 15, 2022

Figure 6: Local Voice, Sabah Tourism Board

Source: Daily Express News, Sunday 16 January 2022

Sabah hopes to attract more tourists from China

KOTA KINABALU: The Sabah Government hopes to attract more tourists from China again when the country's borders reopen to international visitors, said Chief Minister Datuk Seri Hajiji Noor.

He said Sabah's tourism sector was heavily dependent on foreign tourists, especially from China, and the presence of tourists was crucial to revive its economy that was severely affected by the Covid-19 pandemic.

"With the reopening of the country's borders to international visitors in the near future, we hope many tourists from China will visit Sabah. This will help revive the local tourism sector and boost the state's economy," he said, Saturday.

Hajiji said this in a statement in conjunction with a courtesy call from the Consul-General of China in Kota Kinabalu, Liang Caide, at the Chief Minister's official residence in Sri Gaya, here, on Friday.

At the meeting, Liang had briefed Hajiji on the latest developments in China and efforts made by his office to promote Sabah as a tourism, investment and trade destination.

Meanwhile, Hajiji also hoped Liang and the Chinese Embassy would help promote Sabah as one of Malaysia's major tourist destinations in China.

Hajiji said Sabah also very much welcomed foreign investment, especially from China, to jointly develop various key sectors in the State such as construction, tourism, agriculture and new high-tech industries.

"The Gabungan Rakyat Sabah State Government will continue to work closely with the Consul-General of the People's Republic of China in Kota Kinabalu and the Chinese Embassy to attract more Chinese investors to Sabah, which will help boost the growth of the State's economic sector.

"The good relations and cooperation already established between Sabah and China will be further strengthened because it provides many benefits to both parties," he said.

Figure 7: Top 10 Tourist, China visit to Sabah

Source: Daily Express News, Monday 17 January 2022

❖ Multiple language is in demand for tourism sector

Figure 8: Elementary Chinese Language Course

Source: Hatten Asset Management, Customer Insights and Preferred Program Department

Since Guest Relation Officers invest a lot of energy cooperating with visitors, they genuinely. A visitor relations official is liable for client assistance at an inn or occasion space. Capabilities for this profession incorporate demonstrated accommodation experience, phenomenal verbal correspondence and PC education abilities, and information about the inn offices and encompassing region.

A visitor relations official gives every visitor an individual acknowledgment. This could be in a type of retaining names of the clients or tending to them with the right welcome, for example, "Miss", "Sir", "Ma'am" or "Representative." Although a GRO would not have the option to remember the names of all the lodging visitors at a given time, they ought to recollect an inn visitor's name after two exchanges. A GRO meets and welcomes showing up visitors and says goodbye to them as they leave. The person audits the appearance list every day and helps with planning and appropriating welcome conveniences. GROs escort VIPs to their rooms and actually take a look at them in before their appearance. A GRO goes to quickly to clients' requests and helps them with their necessities. With regards to grumblings, they permit visitors to talk first and afterward give answers for their issues or concerns. The GRO logs the day's exercises in a logbook to guarantee that the following individual on the job knows about all that needs additional consideration. The GRO ought to forever be available in the lodging entryway and ought to keep up with appropriate decency consistently. They ought to react rapidly to brings in the event that the individual isn't at their post. The individual in question likewise advances every one of the offices of the inn and knows the encompassing regions when requested bearings. A GRO should likewise be acquainted with the best places to visit, shop, and eat.

❖ Obligations

  ❖ Review appearance records to invite visitors

  ❖ Attend to extraordinary visitors (for example Celebrities) and answer their requests

- ❖ Help plan invite organizers with security (for example room administration menus, region depictions)

- ❖ Provide data about conveniences, region and scenes and advance administrations

- ❖ Anticipate visitor needs and construct compatibility with clients

- ❖ Offer help with specific undertakings (for example affirming travel plans, taking messages)

- ❖ Address client protests and heighten to Guest Relations Manager when required

- ❖ Record data in the logbook every day

- ❖ Ensure consistence with wellbeing and quality principles

Guest Relation in the hotel got new abilities during Covid-19 personal time for example taking a Workforce Skills Qualifications (WSQ) courses that showed visitor connection official expertise to oversee tough spots including visitors, discuss adequately with her partners and task an expert picture at the work environment. A lodging visitor relations official (GRO) is at the cutting edge of client support. The person in question is one of the primary inn labourers' to welcome visitors as they show up. The GRO gives lodging visitors far in excess of administration to guarantee their experience will merit recalling. The position guarantees that visitors are blissful from the second they venture into the lodging until they leave. Now and again, the individual in question keeps on giving prevalent client assistance after the visitors are a distant memory.

Public Relations mindful the travel industry The writing characterizes advertising like an essential type of correspondence, which centers around getting the public's agreement and acknowledgment with respect to the most common way of setting up a decent connection between an association and people in general, particularly as far as moulding notoriety and imparting data (C and Gaither, 2008, p.19). Through the correspondence and advancement systems which they create,

advertising work with the structure of certainty based associations between the different associations and the numerous classes of public, making intuitive connections between the different degrees of society. The British Institute of Public Relations qualifies advertising like a "the executive's notoriety", considering that advertising are centered around notoriety the aftereffect of how you treat, you say and what other say about. Consequently, the act of advertising is the discipline which fixates on standing, fully intent on acquiring understanding, the help and impact of general assessment and conduct (Petrovici, 2011, p.18).

Public Relations address an exceptional approach to advancing the association, its items or administrations, by building a higher perceivability in the public space. The advertising exercises suggest cognizant, arranged and long haul endeavours in building and keeping up with relations of common trust and downplaying both with the popular assessment in general and the different objective gatherings. In this 69 Amalia Petro vici advertising target building positive relations between an association and its public, an association and the climate, through a two-way correspondence (DiMeo, 2002, p.151).

As per trained professionals, a traveller item might be drawn nearer according to a worldwide viewpoint, respected like a unitary entire, separately according to a singular viewpoint, because of its inborn highlights, in particular: interesting components, which individualize the item much more; area at the "source", and that implies that travel industry arranging ought to happen just in regions with the travel industry potential (ocean side, mountains, mineral springs, warm waters, recorded landmarks and so forth); created the travel industry framework, separately transportation, convenience, food and amusement units with explicit gear; a changed division of purchasers, with requirements, tastes and various inspirations (Gherasim, Gherasim, 1999, p.33).

Public Relations in the travel industry are a vital component of the showcasing blend, which resorts to "general impact apparatuses, for example, the relations with

22

the media appeared in press visits, meetings on the travel industry, fairs and articles, limited time exercises, exceptional occasions (Kotler, Rein, Haider, 2001, p.177). Making a positive picture which might mean regard and incredible skill ought to comprise a reference point all through this whole interaction, since advertising target "constructing" an ideal environment not just at the level of the travel industry market, yet in addition at the level of the whole outfit, with all its inside and outer parts (Bucur-Sabo, 2006, p.229).

The continuous transmission of messages intended to illuminate shoppers about the travel industry items, fully intent on fostering an uplifting outlook towards the item and friends, individually to produce ideal changes in their utilization attitude and propensities address a launch of the travel industry advancement (Bucur-Sabo, 2006, p.222).

According to the point of view of public relations, this suggests the administration of the correspondence between the organization and the objective public, through steady and appropriate advising regarding the different classes of crowds (Grunig, Hunt, 1984, p.6). Materials for advancing the travel industry objections include: magazines, pamphlets and local escorts, which might contain data about specific occasions, normal for a specific region or planned exercises (general media introductions, works), rules of lead for vacationer wellbeing; guides and data on vacation destinations; data focuses in broad daylight spaces, parks, shops, stations and eateries; realistic sheets put on traveller tracks and in belvedere focuses (Henche, 2004, p. 194). In their turn, translator directs likewise have a fundamental influence by the precision and cognizance of the data gave during vacationer circuits. The advancement activities performed by advertising can't be effective without appropriately specific and prepared staff, which might offer quality types of assistance and measure up to the customers' assumptions.

For this situation, advertising have an essential impact not just in drawing in sightseers to the different objections, yet additionally in keeping up with their fulfilment

23

after they show up at the particular objections. In planning these endeavours, there might be locked in every one of the mindful elements, from neighbourhood or provincial the travel industry offices to advising specialists, associations, nearby aggregates, public specialists and so forth A globally effective subject is the idea of capable the travel industry. Capable the travel industry is tied in with assuming liability, reacting, making a move to address the social, monetary and ecological issues of maintainability that emerge in objections (Goodwin, 2011, pp.5-6). As indicated by the Cape Town Declaration (2002, pp.3-4), ecological worries ought to be made due, "all through the existence pattern of vacationer foundations and activities - including the preparation and configuration stage"; the dependable the travel industry is characterized as having various attributes.

As far as advertising, capable the travel industry addresses a course of responsabilization of the general population just as of the travel industry specialists in regards to the need of rehearsing the travel industry mindfully, with all the subsequent ramifications. Mindful the travel industry focuses on the capable utilization of traveller items, separately the effect and advantages that this kind of the travel industry ought to have upon the climate and nearby networks, monetarily, socially and ecologically.

1.3.5 Advertising in the travel industry and accommodation industry requires a comprehension of the contrast between showcasing the vision and mission of an organization or administrations and promoting administrations.

To prevail in the travel industry promoting, associations need to comprehend the one of a kind quality of their travel industry experience, the inspirations and practices of voyaging clients and the essential distinctions between showcasing an organization's items and administrations.

  ❖ Marketing Management Orientation Concepts

24

❖ Production Concept is the idea that consumers will favor products that are available or highly affordable.

Example: Club Marriott provided a 5-star luxury hotel service for the loyalty club members to enjoy a room and dining discount throughout a year. Includes the hotel facilities such as Fitness Club, Spa and Sports facilities.

❖ Product Concept is the idea that consumers will favor products that offer the most quality, performance, and features. Organizations should therefore devote its energy to making continuous product improvements.

Example: A great hotel concept can, among other things, do the following: Command a price premium comparable to similar competitors' products. Renaissance Kuala Lumpur Hotel offers their Best Available Room Rates at the price of MYR450 per night unlike Sheraton Imperial Hotel Kuala Lumpur offering the price at MYR360 with the same category for Deluxe Room. However, location and view are play the most important choice from the client.

1.3.1 Targeted Consumer Demographics

Customers Prefer Hotel Loyalty Rewards Programs. Customers are currently ready to surrender more data about themselves through web-based media, mailing records, and online networks, which should make it more straightforward for advertisers to track down socioeconomics to target. Shoppers are presently ready to surrender more data about themselves through web-based media, mailing records, and online networks, which should make it simpler for advertisers to track down socioeconomics to target. In any case, just 25% of American customers say that brand devotion impacts their purchasing conduct, as per a concentrate by EY. Rather than

25

remaining faithful to a known brand, purchasers can now go online to peruse item surveys, and look at costs.

Organizations, similar to lodgings, can keep their clients returning through devotion rewards programs. A retail research report by Talech saw that as 87% of purchasers need a client dependability program. As indicated by a concentrate by Hotels.com, 36% of Americans take part in devotion programs. Among grown-ups matured 35-44, 39% are signed up for up to five unique projects. 24% of unwaveringness program individuals are signed up for movement related projects, including lodgings. 31% of American purchasers refer to advantages as the main element for joining devotion programs, with free Wi-Fi being the most well-known advantage for recent college grads, as per Hipmunk, followed intently by free items and administrations, and selective advancements.

An exploration concentrates by Mintel saw that as 22% of buyers' worth that it is so natural to pursue a reliability rewards program. With Acuant's picture checking innovation, inn visitors can pursue reliability rewards programs like a flash. Our picture catching innovation can peruse and confirm ID cards from every one of the 50 states, and from in excess of 90 nations. After in a split second catching a top notch picture, Acuant's ID Scan programming can auto-populate client information into devotion program enlistment structures. Clients can pursue a dependability rewards program like a flash, right when they are looking into their rooms. With Acuant's character arrangements, lodgings can make steadfast clients want more.

1.4 Research Questions

A set of questions are recommended as below to understand better the purpose of this research. The questions also to support the research study on the variables that "Customer Service, Guest Relation and Public Relation job responsibility and workforce towards the customer expectations experience".

❖ Coordination

Agents should likewise construct great working associations with partners inside their own organization. By working intimately with deals organization, assembling, dispersion and client support offices, agents can guarantee that the organization comprehends clients' prerequisites and gives a proficient, great help.

❖ Competition

To get long haul business, agents should secure their records against rivals. They should keep up with consciousness of contenders' exercises, item offers and evaluating systems. By getting contenders, they are in a solid situation to manage clients that are thinking about a difference in provider.

❖ New Business

As well as ensuring existing business, salesmen should search for potential chances to open new records. They might follow up leads created by promoting and advertising efforts or ask clients for references. To get a harmony between observing new open doors and hitting income targets, delegates should design their time cautiously.

❖ Customer Service Communication

Tele salespeople do significant client care obligations. They call clients to check their subtleties and update contact records. They additionally let clients know about new items or advancements that are pertinent to their requirements or inclinations. In the event that clients have questions about conveyance or item quality, tele deals manage the requests. They may likewise contact clients after a deal to make sure that they are happy with their buy. Client assistance calls help to further develop client connections and increment client maintenance.

Figure 9: Hilton Premium Club recruitment advertisement

Source: Hospitality Marketing Concept

- ❖ What are the factors affecting sales volume of customer traffic in hotel and tourism industry in Sabah?

Sabah and Labuan endured a hard shot in home-grown the travel industry because of the pandemic last year, with insights showing customers and income dropping by the greater part. The travel industry Malaysia home-grown and occasions division ranking executive Iskandar Mirza Mohd Yusof said in light of the Domestic Tourism Survey 2020 led by the Department of Statistics Malaysia, home-grown the travel industry in Sabah in 2020 recorded a decay. This was because of the episode of Covid-19 and different lockdowns. The quantity of home-grown appearances in Sabah declined by 53% with a sum of 10 million guests contrasted and 2019 which recorded 22 million home-grown vacationers. "Hence, this negative development impacted Sabah's travel industry receipts. "Last year, the receipts added up to just RM2.7bil

28

contrasted and RM8.1bil in 2019. "Essentially, for Labuan, the quantity of home-grown guests to the island declined by 79%. "In 2020, there were around 100,000 guests. "In 2019, Labuan got around 500,000 guests. "Labuan recorded RM60mil in home-grown vacationer receipts in 2020. '"This was somewhere near 84% contrasted and RM392mil in the earlier year," said Iskandar. (Move to resuscitate Sabah and Labuan the travel industry area, The Star, Lo Tern Chern)

❖ How is Sabah contribution GDP for tourism and economic?

The service sector is a significant supporter of Sabah's GDP. Its portion of Sabah's GDP was 48.9% in 2005, in which discount and retail exchange, and taxpayer supported organizations were the most noteworthy givers, each contributing 24.4% and 21.7% separately. The administrations business likewise gives the biggest number of positions: 639,000 people were utilized in the administrations area in 2006, which represented 53.3% of all out work in Sabah. The travel industry is visualized to be the vital driver for the administrations area in Sabah and the projects laid out in this part have considered the current neighbourhood the travel industry masterplans of the state.

Taking everything into account, stuffing or passing on limit issues will win without fitting expecting explicit spaces of revenue. Latip (2016) saw that environmental defilement apparently proceeds from explorers' activities in the Kinabalu Park, Sabah through constant the movement business works out. The travel industry is a significant financial driver for Sabah. The travel industry is the third most elevated supporter of Sabah's economy after agribusiness and assembling. It contributed 7.4% to Sabah's GDP in the 8MP time frame and its commitment is relied upon to increment to 10% in the 9MP period2.

In 2006, Sabah recorded appearances of 2.09 million guests with receipts of over RM2.8 billion. Development is solid as seen by the positive pattern in guest appearances with an accumulated yearly development pace of 17.2% in the course of

29

the most recent five years contrasted with the public normal development of 7.2% over a similar period.
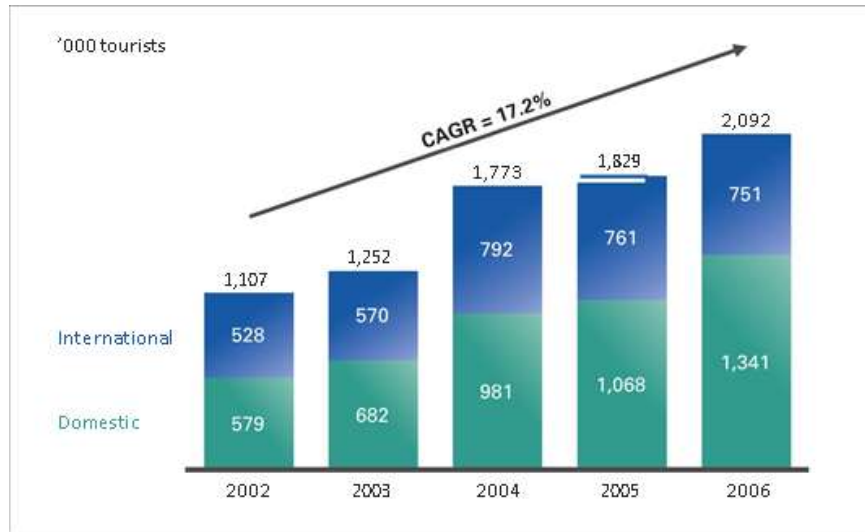
Figure 10: Visitor Arrivals in Sabah

Source: Sabah Tourism Board

1.4.1 Why is hospitality industry important in Malaysia?

The travel industry and friendliness industry are the biggest and quickest developing areas in Malaysia which adds to the country's financial development and business open doors. In 2019, there were 4.83 thousand inns in Malaysia.

Major Players hotels and resorts in Kota Kinabalu, Sabah Malaysia:

   i   Sutera Harbor Resort and Golf Country Club

   ii   Hyatt Regency Hotel

   iii   Nexus Resort Karambunai Spa and Resort

   iv   Perkasa Holdings Mount Kinabalu and National Park Hotels and Resorts

   v   Accor SA

   vi   Shangri-la Hotels and Resorts

   vii   Hilton Worldwide Holdings Inc

   viii Marriott International Inc

   ix   Sipadan Island Resort (Scuba Diving)

❖ **SABAH EMPLOYMENT BY INDUSTRY 2019 – 2020**

i   Agriculture, forestry and fishing

ii   Oil and gas, Mining and quarrying

iii   Solids (cool and ores), liquids (petroleum) or gases (noturo! 9^*l

iv   Manufacturing

v   Electricity, gas, steam and air conditioning supply

vi   Water supply, sewerage, waste management and remediation activities

vii   Construction

viii Wholesale ond retail trade

ix   Soles, Automotive Reporotion, Ecommerce etc

x   Transportotion ond storage

xi   Tronsport, Worehouse, Courier etc

xii   Accommodation and food service activities

xiii Food & Beverages, Accommodotion

xiv Information and communication

xv   Computer Programming, Telecommunication etc

xvi Financial and insurance, tokoful activities Real estate activities

xvii   Professional, scientific and technical activities

xviii   Accounting, Low, Consult oncy, Veter inory etc

     a. Administrotive and support service octivities

     b. Leosing Activities, Trovel Agency etc

xix Public odministrotion and Defense, Compulsory social security

xx   Education

xxi Humon health and social work activities

xxii   Arts, entertainment and recreation Other service activities

xxiii   Reporotion & Maintenance, Beauty Treatment s, Pet Grooming etc

xxiv   Activities of households as employers

xxv Laundry, Maid, Core-Giving Services etc

xxvi   Activities of extroterritoriol organizations and bodies

xxvii   Internotionol Monetory Fund, World Bank etc

Figure 11: Sabah Employment by Industry 2019-2020

Source: SabahJobs.com

31

As demonstrated by SABAH EMPLOYMENT REPORT 2019 - 2020, around 556 (Students, Employees and Employers) responses were gotten over the span of late months' time period; and among the respondents by and large, we analyzed data accumulated from Sabahan respondents in particularly from 225 student graduates, 238 working delegates and 93 associations. Our latest outline on Sabahan graduated class' perspective shows that close by new graduated class like to work in their old area.

The No.1 region for Sabahans. 96% of graduates' respondents will remain in Sabah for an undertaking. 3% like to search for work astounding entryways at Peninsular Malaysia while simply 1% chooses to search for beneficial work outside of Sabah at Singapore. A good customer care program doesn't simply impact the collaboration among laborers and clients, yet delegates with predominant customer help capacities experienced a higher sensation of commitment to their positions.

51% of Sabahan alumni overviewed communicated their craving to work in the Government area while 42% pick the Private area. Around 1 in each 8 understudies like to work in either a huge or medium or little association. Just a minority of the understudies like to work in miniature association or non-benefit or sole dealers. Without question, contest is most certainly a lot higher with regards to getting some work in the Government Sector when contrasted with getting occupations in the Private Business Sector.

To acquire genuine work experience right on time upon graduation, Sabahan alumni might should be more sensible and track down work potential open doors in different areas.

❖ What's in store

Being a visitor connection official is certainly not a simple errand. They assume a major part in making the visitors' lodging stay outstanding. Without them, things won't be something very similar. Some might be acquainted with them, yet most still have no clue about what visitor relations are in an inn and their jobs. Learn it underneath.

❖ The Responsibilities

What is visitor relations in a lodging? Monitoring their obligations is important for knowing them. Obviously, every inn staff makes an alternate showing to satisfy the visitors' necessities. What's more assuming that you are seeking to become one of the visitor relations officials, it would be smarter to know your obligations first.

As a staff for this work, you will be addressing every one of the visitors' requests about the projects, offices, and administrations presented by the lodging. Not all clients get happy with the administrations that the inn offers. So you must be prepared to face and address the grievances of each client.

❖ You will welcome each visitor that comes in and emerges from the inn.

❖ You are relied upon to be amicable and congenial.

❖ You should convey officially and courteously with the visitor.

❖ You are relied upon to be solid and client situated.

❖ You should be touchy to the necessities of each visitor.

❖ You will audit the appearance rundown to invite the normal visitors.

❖ You will join in and helping VIP visitors.

❖ You will record a few data of the visitors in the day by day logbook.

Perhaps the main hotel visitor connection set of working responsibilities is being adaptable and prompt. So you should endeavor to accomplish that.
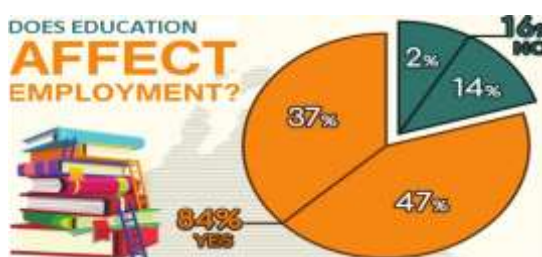
Figure 12: Sabahan graduates surveyed   Figure 13: Sabahan graduates Salary
Package

Source: SabahJobS.Com

❖ The Qualities

Client definitely realize what is visitor relations in an inn. What about the characteristics that one should have? We need to grow your vision about their expected set of responsibilities. So on the off chance that you are intending to serve this work, remember the accompanying characteristics.

Before you consent to do this work, you should be comfortable with the friendliness business norms.

❖ You will speak with various individuals with various ethnicities, so you are relied upon to have great relational abilities. Also since English is the widespread language, you ought to be capable. Notwithstanding, it would be better on the off chance that you can communicate in various dialects to take care of the people who are not conversant in this language.

❖ You are relied upon to be client arranged. Significance, regardless of whether they notice anything, you should be delicate to visitors' necessities.

❖ You should have happy time-usage abilities and be coordinated in light of the fact that this is a multi-movement work.

❖ You should have a cordial character with an expert disposition.

❖ You should be PC proficient, particularly in Microsoft word and dominate.

❖ You should be an alum of BA or BSc in Hospitality the executives.

❖ You should know how to deal with clashes and take care of issues.

❖ You should treat the visitors reasonably and affably no matter what their status.

❖ Recall that as a visitor relations lodging official, you should have the tolerance and restraint regardless of how the visitor is inciting.

❖ You ought not reveal any data about the visitors.

3) Why having a decent PR technique is fundamental in the hotel business

We meet various individuals in the lodging, including the staff. Every one of them conveys an obligation regarding the visitors. They ensure that we have a good sense of reassurance, appreciating scrumptious suppers, getting the best conveniences and room administrations. One of these diligent individuals is the visitor relations official. We may not be excessively acquainted with them on the grounds that our principle need in checking in the inn is to be loose and escape from the stressors. However, since you learned in this article what is visitor relations in an inn, you currently know how they work. These individuals give a lot of their chance to ensure that our visit is agreeable and fun. They help us with our everyday needs and assist us with escaping the most in our visit. The following time you meet one of them, say thank you or react happily. Have some good times during your visit!

4) What are the powerful advancement thoughts for the travel industry showcasing?

❖ Sabah's Tourism Strengths

Sabah is supplied with rich normal assets, culture and legacy, which are as of now notable among knowing voyagers. Sabah's expanding worldwide network is additionally adding to the developing number of unfamiliar appearances.

Natural Resources

Sabah is wealthy in biodiversity, contributing altogether to Malaysia being one of the 12 uber biodiversity areas of interest in the world4. It is home to numerous nature and untamed life protection regions and parks, including South East Asia's most elevated pinnacle Mount Kinabalu. It likewise brags an overflow tropical rainforest and untamed life, for example, the secured orang utan, just as flawless sea shores and jumping destinations. Its regular gifts give the ideal objective to nature-enlivened and experience looking for explorers.

35

Figure 14: Culture Heritage & Ecosystem

Source: Sabah Tourism Board

- ❖ Different attractions anticipate guests to Sabah.

- ❖ Culture and Heritage

Sabah with its horde of ethnic societies offers different encounters for the way of life looking for explorer. There are in excess of 32 unique native gatherings in Sabah with every clan by and large one of a kind to a specific area, loaning to a particular method of town living, music, dance and celebrations, just as exceptional crafted works.

There is incredible interest for neighborhood handiworks and gifts among sightseers in Sabah. An overview directed by the Sabah Tourism Board uncovered that a normal of 7%-10% of traveler consumption is on craftsmanship. Workmanship creation is as of now a functioning custom among large numbers of Sabah's locals Kadazandusun, Murut, Bajau, Rungus, Lundayeh and Melayu Brunei and can be a decent pay hotspot for these networks. The cordial individuals of Sabah additionally give a pool of teachable assets for the travel industry and neighborliness industry.

Major social attractions include:

- ❖ Sabah Museum

- ❖ Tingkayu Archeological Sites

36

- ❖ Rungus Longhouse at Kampung Bavanggazo, Matunggong

- ❖ Water Village at Mengkabong, Tuaran

- ❖ Pesta Kaamatan or Harvest Festival

- ❖ Lepa-Lepa Regatta at Semporna

- ❖ Murut Cultural Center at Tenom

- ❖ Handiworks

More than 32 indigenous groups call Sabah home.

1.5 Objectives of the Study

The overall objective of the study is to investigate the guest and tourist perception on customer staycation satisfaction in Kota Kinabalu, Sabah Malaysia. There are specific objectives:

a) Hotel guest satisfaction increases profits, improves sales success and allows for hotel sustainable growth

b) Important factors that affecting Malaysia Tourism and Hotel in globally

c) Relationship between the factors of demographic and cultural heritage

d) Perceptions about language barrier in communication

e) Customer satisfaction, adoption towards customer service

f) Impact unemployed to socio-economic due to covid-19

g) Effectiveness Sabah Board Tourism to enhance the local tourism awareness and customer service job future in education development

1.6   Significance of the Study

The aftereffects of the data assessment observed that the nature of breakfast dishes, the nature of organization and the climate were found to influence shopper dedication in the convenience business. This is probably because of the fish factor, the cooking described by local people here is not the same as different spots overall. Both of these elements have an enormous effect. It shows that food quality, neighbourhood social quality in organization and environment assume a significant part in giving high fulfillment to clients when they stay, eat and go simultaneously. Generally noticing the current surveys will give a layout of customer steadfastness to motels and resorts in Kota Kinabalu in light of the fact that the benefit here is more to the retreat than the metropolitan city inn idea. Utilizing these discoveries, it can assist with cultivating a more productive strategy in giving high fulfillment to clients who feast

at the hotel's eating settings. The discoveries affirm that convenience is essential to focus on according to drawing in clients to come and rehash their visit at the motel or eating for an incentive for cash. These particular ascribes, for instance, food quality, managerial quality and climate ought to be considered by the motel business to accomplish better appropriation. Given the discoveries in this audit, it was observed that online media is the best way as a channel to move towards their clients. Clients presently utilize web-based media to get the greater part of the information on day by day news, the most recent worries and food progresses in their day by day practice.

❖ Making Service Culture

Study hall preparing is just an incomplete arrangement, particularly for high traffic, up close and personal help climate. To make is more, contextual analysis is required. This study approach including clients and staff, prompt input, and clear targets and goals.

Set up a huge bright "Administration Quality Thermometer" in the inn hall. Place it where inn visitor can utilize it effectively, for example, traveller data counter/work area offices.

Place three 'casting a ballot buttons' close to the thermometer named 'Great Service, Service Average and Service Needs Improvement".

Each time the primary button is contacted, a light cherry sounds arises and the thermometer goes up an indent. When the "Administration Average and Service needs improvement. Try not to delay until the inn visitor look at and gather the overview or criticism, it's past the point of no return for the brief activities and client impression and terrible visit.

Ask tourist visitor who contact "Administration needs improvement" for their nearby proposals and input. Ask the people who contact "Great Service" what key components of the cooperation had fulfilled their necessities. This is the means by which the public connection can convey their occupation proficiently and get what truly works.

39

❖ Key Learning Point and Action Step

Great assistance quality preparation is significant, and here and there a homeroom is the best spot to give it. Yet, preparing ought to be upheld all of the time by a workplace that produces interest and cooperation. Back up client assistance preparing endeavours' with inventive projects to include staff and clients, in constant excursion towards administration improvement.

Use the "Service Quality Thermometer" idea, or come up with creative plans.

Creativity + Training = Results.

Figure 15: Customer Satisfaction and Values workshop for Customer Service Manager

Source: Hatten Asset Management, Melaka

1.6.1 Client unwaveringness builds benefits, further develops deals achievement and considers practical development?

Each and every cooperation with your visitor is a decision time, an association's whole system can be in question in a solitary second. Having that on mind, while recruiting another representative ensure he gets legitimate preparation and that he

40

knows about the associations' way of life and qualities, on the grounds that each and every second matters in the Hospitality Industry. Without a promise to quality, you won't remain in business for long. For instance, with a decent interchanges crusade, you might get clients the initial time, however in the event that you can't convey what you guaranteed, they won't return and you'll be bankrupt.

One of the main elements when planning the Hotel's Service Strategy is to zero in on making a procedure that will have a positive effect for your business over the long haul. That means to forfeit prompt return to accomplish more noteworthy outcomes later on. Then, what worth would we be able to offer? Normally characterized as the nature of the experience, the association needs to furnish clients with a bigger number of advantages from the visitor experience than their expenses. The association must have the option to offer magnificent types of assistance on each and every cooperation with the visitor. Notice that worth doesn't really suggest "money related terms". Worth could be conveying astonishing assistance quality to the visitor, or to outperform their assumptions and to offer brilliant support encounters that keep going on their brains for long time, that implies conveying the WOW. One more method for offering some incentive is if "time is cash," associations can offer some benefit by saving time for clients.

One more key component for a brilliant assistance system is to focus the association's whole exertion on help. In the first place, by recruiting the purported administration naturals and afterward to furnish them with brilliant apparatuses, assets, reward-projects, impetuses and preparing to advance assistance quality. Once more, in a comprehensive manner, the whole association needs to zero in its endeavours' on offering fantastic assistance quality for its visitors.

To wrap things up, the association needs to urge representatives to develop and create, that implies making a pride all in all. To get novel thoughts, ideas and ways of further developing the help quality, to think distinctively by carrying better approaches to do things that nobody thought previously. To develop exclusively by

functioning collectively, on the grounds that the entire is more prominent than the amount of its parts.

1.6.2 Customer loyalty is an ongoing positive relationship between a customer, hotel business and tourism industry

❖ How to Boost Employees Motivation to Do Their Job?

At whatever point I meeting to a supervisor, the vast majority of the times, there is one subject that concerns them and that is the means by which they can support representatives' inspiration to go about their responsibilities. What's the most ideal way to deal with your workers? How are you going to spur them? How might you keep up inspiration levels among your staff? How might you improve execution for lower entertainers?

"As a supervisor, making an association with your representatives is the first and most significant stage to turn into a pioneer who convinces others through motivation" Kelly Decker. Decker Communications.

Back in the past times the Boss would order direct requests, this is one method for accomplishing your objectives however let's be honest, the present society has changed, new ages "Recent college grads" and "Gen Z" have different arrangement of attributes and accordingly must be dealt with various. Ongoing investigations have shown that almost 70% of representatives are withdrawn working (Gallup DailyTracking). Chiefs need to reconsider the manner in which they speak with their workers, to lead through power is as of now adequately not, so how might we pivot what is happening?

1.6.3 The effect of Loyalty Program and Club Members to customer satisfaction expectation

Customer satisfaction is called client input as the appraisal in the wake of purchasing labor and products looked at as their assumptions. As indicated by Razak, Nirwanto and Triatmanto (2016), consumer loyalty is assessed by using the client

assumptions with the introduction of the labor and products that can address the requirements and assumptions for the Customer. A fulfilled client shows that there is a closeness between the exhibition of the item and administration with the assumption for the client, where it will draw in them to repurchase the things. At the same time, a disillusioned client would convince various clients to not re-purchase and thusly they will move to another specialist co-op.

1.6.4 Improve Customer Experience

In Sabah by far most of the movement business association fills in as privately owned businesses. They secure and give traveller related association to the sight in the state. Their work and progress have been accepted to be consistent and strong throughout the latest a few years. Regardless, starting around 2010 the quick extension in the movement business in Sabah isn't tantamount with the declining number of tourists and this is a result of the issue of exhibiting the movement business headway through lawful bodies, for instance, Sabah Tourism Board, Ministry of Tourism and Sabah Hotel Association don't join to propel new development, the movement business more planned. Public experts should look at these establishment issues and continue to add to the headway in the movement business by strengthening working environments, for instance, developing air terminals in metropolitan and metropolitan spaces of the movement business, public transportation workplaces to tourists and supporting the movement business directors plan new visit packs with more packages attract.

Sabah Tourism Board should moreover channel and assist with visiting overseers to get the latest channels and information to engage people in the business to give all of the game plans and courses in the movement business in adjoining relationship, for instance, overseeing and coordinating the movement business directors in the movement business to ensure strong contention in business.

Regardless, pay improvement in the business remained negative start around 2013, and there were truly 33 the movement business chiefs closing their associations starting around 2015. It is surveyed there may be issues that movement industry leaders may defy and have to decide without the help of others. This is in like manner the inspiration driving why adolescents from Sabah are ceaselessly looking for open situations in the landmass in spite of the way that they need to fill in as assembling plant chairmen or restaurant associates considering the way that there are no open situations in their own state other than being troublesome work colleagues in supermarkets or retail plazas, that is a mind blowing open entryway limited.

Figure 16: Professional Diploma in International Hospitality Leadership

Source: PERKESO in collaboration with Berjaya TVET College 2021

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

2.1 Hotel Guest Satisfaction

Somebody say that help quality and customer satisfaction is basic for the assistance endurance. The two of them are immaterial however the specific definition is as yet a disputable issue. Customer satisfaction is a mental idea that includes the sensation of prosperity and joy that outcomes from acquiring what one expectations for and anticipates from an engaging item as well as administration. Customer satisfaction definition depends on the assumption disconfirmation perspective. (TEAM TRILYO SEPTEMBER 18, 2018 HOTEL MARKETING)

2.1.2 Breakfast (Food Quality)

Food quality is often talked about in the past writing as it is one of the properties that assume a significant part in deciding consumer loyalty. There is different estimation of characteristics for food quality. As per Namkung Jang et al. (2007), a variable that builds up food quality and effects the hunger of the client and their insight is considered as food show. The arrangement of food and how it is introduced to the client is connected all of the time with food show. As indicated by Shaharuddin et al. (2011), introducing a gorgeous food and very much designed food can invigorate client insight towards food quality. Other than that, the manner in which client saw the food whether the bundling or useful marking introduced alluringly likewise a piece of food show.

2.1.3 Staff and Service Quality

Service is a basic component in fulfilled lodging visitor experience in inn and café. There are two viewpoints that regularly been utilized to see administration quality, the client's mental assessment of the help gave (Taylor and Baker, 1994) and complex develop made by an assessment of property execution (Parasuraman, 1988). As per Zeithaml (1988), the meaning of administration quality is the client judgment of the general greatness or prevalence of the help.

Thusly, it is the client's emotional assessment shaped by contrasting assumptions and saw execution (Bolton and Drew, 1991). In the meantime, SERVQUAL has been created by Parasuraman (1988) and this model has turned into a generally acknowledged instrument to further develop administration quality that can accomplish an undeniable degree of consumer loyalty. In this model, there are five components which are dependability demonstrates a capacity to play out the guaranteed administration, responsiveness shows to incite administration, compassion shows mindful, confirmation implies worker information and politeness and effects alludes to the presence of actual offices.

2.1.4 Room Cleanliness Quality (Atmosphere and hotel facilities)

Also, as indicated by Ryu and Han (2011), the dependability of actual climate is a basic variable that controls new consumer loyalty's and readiness to return as a result of the qualities of feel, lighting, environment, lodging plan and café hardware influence client joy and utilization conduct. In outline, the actual climate of a room and eatery can be characterized as far as the actual elements of by and large space game plan that incorporates the properties of lighting, embellishments and furniture show. Other than that, the undetectable properties additionally a piece of it, for example, sound, smell, temperature are likewise significant for environment creation. Be that as it may, the imaginative and wonderful adornment likewise expected to draw in more

46

client consideration room and café primarily offers an unwinding and pleasant spot for remaining and feasting (Fisher, 2006). As per Roy Lee and Liou Shyh Nan (2013) encompassing the region of the inn and café and signage another way that can expand the return to expectation.

2.1.5   Guest Hotel International Arrivals

All of Tourism Malaysia's endeavours to advance Malaysia globally and locally have shown positive results. As far as the travel industry execution for the year 2019, there was a negligible increment of 1.0% in worldwide traveller appearances. An aggregate of 26,100,784 global vacationers visited Malaysia in 2019 contrasted with 25,832,354 of every 2018. In the interim, traveller consumption in 2019 rose by 2.4% to RM86.1 billion contrasted with RM84.1 billion out of 2018.
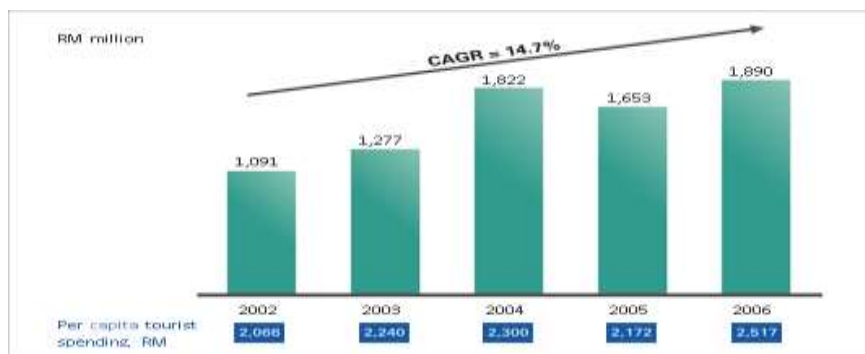
Figure 17: Sabah International Tourism Receipts

Source: Sabah Tourism Board

Figure 18: Major Tourist Attractions in Sabah

Source: Sabah Tourism; IDS

2.1.6 Guest Hotel Domestic Arrivals

On the home-grown front, we additionally saw more Malaysians voyaging locally. Information accumulated from the Domestic Tourism Survey led in 2019 showed that home-grown the travel industry developed by 8.1%, enlisting 239.1 million home-grown guests. As far as number of outings, home-grown guests required 332.4 million excursions last year. Altogether, home-grown the travel industry use developed by 11.5%, recording a sum of RM103.2 billion. We are gladdened to see the consistent gradual development of Malaysia's travel industry as of late. Tragically, the continuous COVID-19 pandemic has affected worldwide the travel industry and constrained the abrogation of Visit Malaysia 2020. A considerable lot of our companions in the movement business are seriously impacted and our hearts go out to them. In any case, it is during these difficult times that we should push forward significantly more to bring public certainty up in movement and re-techniques for a post-pandemic "new typical" in this industry. Conversations are on-going as we address decide the best game-plan to save our movement industry and the whole biological system that depends on a solid, flourishing travel climate.
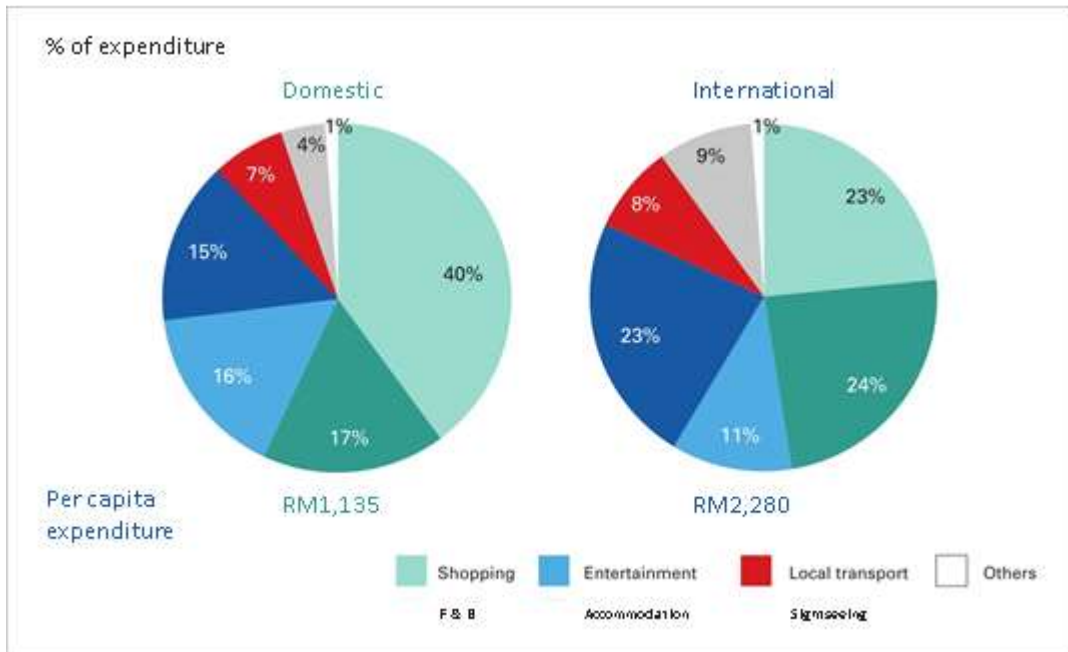
Figure 19: Distribution of Tourist Expenditure

Source: Tourist Expenditure Survey, Sabah Tourism Board (September 2004)

Traveller spending can be expanded by expanding their length of stay. Presently, normal length of stay of home-grown and worldwide guests is 3 evenings and 8.2 evenings separately. As per the World Tourism Organization, current explorers need 'movement based' attractions instead of 'objective' travel.

Sabah is now an objective for nature, social and movement based the travel industry, and can possibly develop by utilizing on its allure as an environmental and experience wonderland.

Sabah appreciates great air joins with significant urban areas in Asia-Pacific. Non-stop trips just as travel flights through Bangkok, Brunei, Hong Kong, Taipei, Kaohsiung, Manila, Cebu, Seoul, Shenzhen, Macau, Singapore and Tokyo offer continuous and simple access.

Figure 20: Kota Kinabalu's Harbour Front can expect to see an increase in cruise tourism.

Source: Sabah Tourism Board

As indicated by the World Tourism Organization, current voyagers need 'movement based' attractions rather than 'objective' travel. Sabah is as of now an objective for nature, social and action based the travel industry, and can possibly develop by utilizing on its allure as an environmental and experience wonderland.
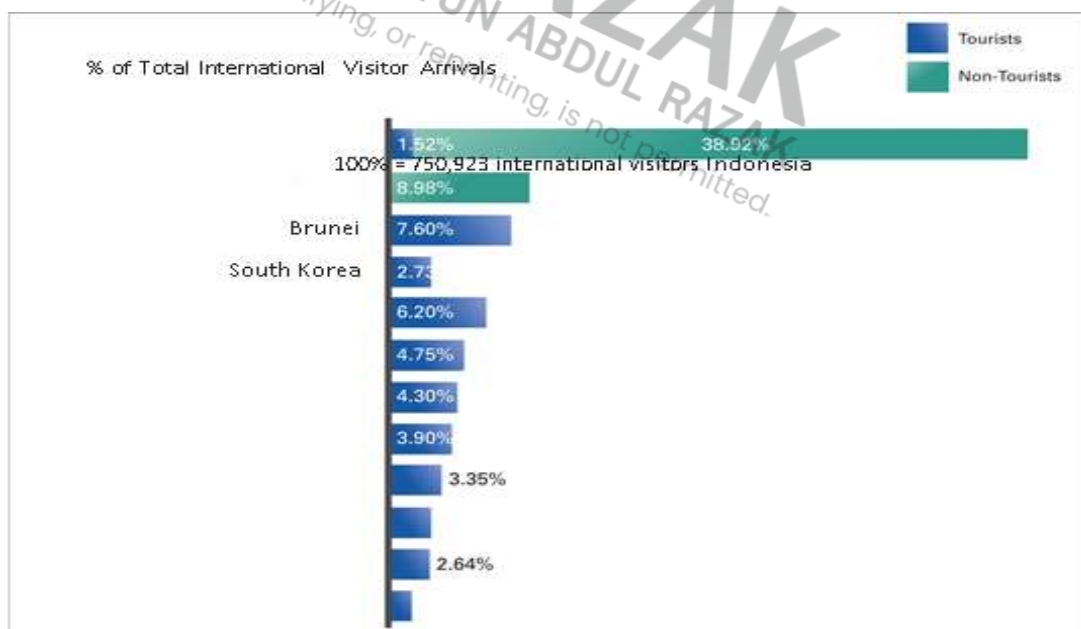
Figure 21: Top 12 International Visitor Arrivals by Nationality

Source: MASB, Sabah/immigration Dept., Sabah/Malaysia Airlines, KL/Air Asia/ FAX

Tourist Arrivals by Years (Year 2013 - 2020)

■ Domestic ■ International

3,383,243		4,195,903
	3,879,413	
3,230,645	3,684,734	
3,176,226	3,427,908	
		567,108

2013 2014 2015 2016 2017 2018 2019 2020
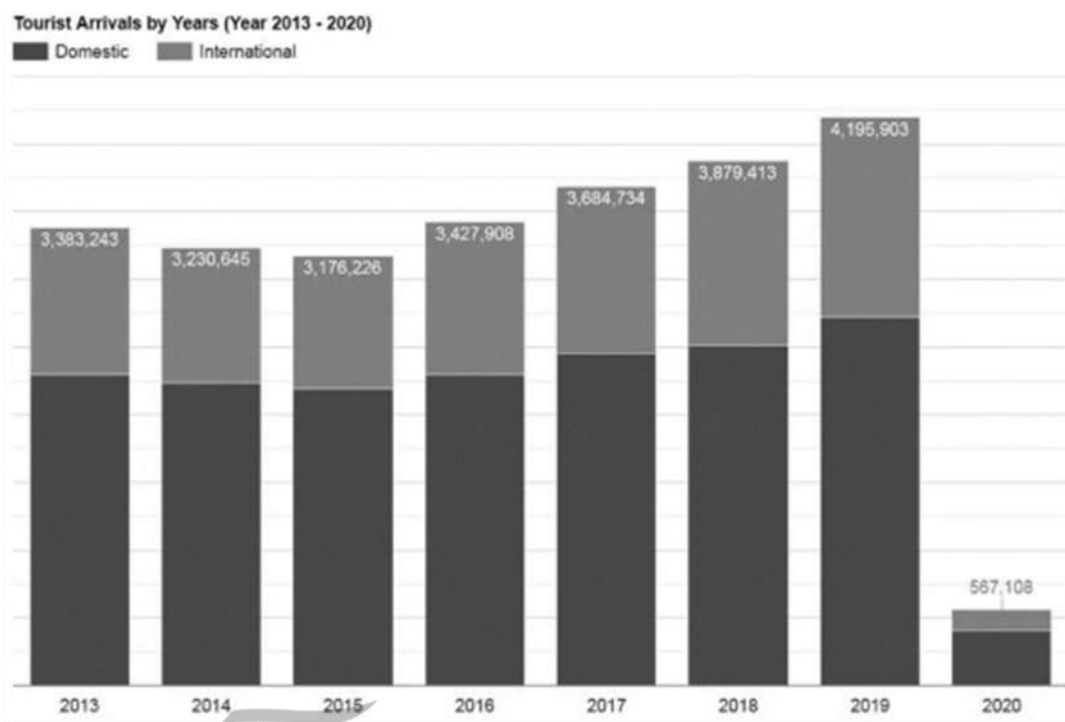
Figure 22: Tourist arrivals to Sabah in 2013–2020

Source: MySabah.com, 2021

Sabah Tourism Statistics

Top 10 Countries by Visit (Year: 2020)

- South Korea
- China
- Indonesia
- Philippines
- Taiwan
- UK & Ireland
- Brunei
- Australia
- Singapore
- U.S.A

30.7%
29.3%
14.5%
4.6%
4.4%
4.3%
3.5%
3.2%
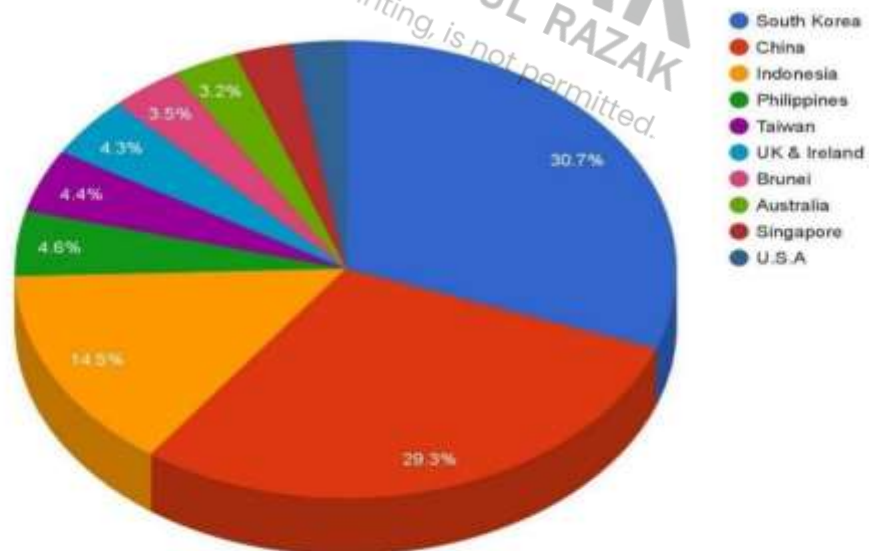
Figure 23: Sabah Tourism Statistic

Source: MySabah.com, 2021

2.2 Underpinning Theory

Giving unparalleled customer experience is all over revealed in test assessments as a basic driver of improvement and unwavering quality that directly influences an association's efficiency. The data on this assessment in any case portrayed an assistance level in Malaysia that isn't actually needed especially in an economy where contention is spilling over across various ventures and when the country is equipping towards a help economy.

Raydar Research asked 257 purchasers when was the last time they had an unprecedented customer care knowledge. In the outline, an uncommon customer experience is portrayed as one that outperformed their suspicions. 38% said that they had such an inclusion with the latest 3 months. [Fig 1]. Inside a comparable time, span, more than three quarter of this get-together (72%) also experienced a terrible customer experience. [Fig 2]. Exactly when gotten some data about their overall customer support understanding, only 5% of them gave a score of no less than 8 out of 10 while another 42% gave a rating of 5 (comparing suspicion) to 7. A major piece of them (54%) said that as a rule, the assistance level is under presumption or awful. [Fig 3].

Fig 1

Fig 2

Figure 24: The State of Customer Service in Malaysia

Source: Raydar Research

More point by point planning of customer support agents before entering the universe of work can give a solid foundation to such labourers for more effective help transport. The high - potential benefits of this planning may recollect extended capacities and a more open disposition for handling each issue the client faces. Better social capacities and a predominant perception of workplace practices, extended affirmation, assurance, self-satisfaction, work satisfaction, extended collaboration and more critical expert achievement potential add interest and status to pursue bleeding edge planning and more opportunity (Gray, 2006).

Since agents get affirmations and capacities and these are seen by chiefs, the two social events advantage. LA borers have an undeniable approach to showing strength of organization data and capacities and directors have gadgets to help the enrolment and screening of impending agents.

Purchasers' fingers appear to be soundly pointing at foundations referring to criticism failing to be noticed (53%), no restorative activities taken (54%) and input not contacting the ideal individual (53%) as the best 3 reasons. [Fig 4]. The respondents feel that organizations are not able to tune in any case. Organizations make it hard for them to speak with, neither embracing innovation as a listening empowering agent nor its workers prepared to get input.

This concentrate on then looked the flipside to perceive how these respondents have been liable for not giving inputs in any case. [Fig 5]. Curiously the top explanations behind not giving input straightforwardly to organizations are "I couldn't care less" trailed by "I'm too upset to even consider hanging a sentence together". While at minimum 62% accepted some degree of proprietorship for being hesitant to give input, 38% picked "Nothing unless there are other options". They either didn't see any liabilities inferable from them or there were no response choices that caught how they feel.

The overall discernment is by all accounts that organizations are not able to tune in and it's no big surprise then that the top justification behind not giving criticism straightforwardly to organizations is "I couldn't care less". For what reason would it be a good idea for them they, when organizations who need a portion of their wallet are careless in regards to their sentiments. There's tiny or no association at the enthusiastic level where extraordinary client experience occurs. This insight has prompted what was going on for organizations overall buyers quit mindful and take their concerns somewhere else, liking to blabber their distresses to a more extensive crowd. Such activities obviously hurt a brand and general shopper certainty. Where do purchasers vent?

Of course, respondents take their resentment, dissatisfaction and disillusionments to their companions, family, associates and to anybody able to pay attention to them in the internet based world particularly interpersonal organization locales. Malaysia is one of the most dynamic Facebook clients on the planet with 66% of its internet based populace having a Facebook account1. In this review, an astounding 82% [Fig 6] of them have vent their sentiments somewhere else

"From a brand proprietor's point of view, perusing wanton grumblings of his image on the web resembles discovering that his companion has been discussing him despite his good faith. It's anything but a decent inclination somewhat recently, rather than just 1 out of 10 who gave criticism straightforwardly to the organization. From a brand

proprietor's viewpoint, perusing wanton grievances of his image on the web resembles discovering that his companion has been discussing him despite his good faith. This is a stressing pattern; however thus likewise lies an amazing chance it makes it simple for client driven associations to stand apart by making marked encounters that drives dedication. (Kym Wong CEO, Raydar Research) Source: Raydar Research, July 2011

Example of unsatisfactory job satisfaction between employees and employer effect to the employees' motivation and job performance.

Figure 25: Discrimination and work conflict at the workplace

Source: Hospitality Marketing Concepts Sdn Bhd

2.3 Review of Prior Empirical Research

2.3.1 Hotel Guest Satisfaction Theory

- ❖ Disconfirmation paradigm and Expectancy value concept
- ❖ The factors that affect guest experience?
- ❖ Hotel guest comment cards (GCC) responsiveness

❖ Frederick Herzberg's Two factor theory (also known as Motivator Hygiene Theory)

2.3.2 Hotel Loyalty Programme for Hotel Brands is Reimagined to Meet Expectations of Today's Travelers

❖ Enhance the future of leisure and business

Chart a new path forward with data advancements that address post-pandemic traveller concerns and support bespoke personalization.

Build brand awareness, loyalty and experiences of a lifetime, with transformative data-first engineering and strategy.

2.3.3 Market Sabah as an Exclusive Holiday Home Destination

Sabah has for quite a while been esteemed as an interesting and supernatural objective that has viably sorted out some way to avoid mass the movement business. It is prepared to become probably the best area for luxury event homes, with its stunning waterfront and inland scene, and different social inheritance.

The framework is to feature Sabah to generally excellent quality monetary sponsor and event makers across the globe who are searching for a Luxury escape in a prohibitive tropical paradise. The Kudat Riviera is a fine outline of one such new development. Owners of the private houses here approach an unadulterated stretch of perfect coastlines, can see the value in sunset goes overhead blue waters, and are reachable for the flawless virgin rainforest and interesting regular life.

To ensure particularity and division, there ought to be a planned effort among the public power and semi government associations drew in with the movement business progression to control the sort and nature of the movement business projects in doled out locales. Long stretch social visit visas should be given to enable these high absolute resources individuals to make Sabah an event home just as their ensuing

56

home. Untouchables with a singular theory of USD1 at least million in a lavishness private home in Sabah should moreover be permitted a long visa.

2.3.4 Service Quality and Guest Satisfaction

Quality of service is a very subjective and nuanced topic that can be difficult to define. The service itself may have different meanings to different people. As Markovi and Jankovi (2013) put it, service quality is defined as the comparison customers make between their expectations and their perceptions of the service they received. Customer satisfaction has been described as the degree to which a service meets the needs of its customers and the degree to which the service itself meets those needs (Su 2004).

The extent to which a service meets or exceeds client expectations has been referred to as service quality in the past. High-quality service provided by hotel workers is more likely to boost customer satisfaction, Markovi and Jankovi (2013) found. " Making and keeping customers happy is critical in the service industry, since it encourages them to stick with one service provider and avoid switching to a competing one. Su (2004) noted that, in order to ensure customer happiness and loyalty, service quality is the most important component. Quality service is one of the most important components in any company's success and growth, according to Lam and Zhang (1999).

Attributes for measuring the quality of customer service include performance, features (such as reliability), conformance (such as consistency), durability (such as longevity), serviceability (such as usefulness), aesthetics (such as pleasing appearance), and perception (such as pleasing appearance). For the SERVQUAL three column format provided by Parasuraman et al. (2001), Caruana, Money and Berthon (2000) are cited by Briggs et al (1994). Three-dimensional structure that is reliable, tangibles and responsiveness, certainty and empathy were discovered through the investigation.

To assess five aspects of service quality, the SERVQUAL model utilises 22 items to gauge tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1985; 1988; Markovi and Jankovi, 2013). Facilities, equipment, and employee appearance are all examples of tangible aspects of a workplace. Finally, the ability of the workforce to consistently and accurately provide the promised service is considered to be reliable. It also refers to a hotel employee's want to assist customers in whatever way possible and to provide timely service. Next, you need to be confident in the staff's competence and civility, as well as their ability to inspire trust and confidence. Finally, the term "empathy" is used to describe the company's caring and personalised attention to its clients.

2.3.5 Tangibility and Guest Satisfaction

The hotel's physical amenities, equipment, and personnel's look all play a role in its "tangibility". In order to establish positive impressions of the hotel, it is crucial that the hotel's conditions satisfy the expectations of the client. There is more to a customer's experience than the product or service, and noting atmosphere or physical environment as possible effects on the purchase choice dates back to the 1970s when this concept was first established (Barber, Goodmanb, & Goh, 2011).

According to Brady and Cronin (2001), there are several aspects of service quality, and one of the most essential is the physical environment's tangibility. Other than that, cleanliness is one of the most significant aspects of a hotel's service that guests look for. The cleanliness of the hotel is an important consideration for guests when considering whether or not to book a room there. Cleaning of the dining space, staffs dressed in clean and neat attire and use of disposable gloves are all tangible service indicators indicated by Shafiq et al. (2013). consumer satisfaction can be affected by the cleanliness of an establishment, whether it is at its entry, its façade, or its dining/guest room (Barber and Scarcelli,2010).

The tangibility element in service quality can also be examined in terms of environmental circumstances, design, and physical variables. There should be a well-maintained parking lot and other facilities that are easy to get to and up-to-date. According to Dubé and Renaghan (1999) and Matilla (1999), a hotel's physical property and client satisfaction go hand in hand. To put it another way, the quality of the hotel's facilities has a direct impact on how happy its guests are. This shows that the guest's experience is enhanced by the tangibility of the service itself.

2.3.6 Reliability and Guest Satisfaction

It is the ability of the staff to deliver promised services accurately and reliably that is referred to as reliability. It's Ojo time! (2008). A company's ability to deliver on its promises, as well as its staff's professionalism and ability to elicit trust, is referred to as its "reliability." Any transaction in the front office can usually show the reliability practises. According to Rao and Sahu (2013), the ability of the front office staff to provide services reliably and accurately falls under the reliability dimension.

Customers place a high value on their time. When making a decision, they always take into account delivery times and the quality of service they receive from their employees. A company's success depends on its workers' ability to deliver on time what they have promised (Vega and Garcia, 2008). When customers decide to return, recommend, or demonstrate loyalty to one hotel over another, the front office staff is a major contributing factor, according to the findings of Kandampully & Suhartanto, 2000. Having a well-trained and knowledgeable front office staff is essential to ensuring that customers get the best possible experience. The front desk staff is critical to the hotel industry because guests see them as the hotel's heart and soul. In addition, they assist guests, fulfil and satisfy their desires and needs. This is the most important aspect of front office services.

Tangibility (how they look), reliability (ability to demonstrate service accurately and dependably, and skills in solving the problem encountered by the guest),

59

responsiveness (promptness of process of check-in or checkout), assurance (safety and security of the guest) and empathy are the characteristics that best resemble the service quality of these employees (caring and individualised attention such as remembering the guest name).

2.3.7 Responsiveness, Assurance and Empathy and Guest Satisfaction

The definition of responsiveness is the company's intentions and its willingness to assist customers (Ojo, 2008). In other words, responsiveness refers to the willingness of hotel staff to assist guests and provide timely service. Promptness, ease of use, and accessibility are all examples of responsiveness that can be used to gauge customer satisfaction. Service speed and meeting customer expectations are critical skills for hotel employees, especially those working in the front desk (2013).

When it comes to customer satisfaction, responsiveness refers to both the quality of products and the speed with which they are delivered, according to Fah and Kandasamy (2011). Employees' readiness and willingness to meet customer needs are two key components of responsiveness. The hotel industry's responsiveness can be demonstrated by avoiding customers from having to wait for no apparent reason. An important part of employee assurance is their ability to inspire trust and confidence among customers and coworkers alike through their knowledge, courtesy, credibility, and sense of security. both Sahu and Rao (2013).

This is backed up by Ojo (2008), who stated that assurance includes courtesy, competence, security, and trustworthiness. An excellent example of assurance practises in service delivery is making the guest feel safe and secure while they are staying at the hotel. By Shafiq et al. (2013), a trustworthy staff is necessary to ensure the customer's trust and confidence in financial transactions, according to Overall hotel service quality has also been influenced by the hotel's ability to communicate effectively with guests. Guests appreciate the hotel staff's ability to communicate effectively with those who may have language barriers, and as a result, they are more

60

likely to enjoy their stay. A study by Su and Sun (2007) found that competence, politeness and security are among the most important aspects of a person's ability to provide assurance. It's common to think of empathy as a form of compassion. Customer care, as defined by Frazer (2000), means paying attention to and respecting the customer by showing an interest in the customer. It can also be interpreted as the level of personal service the hotel provides to its guests. As stated by Parasuraman, Berry and Zeithaml (1991), and Rao and Sahu (2013), the empathy dimension represents the provision of caring and individualised attention to customers, including access or approachability and ease of contact, effective communication, and understanding the customers. According to Berndt (2009), a hotel's ability to cater to each guest's specific needs is critical. To put it another way, this statement essentially stated that the customer's needs must be met.

2.3.8 Service Quality and Guest Satisfaction

Whether an individual or a group is satisfied or dissatisfied with the services they receive, it is said that they are demonstrating their level of guest satisfaction. In the context of customer satisfaction, it is the comparison between what the customer expects from a product or service and what they actually get or receive when they actually buy or use it, and how satisfied they are (Rao and Sahu, 2013).

Customer satisfaction is one of the most important and frequently examined concepts in modern marketing theory and practise because it is so important to the survival and growth of tourism products and services (Chi, Gursoy, 2009). People's satisfaction or dissatisfaction can be measured by comparing the product or service's performance with their expectations, according to Kotler (2000). The importance of service quality is not limited to the hotel industry, as it serves as a measurement tool for the success of the service provided. There are a variety of ways to gauge how happy guests are with their hotel experience in the hotel industry. Guest comment cards are a common method employed by many hotels (GCC).

61

According to Gilbert and Horsnell (1998), the GCC can be used to gauge customer satisfaction in the hotel industry. Distribution and placement of guest feedback cards in the room and reception area is common practise. GCC is a great tool for hotel management because it allows them to get a better understanding of what their guests are saying and experiencing while staying at a hotel. By analysing GCC, the management will be able to identify the problem more quickly, allowing them to fix it in an indirect manner so that the problem does not occur again soon. GCC is a useful tool for the hotel industry because the results can be viewed more quickly and at a lower cost. An accurate picture of whether or not customers are satisfied with the product will be provided, and this analysis will show whether or not that is the case (Markovi and Jankovi, 2013).

According to Jana and Chandra (2016), the hotel industry's focus on customer satisfaction has grown in importance. The hotel business, in contrast to many others, thrives because of repeat business. The only way a hotel can keep its customers is if they are satisfied. A hotel's reputation is built on the quality of the services it provides its guests. In addition, the hospitality industry has seen many investors who are willing to meet all of their customers' needs entrapped in their web. Consequently, if a hotel's customers aren't happy with the service they receive, they'll look elsewhere for better service (Jana & Chandra, 2016).

Keeping tabs on customer satisfaction levels is essential for a hotel to remain competitive. When it comes to this, technology comes into play. The growth of technology in the hotel industry has made it easier for managers to keep track of customer satisfaction statistics. When it comes to monitoring customer satisfaction, online surveys are a popular method. A continuous improvement of their products and services is made possible by these surveys, which allow the management to respond to customers' comments and other forms of expression (Pearce, Robinson & Mital, 2007).

Bench-marking is a popular method hotels use to boost customer satisfaction. Benchmarking is a great way for hotels to learn from their competitors and find out what makes them successful. Some hotels may choose not to divulge their trade secrets to their rivals. Hoteliers, on the other hand, don't have to deal with any sensitive data. As a result, the majority of hotels are open to disclosing their top-secret strategies. However, the only thing that separates some hotels from the rest is their ability to think outside the box. Successful hotels are able to create new strategies that give them an edge over their competitors through hotel innovation.

Chain hotels have it easier when it comes to benchmarking because they can all borrow from the chain's traditions and provide similar services regardless of where they are geographically located. A customer can expect to receive the same level of service and amenities at Lake Kivu Serena Hotel as he or she would at any other hotel in the Serena chain by implementing the same strategies.

Several studies have found that customer loyalty is the most important factor in determining the success of some hotel brands while others struggle. One of the most important aspects of customer retention is ensuring that your products and services are of the highest quality. In the hotel industry, customer loyalty is a key indicator of management and stakeholder effectiveness. The competitiveness of a hotel can be improved by adopting a management strategy that emphasises customer loyalty (Tsiotsou & Goldsmith, 2012).

The management must show a willingness to adapt to the needs of customers in order to achieve higher levels of customer satisfaction and loyalty. As a result of their efforts to better understand and meet the needs of their guests, hotels learn a great deal about the factors that influence customer satisfaction. Because it is more expensive to attract new customers than to keep the ones you already have, customer satisfaction should be a top priority for management. Management must focus on keeping current customers by creating compelling customer loyalty and steadfastness

63

arrangements in order to be productive. Especially in the hotel industry, this holds true (Tsiotsou & Gold- smith, 2012).

For hotels, customer loyalty is a result of the efforts made by everyone involved. The only way a hotel can improve the quality of its services and products and thus satisfy its customers is by involving all of its stakeholders in the process. As a result, assessing the importance of hotel traits to customers is critical. The majority of the time, this can be accomplished by involving customers in service quality improvement and letting them know that their input is valued (Singh & Dewan, 2009).

In order to be successful in business, attracting new clients is not sufficient. Therefore, managers must put their efforts into retaining current customers through the implementation of customer loyalty arrangements that work. As a hospitality management provider, your job is to ensure that your customers are happy and satisfied at all times (Overby, 2007).

Your customers' loyalty plays a major role in your business. In addition to serving as a primary indicator of client dependability, distinguishing dissatisfied customers, reducing losses, and increasing revenue, it also serves as a crucial point of differentiation for attracting new clients in competitive business environments. Any business's success depends on the loyalty of its customers. If your customers are happy, they are more likely to buy more from you or to buy from you more frequently. Customers are the driving force behind our success, and customer loyalty is what keeps them coming back. Picking up a new client requires a massive effort, whereas losing a client only takes a few seconds. If we want to keep and grow our customer base and eventually our business, we must have a model management team.

Customers' loyalty and the nature of management are essential to the success of any business. It's important for hotel management to be consistent, from ensuring that the same great management is in place to doing what you say you'll do. Analysts and advertisers have focused on customer loyalty as an essential precursor to

64

customer unwaveringness. Some recent research suggests that customer charm may have a greater impact on customer loyalty than customer satisfaction does.

On the basis that attracting new customers' costs more than three times as much as retaining current ones, loyal customers are critical. In addition, customers who have previously purchased from the company have a direct impact on others by listening to what others have to say. Managers in this situation should make it a priority to keep an eye out for patterns that their customers adopt. This can be accomplished by providing individualised customer service for those customers who are travelling or by making special accommodations for those who are repeat customers (Porter, 1985). A customer's experience and desires are taken more seriously than with other products and managements. Long-distance and favourable connections between customers and the hotel are becoming logically necessary because of the strong relationship between customer satisfaction and general satisfaction. Quality services and products should be the focus of a hotel's efforts if it wants to be effective at providing high-quality services to customers (Sim, Mak & Jones, 2006).

Things must be close at hand for managers to be available to customers when they need them. That is to say, everyone should have access to everything. When customers have a good experience, they are more likely to come back for more. The Lake Kivu Serena Hotel relies heavily on customer connections, and customer loyalty is the primary strategy for building a large customer network. Regardless of how steadfast you are, a customer who has to wait for you to do your part may get fed up and leave you for your rivals. Focus on your customers at all times to ensure their loyalty. Many hotel managers are struggling these days to keep their customers happy because of the high number of people who visit but never return due to personal preferences. As a result, hotel innovation and customer service quality must be constantly improved in order to be an effective business strategy (Sim, Mak & Jones, 2006).

2.3.9 Guest Satisfaction

Whether an individual or a group is satisfied or dissatisfied with the services they receive, it is said that they are demonstrating their level of guest satisfaction. In the context of customer satisfaction, it is the comparison between what the customer expects from a product or service and what they actually get or receive when they actually buy or use it, and how satisfied they are (Rao and Sahu, 2013).

Customer satisfaction is one of the most important and frequently examined concepts in modern marketing theory and practise because it is so important to the survival and growth of tourism products and services (Chi, Gursoy, 2009). People's satisfaction or dissatisfaction can be measured by comparing the product or service's performance with their expectations, according to Kotler (2000). The importance of service quality is not limited to the hotel industry, as it serves as a measurement tool for the success of the service provided. There are a variety of ways to gauge how happy guests are with their hotel experience in the hotel industry. Guest comment cards are a common method employed by many hotels (GCC).

According to Gilbert and Horsnell (1998), the GCC can be used to gauge customer satisfaction in the hotel industry. Distribution and placement of guest feedback cards in the room and reception area is common practise. GCC is a great tool for hotel management because it allows them to get a better understanding of what their guests are saying and experiencing while staying at a hotel. By analysing GCC, the management will be able to identify the problem more quickly, allowing them to fix it in an indirect manner so that the problem does not occur again soon. GCC is a useful tool for the hotel industry because the results can be viewed more quickly and at a lower cost. An accurate picture of whether or not customers are satisfied with the product will be provided, and this analysis will show whether or not that is the case (Markovi and Jankovi, 2013).

Al-Tit (2015) investigated the level of customer satisfaction in a variety of European four-star hotels, including those in Italy, Spain, and the United Kingdom. Customers were pleased with the hotel's cleanliness, staff friendliness, comfortable rooms, and ease of accessing information about hotel services, according to the findings of this study. Additionally, customers were dissatisfied with the disrespect of staff, lack of multilingual newspapers and magazines, excessive attention, and the inability to access TV programmes in one's preferred language.

Customer satisfaction surveys were conducted at various Cape Town hotels by Farooq & Salam (2018). Authors based their findings on the results of a survey found that a wide range of factors contribute to customer satisfaction. Luggage delivery delays, poor customer service, and a lack of focus on specific requests were all cited as reasons for customer angst.

Customer satisfaction has a significant impact on hotel industry performance in Sweden, according to a study by Lee and Madanoglu. Customer satisfaction with hotel reservations, reception, and food quality was found to be higher in this study, according to findings. Customer-specific services and inadequate hotel facilities were areas of dissatisfaction among customers. In addition, this study found that a hotel's ability to maintain and grow its market share is directly related to the level of satisfaction its customers report. An analysis of the most important aspects of customer satisfaction in Sweden's banking industry was conducted by Gopi & Samat (2020).

Customers were more satisfied in this study because of the accuracy of the service and the promptness with which their bank statements were delivered. In addition, customers appreciated the helpfulness of the employees at the financial institutions. Many customers expressed their displeasure with the 17 banks' network's downtime and delayed responses to their inquiries. Customers' satisfaction has a positive impact on the business, including increasing sales turnovers and enhancing market dominance and promoting the hotel's public image according to these empirical studies.

67

Many researchers disagree as to which factor came first in the relationship between these two ideas. Some analysts believe that customer satisfaction comes before service quality, while others believe the opposite. There is no doubt that "customer satisfaction" is a direct result of "service quality," according to Othman et al. (2019) and Fida (2020). Ideally, this factor suggests that an organisation should focus on improving its services before pursuing customer satisfaction and positive feedback from its customers. These arguments lead to the conclusion that customer satisfaction and service quality are linked (Al-Tit, 2015).

Despite this, according to Danish (2018), customer satisfaction is not directly related to service quality. Customer satisfaction is directly linked to customer perceptions of service quality, according to Zameer et al. (2015). Fida et al. found a strong link between customer satisfaction and service quality in their study from 2020. Achieving high levels of customer satisfaction, say the authors, requires a focus on five key aspects of customer service quality: responsiveness, tangibility, assurance, reliability, and empathy. Customer satisfaction can only be achieved through continuous improvement in the service quality dimensions, according to the findings of this research.

When looking at customer satisfaction and service quality in India's telecom industry, Lee and Madanoglu (2018) found a positive correlation between customer contentment and service standard dimensions. An additional finding of this research was the greater influence of reliability on service quality. Contrarily, the 18-point tangibility scale was less effective. All dimensions should be reworked and improved, according to Lee and Madanoglu, because they all have a positive impact on the customer's overall experience. As part of their research in 2020, Gopi and Samat looked into how service quality affects library users' levels of satisfaction. This study found that a library's ability to provide high-quality service has a 71% impact on patron satisfaction. A higher level of user satisfaction is a direct result of service reliability, according to Gopi & Samat, while empathy has little effect.

2.4   Conceptual Framework

This research is related to hotel guest best experience expectation on the room accommodation, food and beverage, hotel room cleanliness quality, atmosphere, physical evidence and customer service quality in Kota Kinabalu, Malaysia. The framework of the research was prepared to determine the correlation between the factors while influencing the phenomenon. Based on the review of various existing studies, a conceptual framework for expertise was developed as follows:
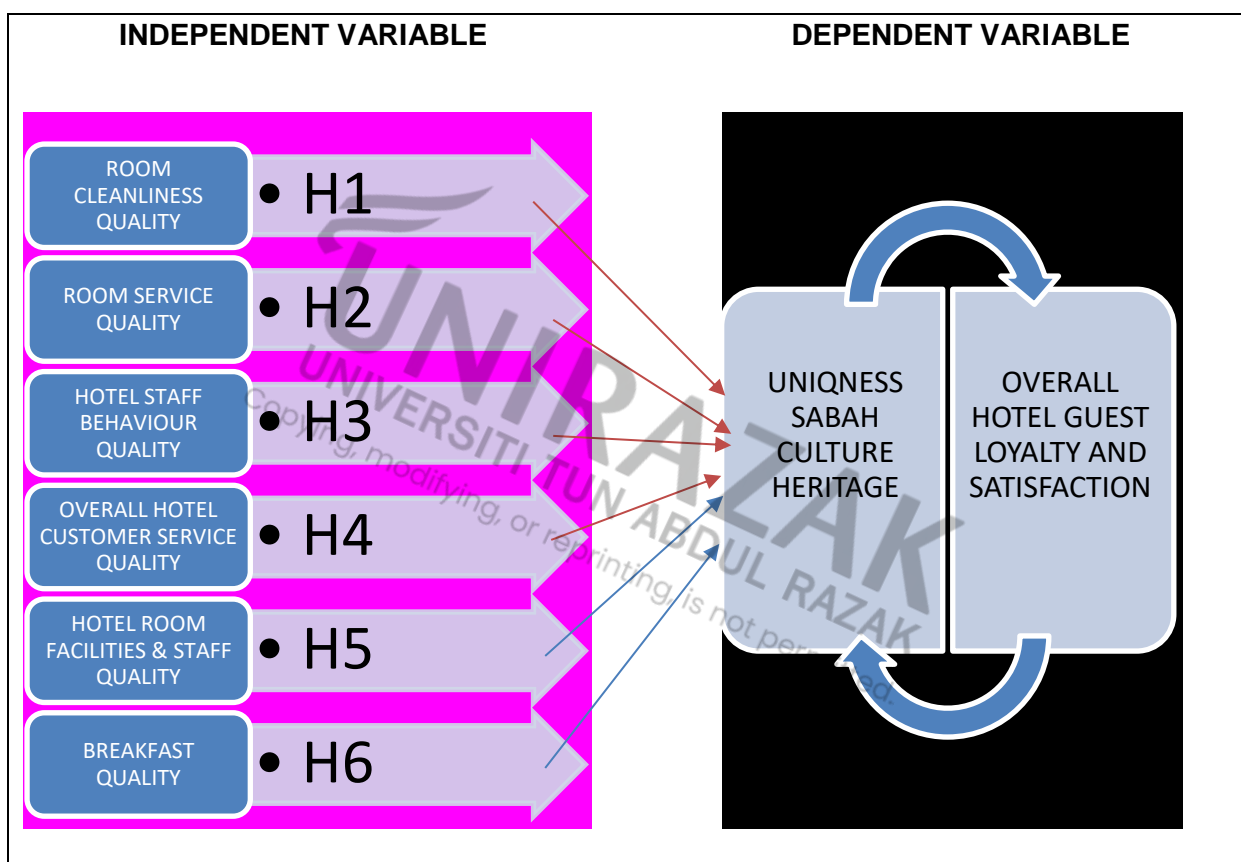
Steadfast clients increment deals by buying a more extensive assortment of the inn's items and by making more incessant buys. Bowen and Shoemaker (1998) observed steadfast inn visitors had higher food and drink buys than non-faithful visitors. They additionally observed faithful visitors cost less to serve; partially in light of the fact that they know the item and require less data. They even fill in as low maintenance workers. The creators have gathered tales from administration representatives, expressing how steadfast visitors are anxious to fill in as workers, and as it were, go

about as sure Public Relations Agents for the hotel by informing different visitors regarding the incredible eateries in the lodgings. Thusly, faithful clients address a data hotspot for different visitors. Hence, in this study zeroing in on the justifications for why visitors rate higher scores for fulfilment might prompt better comprehension of the client devotion.

The conceptual framework shows the relationship between room cleanliness, breakfast quality, staff quality and overall guest satisfaction. A hotel is a large unit in and of itself, made up of numerous departments that work together to ensure that guests have a pleasant stay. Housekeeping is one of the most important departments in a hotel. Housekeeping is in charge of the hotel's overall cleanliness, maintenance, decor, and upkeep. There is a lot of space in a five-star hotel, which includes a large number of rooms, a large public area, a variety of restaurants and bars, a large swimming pool, a spa, and a large back area with laundry, staff cafeteria, bunker and lockers as well as various food production units. Cleansing and maintaining these areas can be a difficult task on its own. To make your hotel stay as comfortable as possible, the housekeeping staff is responsible for making it feel like home. The primary goal is to offer guests a pleasant stay in well-kept, reasonably priced accommodations.

In addition to hotels, corporate offices, airports, airlines, hospitals, banks, cruise ships, and shopping malls all need housekeeping contractual services. As a result, starting a contract housekeeping business can be a lucrative entrepreneurial endeavour. Room sales, food and beverage, and additional services such as laundry, clubs, health spas, shopping arcades, sightseeing, etc. are the hotel's primary source of revenue. This means that most of a hotel's revenue comes from the sale of rooms, which can be sold over and over again. However, if the rooms remain unoccupied, there is an acute loss of revenue. Because of this, we can conclude that rooms are more susceptible to deterioration than even food. The housekeeping staff's efforts have a significant impact on the hotel guests' overall experience. As a result, a hotel's

70

strength lies in its guest rooms. Decor, air quality, and cleanliness are all factors that could deter a potential customer from booking a room at the hotel.

Customer satisfaction can only be achieved through efficient and effective hotel operations that exceed customer expectations and ultimately increase firm profitability. Guests expect that the department will make rooms available as needed and do so on a timely basis. It also has to maintain the cleanliness of the hotel's public areas, which must always be tidy, fresh, and appealing. That's why it's so important for the housekeeping staff to do their best. It is open 24 hours a day, seven days a week. A hotel's housekeeping staff is its pillar. It is not only responsible for maintaining the cleanliness of the entire hotel, but it also has a significant impact on a wide range of other hotel activities. As a result, it is one of a hotel's most important departments to keep track of and maintain all of the establishment's accommodations and public spaces.

2.5 Research Hypotheses

An exploration speculation is a specific, clear, and testable suggestion or perceptive decree about the possible consequence of a sensible examination concentrate on reliant upon a particular property of a populace, for instance the customer experience, drive arrangements and give significant data to assist the convenience business that sorts out interest clubs with having the choice to totally help its customers and understand their customers better. Customers surely get restricts and get compensated. Hotel will get the prizes of this relationship moreover after a long enough time-line and customer upkeep.

Extended arrangements, customer data and exhibiting openings through the E-Commerce Solutions stage give wide web-based business advancing capacities for all enrolment dependability programs significantly more for the most part. With the end goal of this review, a steadfast visitor is characterized as an ideal client perspective towards the organization; focuses on the repurchase of the item or administration; and

71

prescribes the item or administration to other people. This examination tends to various inquiries, which look at the connection between visitor fulfilment and visitor devotion in the lodging setting. Appropriately, we can offer the accompanying theories:

Hypothesis 0: A study to determine factors influencing hotel guest satisfaction

H1: Hotel Room Cleanliness quality elements are positively related to overall hotel guest satisfaction

H2: Breakfast quality, guestroom, food and beverage, ambience, and price is positively related to overall hotel guest satisfaction.

H3: Staff quality and rich of information exhibit higher levels of overall hotel guest satisfaction involvement towards to domestic tourism.

H4: Overall hotel guest satisfaction provide stronger positive word-of-mouth advertising than dissatisfied guest as a repeat guest and loyal to the hotel brand.

H5: Hotel room cleanliness and staff quality highly influencing the overall hotel guest satisfaction

H6: Breakfast quality is positively related to the overall guest satisfaction but less influencing compared to the hotel room cleanliness and staff quality factor.
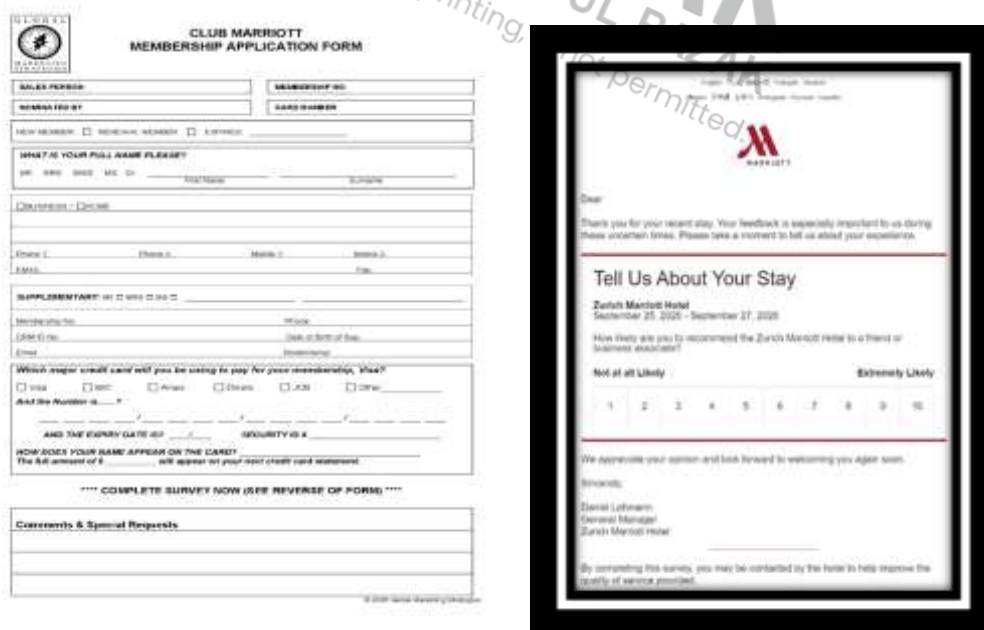
Figure 26: Club Marriot Membership Application Form

Source: Marriott's International Hotel's

2.6   Conclusion

As a finish of section two, it tended to the theories and past examinations and analyst individual working encounters that fill in as help for research questions and theory. Inside the specific circumstance, the relationship of every factor has additionally been clarified and delineated on how it could connect with each other. The following section will examine concerning this exploration paper's technique. Subsequently, there is hypothetically interrelationship between saw work satisfaction security, hotel guest visitor assumption during staycation in the hotel, reception of innovation and convenience that the specialist plans to investigate further. The conceptual framework was projected, and observation hypotheses were developed to further study the link between independent and dependent variables. The research approach is discussed in further depth in the following chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1   Introduction

To test these speculations, research has been led at Marriott's Hotel Kota Kinabalu, Hyatt Regency Hotel, Hilton Kota Kinabalu Hotel, Sutera Harbor Golf Resort and Spa and Nexus Karambunai Golf Resort and Spa Kota Kinabalu Sabah which is situated in east piece of Malaysia. The inn is a 5-star property, situated in the downtown area, across the focal city park and a couple of steps from the ocean side. In most help organizations accomplishing consumer loyalty is the essential goal since they expressly connect it to their business achievement. The reasonable significance of buyer fulfillment drives different organizations to direct, every once in a while and with or without the assistance of advertising offices, shopper fulfillment overviews and report how much their clients are fulfilled.

Despite the fact that consumer loyalty is viewed as a critical variable demonstrative of the achievement or disappointment of a business relationship an audit of the relevant writing uncovers an absence of agreement definition for buyer fulfillment just as an absence of extensive, hypothetically based observational examination stream. Thusly, creators chose to do a review in quite possibly the touchiest industry, taking everything into account inn and the travel industry. Information was accumulated and examined on the overarching practice of the number of inhabitants in inns in Kota Kinabalu Sabah utilizing various techniques to quantify the fulfilment of lodging visitors.

3.2   Sampling Procedures

In this review, the populace comprises the client who has been feasted and remained in at the lodging and café in Kota Kinabalu. The choice of respondents

depended on no-likelihood accommodation examining strategy. The survey partitioned into five areas which are segment A (demography), segment B (General data about lodging enrollment club, inn offices and Sabah the travel industry showcasing in Kota Kinabalu, Sabah), segment C (The impact of Hotel Room, Dining, Staff Attributes towards inn visitor fulfillment), and segment D (Overall fulfillment). The survey adjusted from Kivela (2000), Namkung (2007), Kim (2009), Liu and Jang (2009). A 5-point Likert scale from "Solid conflict" to "Solid Agree" was utilized in the information assortment. This study will be examined with Partial Least Square through Structural Equation Modeling (PLS-SEM).

3.3   Data Collection Method

Data collection and analysis for this study were taken from April 2017 until May 2019 as an optional information assortment. Information for this quantitative review was accumulated utilizing lodging visitor remark card history given by Marriott's Kota Kinabalu Hotel, Hilton Kota Kinabalu Hotel and Sutera Harbor Golf Resort and Spa Kota Kinabalu and meetings with 8 master hotelier members of the Sabah Tourism Board, Hotel General Manager and Directors.

3.3.1 Primary Method

Methods of primary data collection are quantitative. Questionnaires and surveys will be used to gather the primary data for this research: -

Set of survey questionnaire collected from the respective hotel guest history such as Marriott's Kota Kinabalu Hotel, Sutera Harbour Golf Resort and Spa, Hyatt Regency Kota Kinabalu Hotel. Quantitative data methods answers can be evaluated using numerical values on Likert-type scales, as the results can be obtained easily (Research-Methodology. (2019).

Primary data can be collected in a number of ways. However, the most common techniques are self-administered surveys, interviews, field observation, and experiments. Primary data collection is quite expensive and time consuming compared to secondary data collection. Data analytics in the hospitality industry can help hoteliers to develop a strategy for managing revenue by using the data gathered from various sources like the information found on the internet. Through analysis of these data, they can make predictions that will help owners with forecasting.

The company uses data to track competitor brands and hotels, identify new revenue streams outside of rooms, such as new facilities and services, and make sure they are satisfying both guests and people in the local community. The company's main areas of focus, however, are revenue management and customer satisfaction. This can be done through a variety of sources such as computers, online sources, cameras, environmental sources, or through personnel. Once the data is collected, it must be organized so it can be analyzed. This may take place on a spreadsheet or other form of software that can take statistical data.

3.4 Measurements

The guest satisfaction scales were designed to measure the guest's evaluation of the hotel together with the photographs taken by the participants. Responses were based on a 5-point scale ranging from "Excellent" to "Poor". Overall guest hotel satisfaction was measured by asking the respondents to tick "YES or No" the following question: "Overall, would you stay with us again?" The purpose is to obtain an overall understanding of the performance evaluation.

Following this was the measurement of hotel guest satisfaction with the room cleanliness quality, breakfast quality (food and beverage), staff quality, and overall hotel guest satisfaction (physical evidence). It is believed by literature that these variables are important factors in determining guest loyalty; simply because customers

76

tend to repurchase and recommend a business with a favourable best experience belief that it provides an assurance of high quality goods and services (Kandampully et al., 2000).

As previously indicated, the data collection instrument for this study is a self-administered questionnaire. According to Sekaran and Bougie (2016), the self-administered questionnaire has various pros and cons. Internet-delivered self-administered questionnaires can reach a wide range of people. The generated data can be evaluated with the available statistical analysis software (Tan, 2020). Researchers will only be able to access the surveys once they have been finished, which is a drawback of the self-administered questionnaire, which ensures that the answers are correct and authentic, resulting in fewer invalid responses (Padayachee, 2016).

The researcher will also provide clarification and explanation so that respondents may finish the survey without difficulty. The questionnaire questions should be related to theories and notions that are consistent with and related to the research objectives previously stated. This study will use a number of tests and measurements to analyse data obtained from the general questionnaires provided, including preliminary tests, hypothesis tests, and other supplemental or confirmatory tests (Sekaran & Bougie, 2016).

3.5 Reliability and Validity Analysis

All surveys were moved into Microsoft Excel datasheet. Segment information and travel attributes of all respondents were dissected utilizing this product and introduced in the outcomes (Parker and Simpson, 2018). Mean information of execution and fulfillment for each quality were examined and recorded.

All information was moved to Statistical Package for Social Sciences (SPSS) programming and relationship, unwavering quality and importance between the

77

significance and execution were checked for each of the 24 credits (Parker and Simpson, 2018; Cohen, 1988). The IPA scale is introduced graphically as a network with four quadrants and focused utilizing the fabulous mean of the significance and amazing mean of the presentation for all credits.

Each quality mean worth is plotted on a diagram with execution on the x-pivot and significance on the y-hub. The stupendous means for execution and significance scores is the reason behind convergence between tomahawks addressing both execution and significance. This focuses then partitions diagrams into four (4) matrices (quadrants). These quadrants convey straightforwardness between assumption (significance) and fulfillment (execution) of respondents. It helps with showing need for the executives and activity anticipates the qualities. The IPA approach utilizes diagram quadrants by looking at the mean scores of the properties for significance execution in two-layered lattices, four quadrants.

3.6 Data Processing

Study Distribution and Survey Data Collection: In this review, we have seen the most common way of building an overview alongside the study plan to gather quantitative information. Review circulation to gather information is the other significant part of the study cycle. Emailing a review is the most regularly utilized and best strategies for study dispersion or visitor connection in the lodging will disseminate and gather the visitor remark card upon appearance and flight.

3.6.1 Result

Descriptive Analysis

Table 1 Respondent profile

Characteristic		Frequency	Percentage %
Gender	Male	169	56.0
	Female	133	44.0

78

Age of Respondent	16 — 25 years old	53	17.5
	26 — 35 years old	60	19.9
	36 — 45 years old	112	37.1
	46 — 55 years old	66	21.9
	>56 years old	11	3.6
Nationality	Malaysia	193	63.9
	Australia	11	3.6
	Belgium	1	0.3
	Brunei	4	1.3
	Canada	2	7
	China	47	15.6
	Indonesia	5	2.0
	Japan	6	2.0
	Korean	12	4.0
	Philippines	6	2.0
	Singapore	5	1.7
	Taiwan	7	2.3
	USA	3	1.0
Marital Status	Single	164	54.3
	Married	127	42.1
	Divorce	11	3.6
Educational	Secondary School	75	24.8
	Certificate/Diploma	1 03	34.1
	Bachelor Degree	1 16	38.4
	Master Degree	8	2.6
Occupational	Student	24	7.9
	Business	92	30.5
	Educational	39	12.9
	Services	18	6.0
	Professional	65	21.5
	Private Sector	64	21.2
Income	>RM1000	40	13.2
	RM1001 — RM2000	30	9.9

	RM2001 - RM3000	74	24.5
	RM3001 — RM4000	119	39.4
	RM4001 — RM 5000	39	12.9

3.7 Statically Techniques

The information assortment process is an arrangement of data from every one of the necessary resources to address the examination inquiry. Around a similar time, this data will be utilized to run the speculation test and investigate the outcomes for all factors. For information assortment there are 2 classifications, essential information assortment and optional information assortment. Generally, lodging administrators ordinarily get criticism about visitor encounters through three methodologies:

✓ Comment cards and surveys (either paper-based, phone-based, or online),

✓ Focus groups or depth interviews with expert hotelier to find out about their expectations and experience.

Figure 27: Advanced Usage Tracking

Source: Hilton Kota Kinabalu, Sabah

3.7.1 Evaluation of The Measurement Model

Table 2 Model construct, average extracted variance, composite reliability and Cronbach alpha

Model Construct	AVE	Composite **Reliability**	Cronbach Alpha
Room Cleanliness Quality	0.641	0.874	0.906
Breakfast Quality	0.635	0.924	0.903
Staff Service Quality	0.569	0.913	0.895
Overall Customer Satisfaction	0.661	0.904	0.866

Table 2 summarizes the evaluation for PLS measurement model. The convergent validity was measured by Average Extracted Variance (AVE) where AVE should exceed 0.5 in order to suggest adequate convergent validity all constructs satisfied in this condition. The composite reliability ranged from 0.874 **(Room Cleanliness Quality**) to 0.904 **(Overall Customer Satisfaction)** which was above the recommended 0.7 level.

In addition, Cronbach's alpha rules state that the values should be 0.7 or higher in order to indicate adequate convergence or internal consistency. Based on Table 4, the Cronbach's alpha for the model construct is 0.906 (Room Cleanliness Quality), 0.903 (Breakfast Quality), 0.895 (Staff Service Quality), 0.866 (Overall Customer Satisfaction). It showed that all the value of the Cronbach's alpha for the model constructs are accepted. In conclusion, the measurement model showed above has good reliability and validity.

3.7.2 Discriminant Validity

Table 3 Discriminant validity

	1	2	3	4
Room Cleanliness Quality	0.800			

Breakfast Quality	0.323	0.797		
Staff Service Quality	0.476	0.585	0.754	
Overall Customer Satisfaction	0.635	0.641	0.470	0.808

Discriminant validity is a step to which item distinguish among constructs or measure distinct concepts. The criterion used to measure this is by comparing AVE with correlations. As shown in Table 3, the study used the second method which is to compare the square root of AVE with the correlations. The condition is that if the square root of the AVE shown in the table is greater than the values in the row and column on that particular construct therefore it can be concluded that the measures discriminant. From Table 3, it clearly is shown that the values for all constructs in the diagonals are greater than the values in the respective row and column thus indicating the constructs have discriminant validity.

3.7.3 Cross Loading

Table 4 Cross loading

	Room Cleanliness Quality	Breakfast Quality	Staff Service Quality	Overall Customer Satisfaction
FQ2	0.749	0.454	0.271	0.456
FQ3	0.834	0.482	0.316	0.505
FQ4	0.831	0.530	0.381	0.512
FQ5	0.841	0.530	0.336	0.515
FQ6	0.871	0.640	0.485	0.500
FQ7	0.805	0.651	0.526	0.401
SQ2	0.483	0.711	0.500	0.226
SC/4	0.531	0.771	0.490	0.313
SQ5	0.525	0.827	0.522	0.334
SQ6	0.542	0.826	0.488	0.309
SC/7	0.511	0.835	0.514	0.284
SQ8	0.576	0.830	0.552	0.319

SQ9	0.577	0.779	0.496	0.286
AT10	0.288	0.427	0.784	0.166
AT3	0.523	0.591	0.717	0.376
ATS	0.401	0.539	0.741	0.307
AT6	0.390	0.507	0.777	0.244
AT7	0.310	0.450	0.811	0.176
AT8	0.318	0.458	0.815	0.217
AT9	0.294	0.442	0.782	0.218
CS1	0.388	0.197	0.155	0.721
CS2	0.458	0.263	0.223	0.783
CS3	0.487	0.328	0.270	0.812
CS4	0.473	0.305	0.244	0.812
CS5	0.502	0.366	0.364	0.828

According to Hair et al. (2006), the horizontal check for cross-loading is to determine the discriminant validity. Overall, the result of determining for validity and reliability in this study proven that all measures have adequate and sufficient reliability, convergent validity and discriminant validity.

3.7.4 Goodness of Fit of the Model

According to the formula, the results calculated shown that GoF value was 0.377 which was calculated as in the subsequent:

GoF = 0.647   0.635

Hence, the result of GoF is compared with Wetzlset et al (2009) recommended value of GoF, 0.1 is considered small, the medium is 0.25, for large the value is 0.36. From the result, it can be determined that the model's GoF measure 0.635 is large and suitable for global PLS model validity.

3.7.5 Path Coefficients

Table 5 Path coefficients

Hypothesis	Relationship	Std. Beta	SE	I-value	Decision/

					Supported
H1	Room Cleanliness Quality -> Overall Customer Satisfaction	0.1426	0.0503	2.835**	Supported
H2	Breakfast Quality -> Overall Customer Satisfaction	0.2538	0.0825	1.865*	Supported
H3	Staff Service Quality -> Overall Customer Satisfaction	0.2172	0.0468	4.637**	Supported

Based on Table 5, it shows the result of the path analysis which tested the three hypotheses generated. There is positive relationship between the room cleanliness quality to overall customer satisfaction (b -- 0.1426, p<0.01), breakfast quality to atmosphere (d = 0.2538, p<0.001) and staff service quality to overall customer satisfaction (b -- 0.2172, p<0.001).

3.7.6 Discussion of Result

Given the outcomes that have been separated, it shows that convenience and the travel industry credits have support for shopper faithfulness. The nature of the morning meal partakes in giving fulfilment to the clients who feast at the hotel's eatery. Something in food quality is the variety of food from west to east of happiness. Furthermore, clients are additionally happy with the new food, high neatness and orderliness served to them. Food temperature is a piece of food quality where clients are quite certain comparable to food temperature. For instance, the temperature of the soup ought to be at the fitting temperature. Soups served to clients in chilly temperatures will influence the degree of consumer loyalty. These discoveries are upheld by a past assessment by Delwiche (2004). As shown by Delwiche (2004), temperature influences how a specific kind of food is decided by will through the ramifications of speaking with other substantial properties like taste, smell and vision. The follow up impact of the concentrate additionally showed that the nature of breakfast dinners impacted shopper dedication when they ate at the motel's bistro.

Given the discoveries, it was observed that clients at motel bistros were met when the diner served heavenly food precisely as their solicitation and motivators for money to be spent.

This shows that convenience and room organization offer relentless quality help to clients where they can ensure organization with assurance and precision. This will additionally build the degree of fulfilment among clients who come to feast at the convenience and travel around regions that draw in vacationers.

Given the assessments coordinated in this audit, it shows that the agreeable fascination of the convenience staff influences the degree of consumer loyalty when they stay and eat in the hotel or bistro. The fantastic enhancement at the entry and the bistro can give a positive impression to the environment of the café. This finding can be credited with the finding by Heung and Gu (2012) where the audit noticed that notwithstanding the way that bistros for the most part offer appealing spots to eat, progressed and high advancement is likewise expected to draw in more steadfast customers.

3.8 Correlation

3.8.1 Correlation between room cleanliness quality and overall hotel guest satisfaction

Table 6

		Room cleanliness quality	Overall hotel guest satisfaction
Room cleanliness quality	Pearson Correlation	1	.648
	Sig. (2-way)	.	.24
	N	302	302
Overall hotel guest satisfaction	Pearson Correlation	.649	1
	Sig. (2-way)	.24	.
	N	302	302

It shows that room cleanliness quality is positively interrelated to the overall hotel guest satisfaction as the value of r=0.24 and less than 0.5.

Table 7

		Breakfast Quality	Overall hotel guest satisfaction
Breakfast Quality	Pearson Correlation	1	.643
	Sig. (2-way)	.	.41
	N	307	307
Overall hotel guest satisfaction	Pearson Correlation	.642	1
	Sig. (2-way)	.41	.
	N	302	302

It shows that the breakfast quality is positively interrelated to the overall hotel guest satisfaction as the value of r=0.41 and less than 0.5.

Table 8

		Staff Quality	Overall hotel guest satisfaction
Staff Quality	Pearson Correlation	1	.771
	Sig. (2-way)	.	.32
	N	307	307
Overall hotel guest satisfaction	Pearson Correlation	.771	1
	Sig. (2-way)	.32	.
	N	302	302

It shows that the staff quality is positively interrelated to the overall hotel guest satisfaction as the value of r=0.32 and less than 0.5.

The results shows that hypothesis 5 and 6 are accepted which is :

H5: Hotel room cleanliness and staff quality highly influencing the overall hotel guest satisfaction

H6: Breakfast quality is positively related to the overall guest satisfaction but less influencing compared to hotel room cleanliness and staff quality

3.9 CONCLUSIONS

The outcome from the information examination found that room neatness quality, breakfast quality and staff quality have been found to impact consumer loyalty in the lodging eatery. The two factors give a huge impact. It showed that room neatness quality, breakfast quality and staff quality assume a significant part in giving high fulfillment to the client when they feast and remained in an inn in Kota Kinabalu, Sabah.

For the most part, observing the current review will give an outline of the lodging visitor fulfillment towards inn and the travel industry in Kota Kinabalu. By utilizing this finding, it can assist the lodging with generating administrator to foster a more efficient methodology in giving

a high fulfillment to the client who feast in and remain in at the inn. Discoveries affirmed that food quality credits are fundamental to prevail with regards to drawing in the client to come and rehash their buy in the inn and café. These specific ascribes, for example, room tidiness quality, breakfast quality and staff quality should be considered by the lodging business to accomplish better division. In view of the finding in this review, it has been discovered that media social of the most ideal way as a channel to move toward their client.

Clients presently utilizing a media social to acquire the greater part of the data on the day by day news, recent concern and room and food advancement in their day by day daily practice. Thus, in view of this observing the lodging and the travel industry can concentrate their advancement in the media social to accomplish a high limit of offer.

CHAPTER 4

RESULTS AND DISCUSSION

4.1   Introduction

The reason for this examination was to get to the impact of room lodging and eatery credits towards consumer loyalty. In this review, four of the lodging eatery ascribes will be talked about. The primary targets of this study are to look at the connection between food quality, administration quality and air towards consumer loyalty in the inn eatery. This study utilizing a quantitative methodology and poll has been appropriated to the respondents who have remained and eaten in at the inn or eatery in the Kota Kinabalu region.

In the interim, the information for this study will be dissected utilizing Partial Least Square through Structural Equation Modelling. The outcome shows that food quality, administration quality and air significantly affect consumer loyalty. This study will help the lodging and the travel industry in Kota Kinabalu as by and large in acquiring a superior image of the vital element to decides inn visitor fulfillment to remain serious with another unattached convenience and feasting.

Consequences of the information investigation are introduced in this section. As this study was intended to decide to which degree fulfillment cultivates steadfastness, photograph elicitation strategies, poll, and meeting methods were utilized to exhibit inn visitors "inclination to prescribe the lodging and to come back once more.

This part:

❖ Presents qualities of the example.

- ❖ Investigates consequences of the lodging visitor overview, which incorporates general data about inn and the travel industry downtown area in Kota Kinabalu at Section B survey.
- ❖ Assesses the general visitor inn fulfillment from the visitor relations quality.
- ❖ Examines the consequences of the speculations.

4.2 Sample Characteristics

The point of this study is to clarify the impacts of the five elements of inn accommodation or HotHos as proposed by Ariffin and Maghzi (2012) on visitor fulfilment with regards to lavish lodging encounters. This starter study included the support of 101 inn visitors from Malaysia and abroad and covered the five elements of accommodation, which are personalization, warm inviting, unique relationship, directly from the heart and solace. The discoveries demonstrate that out of the five aspects, just three aspects, specifically personalization, solace and directly from the heart; anticipate visitor fulfilment in a lavish inn setting. The discoveries help lavish lodging chiefs to all the more likely see how to build their visitor fulfilment inside the setting of friendliness.

4.3 Descriptive Analysis

Building off of traditional customer survey programs, customer satisfaction analysis looks goes a step further for more accurate results. It takes raw satisfaction scores and pairs them with other sources of data to find the root causes driving the scores. The first step to doing highly accurate customer satisfaction analysis is to ask customers how satisfied they are. Solicited feedback, usually collected through surveys, is useful to determine if your customer satisfaction is high or low. It can also show you overall trends. In this review, about 302 surveys were collected from respondents who had stayed while traveling in the city of Kota Kinabalu. It was found

that 56.0% were male respondents and an excess of 44.0% were female respondents aged around 16-25 years (17.5%), 26-35 years (19.9%), 36-45 years (37.1). %), 46-55 years (21.9%) and> 56 years (3.6%).

Most of the respondents are from Malaysia (63.9%), Australia (3.6%), Belgium (0.3%), Brunei (1.3%), Canada (7%), China (15.6%), Indonesia (2.0%), Japan (2.0%), Korea (4.0%), Philippines (2.0%), Singapore (2.3%), Taiwan (2.3%) and the United States (1.0%).

4.4 Reliability Analysis of the instruments

Reliability is assessed on the basis of the outcome of the received service. Therefore, reliability in the hotel tourism means that the time of providing services is in accordance with the one promised.

4.5   Statistical Results and Discussion

The basic role of this examination has been to explore how useful quality and specialized quality impact on apparent help quality and coming about consumer loyalty in inn industry. Since the motivation behind this study is exploratory, the most ideal

90

methodology to gather information is by poll based overview. It can help assortment of information from a bigger example in a more limited time. To plan the poll, instruments were adjusted from existing models and studies to guarantee the unwavering quality and legitimacy.

4.6 Conclusion

Customer experience is perhaps the main component influencing positive client conduct like reliability and individual suggestion. In the friendliness business, consumer loyalty can give lodgings major upper hands, which can straightforwardly prompt expansion in productivity and development. Character qualities are accepted to impact client support insight, observed character factors, extraversion, pleasantness and neuroticism as significant drivers of consumer loyalty in the accommodation business.

It has been shown that fulfillment is firmly connected with their ability to get back to the lodging, so it is a fundamental state of reliability. At the point when administration quality is expanding, the degree of fulfillment develops as well as the client esteem which all the more intently impact the goal to return.

Philip Kotler defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Customer Satisfaction (CSAT) is a commonly used key performance indicator that tracks how satisfied customers are with your organisation's products and/or services. It's a psychological state that is measured by the customer's expectations.

91

CHAPTER 5

CONCLUSIONS AND RECOMMENDATION

5.1 Major Findings and Discussion

The research questions are used to gauge the distinctions among Asian and Western impression of lodging ascribes. A survey with five-point Likert scale is applied to quantify consumer loyalty. Information is examined utilizing SPSS programming by utilizing factor examination, various relapse, and investigation of covariance (ANCOVA). Results show that there are critical contrasts among Asian and Western assessments of inn quality, with obvious sign that fulfillment levels downtown area in Kota Kinabalu Sabah lodgings were higher among Asian explorers than the Western voyagers. Both Asian and Western explorers see accommodation as a compelling variable in deciding the inn visitor generally speaking fulfillment

Here the idea of client support is extremely outsider, nearby individuals here are for the most part amicable and attempt to be useful assuming that you have the tolerance to own it, however don't anticipate that an effective arrangement should your objections in light of the fact that the demeanours is significantly more laid back here. In the event that you submit a question by means of telephone don't be astonished that your line gets dropped, it happens a ton and it's not unintentionally. Shopper privileges are exceptionally frail here and are not upheld by law, so a many individuals try not to.

A decent methodology improves result independent of where you are found. The place of this study is get acceptable answer for client objection and client care need to change their disposition and be more quiet. Typically, contextual analysis showing that assuming client think can get goal by being strong and requesting of your customer privileges, you will not go anyplace and will turn out to be more baffled.

According to Jana and Chandra (2016), the hotel industry's focus on customer satisfaction has grown in importance. The hotel industry thrives due to customer retention, unlike other industries. The only way a hotel can keep its customers is if they are satisfied. Customers' loyalty is largely based on the quality of the hotel's services. Many investors have been drawn into the hospitality industry by the desire to meet all of the demands of their clients. This means that customers who are dissatisfied with the services provided by a hotel will seek out a different hotel that offers higher-quality services (Jana & Chandra, 2016).

Keeping tabs on customer satisfaction levels is essential for a hotel to remain competitive. Technology comes into play here. The growth of technology in the hotel industry has made it easier for managers to keep track of customer satisfaction statistics. Customers' satisfaction can be measured through online surveys, for example. Customer feedback from these surveys is used to improve the quality of the company's services and products based on the customer's expressed needs (Pearce, Robinson & Mital, 2007).

Bench-marking is a popular method hotels use to boost customer satisfaction. Benchmarking is a great way for hotels to learn from their competitors and find out what makes them successful. Some hotels may not divulge their trade secrets to their rivals for fear of losing business. Hotel operations, on the other hand, do not involve the handling of confidential data. As a result, the majority of hotels are open to disclosing their top-secret strategies. However, the only thing that separates some hotels from the rest is their ability to be more creative in their approaches to guest service. Successful hotels are able to create new strategies that give them an edge over their competitors through hotel innovation.

For chain hotels, benchmarking is easier because all hotels under the chain are able to borrow the chain's traditions and offer similar services regardless of their geographic location. A customer can expect to receive the same level of service and

amenities at Lake Kivu Serena Hotel as he or she would at any other hotel in the Serena chain by implementing the same strategies.

Several studies have found that customer loyalty is the most important factor in determining the success of some hotel brands while others struggle. In order to retain customers, it is important to provide high-quality service. Customer loyalty is a key indicator of how well a hotel's leadership and all of its stakeholders are doing their jobs. The hotel's competitiveness can be boosted by a customer-centric management strategy (Tsiotsou & Goldsmith, 2012).

The management must show a willingness to adapt to the needs of customers in order to achieve higher levels of customer satisfaction and loyalty. As a result of their efforts to better understand and meet the needs of guests, hotels have discovered a slew of factors that contribute to overall satisfaction. Because it is more expensive to attract new customers than to keep the ones you already have, customer satisfaction should be a top priority for management. Managers must focus on retaining current customers and creating compelling customer loyalty arrangements in order to be successful and perseverance. Especially in the hotel industry, this holds true (Tsiotsou & Gold- smith, 2012).

Customer loyalty in the hotel industry is primarily a result of the efforts of all stakeholders. When all stakeholders are involved, a hotel can only succeed in customer satisfaction by constantly improving the quality of its service and product. As a result, assessing the importance of hotel traits to customers is critical. Most of the time, this is accomplished by actively involving customers in the process of constantly improving the quality of the services they receive and making it clear that their input is valued (Singh & Dewan, 2009).

If you want to be successful in the business world, attracting new customers isn't enough. Because of this, managers must focus on retaining current customers by implementing successful customer loyalty and loyalty arrangements. As a hospitality

management provider, your job is to ensure that your customers are happy and satisfied at all times (Overby, 2007).

The importance of customer loyalty cannot be overstated when running a business. In addition to serving as a primary indicator of client dependability, distinguishing dissatisfied customers, reducing losses, and increasing revenue, it also serves as a crucial point of differentiation for attracting new clients in competitive business environments. In order to be successful, a company must have the support of its customers. If your customers are happy, they'll be more likely to buy from you again or do business with you more frequently.

5.2 Summary of Statistical Analysis

The visitor fulfilments scales were intended to gauge the visitor's assessment of the inn along with the visitor remark card taken by the members (lodging visitor history study structure). Reactions depended on a 5-point scale going from "Excellent" to "Poor". Generally speaking, lodging visitor fulfillment was estimated by requesting that the respondents rate the accompanying inquiry: "By and large, was all that functioning request in your room?" The design is to acquire a general comprehension of the presentation assessment. Following this was the estimation of visitor fulfillment with the room neatness quality, breakfast quality, and staff quality. It is accepted by writing that these factors are significant variables in deciding visitor faithfulness; basically on the grounds that clients will generally repurchase and suggest a business with an ideal lodging brand in the conviction that it gives a confirmation of top notch labor and products.

The correlation results show that cleanliness quality, breakfast quality and staff quality plays an important role for overall guest satisfaction. However, breakfast quality is seen less influencing even though it has a positive relationship with the hotel guest satisfaction.

95

5.3 Implication of the Study

Sabah is a developing business sector for the travel industry and the data got from the voyagers can be used to improve a significantly more proficient showcasing procedure in the lodging business. This paper contains material pertinent to training just as to the inn and the travel industry, and implementable arrangements are adequately very much proposed. This paper intends to decide the variables impacting lodging visitor fulfillment that action different fulfillment levels between the Asian and Western explorers during their visit in hotel in Kota Kinabalu Sabah, Malaysia. The paper additionally tries to examine the significance of the unmistakable and theoretical variables in the hotel business.

5.4 Limitations of the Study

Data processing in research is the collection and translation of a data set into valuable, usable information. Through this process, a researcher, data engineer or data scientist takes raw data and converts it into a more readable format, such as a graph, report or chart, either manually or through an automated tool. The researcher will then use this information to gain insights, solve problems, make improvements and ultimately generate better results. Although researcher managed to collect the data more than 3K based on the 5 hotel in Kota Kinabalu, but based on the data protection policies and time limitation SPSS not be able to run through the big raw data.

5.5 Recommendations for Future Research

Customer experience is quite possibly the main element influencing positive client conduct like devotion and individual proposal. In the accommodation business, consumer loyalty can give lodgings major upper hands, which can straightforwardly prompt expansion in benefit and development. A custom fitted, association wide ability the board procedure gives a concentration to interest in individuals and places overseeing ability high on the corporate plan. It can likewise add to other key targets,

including: Creating significant work and learning experiences for staff. Building a superior presentation working environment.

5.6 Conclusion

This study checks out the connection between shopper insight and administration quality. It further looks at the job of administration quality in accomplishing client faithfulness. The review demonstrates that, assuming the assistance execution meets or surpasses clients' assumption, clients will stay steadfast. The goals of this study are to feature the issues and prospects of lodging industry and to assess the assistance quality alongside dissecting the connection between purchaser unwaveringness and administration quality. The concentrate likewise manages the elements considered by the clients while visiting the hotel.

All things considered, assumptions for inn visitors in this study are conceptualized as standardizing assumptions. Then again, as per Zeithaml et al. (1990), saw administration quality is the degree to which a firm effectively fills the need of clients. The travel industry area is one of the major financial areas in Malaysia that adds to the country's GDP adding up to RM 84.1 billion in money related worth, with 25.8 million vacationer footfalls in 2019. This area was relied upon to develop during the year 2020 and procure RM 100.0 billion however experienced a genuine difficulty because of the COVID-19 pandemic that crushed the worldwide economies.

This study was embraced to all the more likely comprehend the impacts of the travel industry disturbance in Malaysia and feature some post-COVID-19 the travel industry recovery procedures utilizing the substance investigation and blend of data. Key terms, for example, "Coronavirus sway on the travel industry", "the travel industry and COVID-19", "the travel industry restoration post-COVID-19" have been utilized to study the financial impacts of COVID-19 on the travel industry in Malaysia and available resources of resuscitating this movement. Apparently home-grown the travel industry will lead the way while worldwide appearances will start in a staged way as

indicated by rules that the public authority will survey and refresh while observing the pandemic pervasiveness universally. Ecotourism is the region that is probably going to give Malaysia an edge because of the rich regular assets in the nation and fascinating practices and societies that have flourished particularly in pieces of the country like Sabah.

The rate of awful client experience happens double the frequency of an extraordinary client experience. Such difference in the rates doesn't forecast well for Malaysia's intensity. Industry skippers that were talked with feel that there's a great deal of space to improve and in this excursion to further develop client assistance level, there are 2 real factors that Malaysian organizations should confront.

❖ Reality 1:

Complaints and praises are presently open and brands need to partake in those discussions that are occurring. Disregard them at your own danger.

❖ Reality 2:

Great client experience reduces to the demeanour of front. Organizations that are referred to as brilliant illustrations of good client experience engage every one of their representatives as specialists of consumer loyalty.

Furthermore, here lies the best test. Respondents of this study have an "I couldn't care less" disposition, which is demonstrative of the helpless connections brands have with these respondents.

What is the reason for this overall absence of care for clients? Is it the absence of responsibility of organizations towards client care? Is it the overall demeanour of representatives and administration staff? How would you engage workers? What drives would the Malaysian government be able to take to advance what is happening? Client centricity isn't a kind of-the-month program. It is an essential excursion that takes extraordinary responsibility and an active methodology from the board. Notwithstanding, it is critical to take note of that the target of a client experience

98

program isn't to be amazing across all touch focuses. Assets are restricted and shrewd allotment of them is vital to accomplish generally greatness in client experience.

Hotel work force are not all around instructed of habits when serving a client particularly during check in process took such a long time and never trouble the client need to sit tight for a more extended hour with next to no reward food or drink. Generally, in Malaysia all inn giving an equivalent explanation that the room isn't prepared because of absence of labor to tidy up the room and invests in some opportunity to be prepared.

REFERENCES

Al-Tit, A. A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. Asian Social Science, 1 I (23)

Albert Arranz, 15 February 2021, Effective strategies to set up the best hotel loyalty programs

ATREVIA, 12 MARCH, 2021, Challenges, creativity, digitization, opportunities, tourism, tourism sector in 2021

Babu DE, Kaur A. 2014. Sustainability practice in tourism supply chain: Importance performance analysis. Benchmarking: An International Journal 25(4): 1148- 1170.

Barber, N., & Scarcelli, J. M. (2010). Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale. *Managing Service Quality: An International Journal*, *20*(1), 70-88.

Barber, N., Goodman, R. J., & Goh, B. K. (2011). Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management*, *30*(2), 329-336.

Barsky, 1. (1995). A customer survey tool: Using the quality sample. The Cornell Hotel and Restaurant Administration Quarterly, 32 — 40.

Berndt, A. (2009). Investigating service quality dimensions in South African motor vehicle servicing. *African Journal of Marketing Management*, *1*(1), 001-009.

Bock K. 2015. The changing nature of city tourism and its possible implications for the future of cities. European Journal of Futures Research 3: 20.

Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of marketing*, *65*(3), 34-49.

Briggs, S., Sutherland, J., & Drummond, S. (2007). Are hotels serving quality? An exploratory study of service quality in the Scottish hotel sector. *Tourism Management*, *28*(4), 1006-1019.

Caruana, A., Money, A. H., & Berthon, P. R. (2000). Service quality and satisfaction–the moderating role of value. *European Journal of marketing*, *34*(11/12), 1338-1353.

Chi, C. G., & Gursoy, D. (2009). Employee satisfaction, customer satisfaction, and financial performance: An empirical examination.*International Journal of Hospitality Management*, *28*(2), 245-253.

Chalal H, Devi A. 2015. Destination attributes and destination image relationship in votile tourist destination: Role of perceived risk. Metamorphisms 14(2): 1-19.

Chu RK, Choi T. 2000. An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. Tourism management 21(4): 363-377.

Cheryl Poo, The Edge Malaysia, November 04, 2020 09:00 am +08,

Chin, W. (2013). Issues and opinion on structural equation modelling. Human and Social Science Research, 67 — 105.

Cohen, J. 1988. Statistical Power Analysis for the Behavioral Sciences. 2nd Edition.

Cronin, 1. (1992). Measuring service quality: A re-examination and extension. Journal of Marketing, 55 — 68.

Delwiche, J (2001). The impact of [perceptual interactions on perceived flavor. Food Quality Preference, 1 37 — 146

De Nisco A, Riviezzo A, Napolitano MR. 2015. An importance-performance analysis of tourist satisfaction at destination level: Evidence from Campania (Italy). European Journal of Tourism Research 10: 64-75.

Dubé, L., & Renaghan, L. M. (1999). Sustaining Competitive Advatag: Lodging-industry Best Practices. *Cornell Hotel and Restaurant Administration Quarterly*, *40*(6), 27-33.

Enright JM, Newton J. 2005. Determinants of tourism destination competitiveness in Asia pacific: Comprehensiveness and universality. Journal of Travel Research 43: 339–50.

Frazer Winsted, K. (2000). Service behaviors that lead to satisfied customers. *European Journal of Marketing*, *34*(3/4), 399-417.

Girish Mathrubootham, CEO at Freshworks the Future of Customer Experience - CEO's Keynote

Gilbert, D., & Horsnell, S. (1998). Customer satisfaction measurement practice in United Kingdom hotels. *Journal of Hospitality & Tourism Research*, *22*(4), 450-464.

Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). Research methods for business. *Education+ Training*.

Hong Ching Goh, Strategies for post-Covid-19 prospects of Sabah's tourist market – Reactions to shocks caused by pandemic or reflection for sustainable tourism?

Hair, 1. B. (2006). Multivariate data analysis (6th Edition). New Jersey: Pearson Prentice Hall.

Heung,V. C. S., & Gu,T.(2012). Influence of restaurant atmospheric on patron satisfaction and behavioral intention. International Journal of Hospitality Management, 3 I (4), 1167 — 1177

HighamJ, Lück, M. 2002. Urban Ecotourism: A Contradiction in Terms? Journal of Ecotourism 1: 36-51.

Jamaludin, N. T., Ayob, S. N. A., Sabri, K. N., & Mohi, Z. (2014). Restaurant patrons' satisfaction towards interaction quality of front-of-the-house employees. *Hospitality and Tourism*, 109.

Jennifer CHAN, July 2021, Domestic Tourism as a Pathway to Revive the Tourism Industry and Business Post the COVID-19 Pandemic

Justine L. Nagorski, 2007, "Destination Sabah" (Malaysia): The public and private stakeholders' perspectives on branding

Kim, W. G., Han, J. S., Lee, E. (2006). Predictors of relationship quality and relationship outcomes in luxury restaurants. Journal of Hospitality and Tourism Research, 30 (2), 143 — 169.

Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitalitymanagement*, *12*(6), 346-351.

Kotler, P. (2000). Marketing management: The millennium edition.*Marketing management*, *23*(6), 188-193.

Kim,W. (2009). Influence of institutional DINERSERV on customer satisfaction, return intention and word of mouth. International Journal of Hospitality Management, 10 — 17.

Kivela, 1. R. (2000). Consumer research in restaurant management. International Journal of Contemporary Hospitality Management, 13 — 30.

Kivela, 1., Inbakaran, & Reece, 1. (1999b). Consumer research in the restaurant environment, part 2: research design and analytical methods.

Kotler, P. (1973). Atmospheric as marketing tool. Journal of Retailing, 49, 48 — 64.

Kozak M. 2001. Comparative assessment of tourist satisfaction with destinations across two nationalities. Tourism Management 22: 391-401.

Kozak, M. 2003. Measuring tourist satisfaction with multiple destination attributes. Tourism Analysis 3(4): 229-240.

Kunjuraman V, Hussin R, Ahmad AR. 2015. International Tourist Satisfaction towards Tourism Activities and Facilities: A Case Study in Mamutik Island, Kota Kinabalu, Sabah, Malaysia. Proceedings of the International Conference on Natural Resources, Tourism and Services Management 2015, UPM Serdang

Lam, T., & Zhang, H. Q. (1999). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism management*, *20*(3), 341-349.

Latip NA, Marzuki A, Rais NSM. 2016. Conservation and Environmental Impacts of Tourism in Kinabalu Park, Sabah. In: 1st International Conference on Society, Space & Environment proceedings Bali, Indonesia.

Lewis, R.C. and Chambers, R.E. 1989. Marketing Leadership in Hospitality. Van Nostrand Reinhold, New York, NY.

Lo MC, Songan P, Mohamad AA, Yeo AW. 2013. Rural tourism and destination image: Community perception in tourism planning. The Macro-theme review 2(1): 102-18.

Liu &Jang. (2009). Perceptions of Chinese restaurant in the U.S: What affects customer satisfaction and behavioral intentions? International Journal of Hospitality Management, 28 (3), 338 — 348.

Lawrence Erlbaum Associates. P.41.

Marković, S., & Raspor Janković, S. (2013). Exploring the relationship between service quality and customer satisfaction in Croatian hotel industry.*Tourism and Hospitality Management*, *19*(2), 149-164.Mattila, A. S. (1999). The role of culture in the service evaluation process. *Journal of service research*, *1*(3), 250-261.

Matilla, A.S. (1999) The role of culture and purchase motivation in service encounter evaluations. *Journal of Services Marketing* vol 13 (4/5) pp. 376-389.

MA Ferdous · 2021, Factors Influencing Customers Satisfaction in Hospitality Industry

Matt Lennon, September 21, 2021

Nicole Trilivas, Apr 10, 2019,07:09am. 5 Of The World's Top Private Member Club Hotels

Nattana Simon, Fiffy Hanisdah Saikim, Awangku Hassanal Bahar Pengiran Bagul, Nor Akmar Abdul Aziz, 2020, Tourist Satisfaction towards Kota Kinabalu, Sabah Using Importance-Performance Analysis (IPA) As a Tool to Determine Urban Ecotourism Potential

Namkung, Y. S., & Jang, S. (2007). Does food quality really matter in restaurant: Its impact of customer satisfaction and behavioral intention? Journal of Hospitality and Tourism Research, 387 — 410. Namkung, Y. (2010). Effects of perceived service fairness on emotions, and behavioral.Roy Lee, L. S. (2013). How the elements of architectural design, color, lighting and layout of a quick service restaurant image influences perceived value, customer satisfaction and revisit intentions. The Asian Conference on Media and Mass Communication.

Ojo, O. (2010). The relationship between service quality and customer satisfaction in the telecommunication industry: Evidence from Nigeria.*BRAND. Broad Research in Accounting, Negotiation, and Distribution*, *1*(1), 88-100.

Pascal, 2017, The 8 Customer Service Skills and Traits You Should Look for

Pallant, J. 2016. SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS Program (6th Ed.). London, UK: McGraw-Hill Education Ryu, K. (2008). Influence of restaurants physical environment on emotion and behavioural intention. The Service Industries Journal, 1 151 — 1165.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, *49*(4), 41-50.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, *64*(1), 12.

Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of retailing*, 67(4), 420.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: implications for further research. *Journal of marketing*, *58*(1), 111-124.

Ryu, K. (2010). Influence on disconfirmation, customer satisfaction and customer loyalty for first time and repeat customer in upscale restaurants. Internation CHRIE Conference, 13.

Raajpoot, N. (2002). A multiple item scale for measuring tangible quality in food service industry. Journal of Food Service Business Research, 109— 127.

Rabbany MG, Afrin S, Rahman A, Islam F, Hoque F. 2013. Environmental effects of tourism. American Journal of Environment, Energy and Power Research. 1(7): 117-30.

Rao, P. S., & Sahu, P. C. (2013). Impact of service quality on customer satisfaction in hotel industry. *IOSR Journal of Humanities and Social Science*, *18*(5), 39-44.

Sulek, J., & Hensley (2004). The relative importance of food, atmosphere and fairness of wait. Cornell Hotel and Restaurant Administration Quarterly, 235 — 247.

Sabah Tourism Board. 2018. Tourism Statistics.

Saib S, Mahadimenakbar MD, Fiffy HS. 2016. Evaluation of Tourists Satisfaction towards Firefly Industry in Sabah Using Importance-performance Analysis Model. Transactions on Science and Technology 3(1-2): 93–100.

Salant P, Dillman DA. 1994. How to conduct your own survey. New York: John Wiley

Som APM, Marzuki A, Burns RC. 2012. Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia. Journal of Travel & Tourism Marketing 17(1): 73-82.

Sekaran, U., & Bougie, R. (2010). Research Methods for Small Business. *A Skill Building Approach*.

Shafiq, Y., Shafique, I., Din, M. S., & Cheema, K. U. R. (2013). Impact of Service quality on customer satisfaction: a study of hotel industry of Faisalabad, Pakistan.

Su, A. Y. L. (2004). Customer satisfaction measurement practice in Taiwan hotels. *International Journal of Hospitality Management*, *23*(4), 397-408.

Su, C. S., & Sun, L. H. (2007). Taiwan's hotel rating system: A service quality perspective. *Cornell Hotel and Restaurant Administration Quarterly*, *48*(4), 392-401.

Staff Writer, 03 July 2018, New focus on human capital development in Sabah, Human Resources Online

SHALINA R ON FEBRUARY 15, 2020, SATURDAY AT 7:34 AM, Sabah asking for minister in charge of human resources, Borneo Post

Seth Marlowe -March 25, 2021

Tilman D, Isbell F, Cowles JM. 2014. Biodiversity and ecosystem functioning. Annual review of ecology, evolution, and systematics 45: 471-493.

Truong, T-H, King, B. 2009. An evaluation of satisfaction levels among Chinese tourists in Vietnam. International Journal of Tourism Research 11: 521–35.

Thomas Fuller, International Herald Tribune, April 25, 2000, 20 Kidnapped from Malaysian Resort Island

Upadhaya M. 2012. Influence of destination image and destination personality: An empirical analysis. Journal of marketing and Communication 7(3): 40–7.

Vega, M.G. & Garcia, J.S. (2008). Measuring customer satisfaction in a service company combining approaches for quality service improvement. *Journal of Retailing and Consumer Services*, 6, 270-275

Zoe Yang, 19/11/04 11:30

Zou Danting, Farzana Quoquab, Nomahaza Mahadi, 2018, Enhancing the Tourist Operation Success in Sabah Malaysia: a Conceptual Framework

106

APPENDICES

Appendix A: Questionnaire Reference

Section A: Demographic Profile

Please place a tick "√" for each of the following questions.

1. Gender : ☐Male ☐Female

2. Age : ☐Below 20 years old ☐21 - 30 years old ☐31 – 40 years old

☐41 – 50 years old ☐51 - 60 years old ☐ Above 61 years old

3. Nationality : ☐ Malaysia ☐ Australia ☐ Belgium ☐ Brunei ☐ Canada ☐ China

☐ Indonesia ☐ Japan ☐ Korean ☐ Philippines ☐ Singapore ☐ Taiwan

☐ USA ☐Others (Please Specify) _____

4. Marital Status:☐ Single ☐ Married ☐ Divorce

5. Educational: ☐ Secondary School ☐ Certificate/Diploma ☐ Bachelor Degree ☐ Master Degree

6. Occupational: ☐ Student ☐ Corporate / Business ☐ Educational ☐ Services ☐ Professional

☐ Private Sector

7. Income: ☐ >RM1000 ☐ RM 2,001 – RM 3,000 ☐ RM 3,001 – RM 4,000 ☐ RM 4,001 – RM 5,000

Section B: Demographic Profile

Expert hotelier feedback on Hotel Loyalty Program and Customer Satisfaction hotel industry and tourism in Sabah. Instructions: Please circulate your answer on the appropriate scale as below:

A.	**STRONGLY AGREE**	**1**
B.	**AGREE**	**2**
C.	**DISAGREE**	**3**
D.	**STRONGLY DISAGREE**	**4**

1. According to current trends, hotel loyalty membership is very encouraging and will be given priority service to the members 1 2 3 4
2. As a tourism industry, the customer's needs are your top priorities? 1 2 3 4
3. Virtual membership club mobile apps are more time-consuming 1 2 3 4
4. As a customer service position, you need an expert agent to help your business be more advanced and competitive among other hotel brand to reduce retention 1 2 3 4
5. Cashless payments are more inconvenient than cash payment 1 2 3 4
6. Are you interested in participating with Sabah Tourism Board program for tourist and customer satisfaction? 1 2 3 4
7. The Hotel membership club is necessary to help increase your sales income 1 2 3 4
8. My organization does not need your marketing help 1 2 3 4
9. Should the customer help you market your products or services without satisfying experience 1 2 3 4
10. Should the management hold a loyalty program; will you give any side benefits such as rebates to your business partners? 1 2 3 4

Thank you for your cooperation and feedback. Your views are greatly appreciated.

Section C: Demographic Profile

Hotel guest satisfaction comment card survey.

Instructions: Please circulate your answer on the appropriate scale as below:

A.	**Excellent**	**1**
B.	**Good**	**2**
C.	**Average**	**3**
D.	**Below Average**	**4**
E.	**Poor**	**5**

ROOM	
Cleanliness	
1. BATHROOM CLEANLINESS	1 2 3 4 5
2. AMENITIES	1 2 3 4 5
3. OVERALL	1 2 34 5
4. Was everything in working order in your room?	YES / NO
5. If you checked "NO", what was not working?	Please specify
6. Was your request quickly responded to?	YES / NO
BREAKFAST	
7. Food Quality	1 2 3 4 5
8. Efficiency of Service	1 2 3 4 5
9. Overall	1 2 3 4 5
STAFF	
10. Efficiency	1 2 3 4 5
11. Friendliness	1 2 3 4 5
12. Courtesy	1 2 3 4 5
13. Would you stay with us again?	YES / NO
14. Would you consider recommending our hotel?	YES / NO
15. How did you book your reservation?	DIRECT TO HOTEL / AGENT
16. Comments	Please Specify

Thank you for your cooperation and feedback. Your views are greatly appreciated.

Appendix B: Permission Letter for Conducting Survey

![UNIRAZAK logo] UNIRAZAK
UNIVERSITI TUN ABDUL RAZAK

Our ref. :   UNIRAZAK/GSB/01/1017/22
Date   :   13 January 2022

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

Student Name	:	D.J.Dave @ Mohd Ambran Bin Bidul (M21321066)
Research Project Title	:	A Study to Determine Factors Influencing Hotel Guest Satisfaction: Hotel and Tourism in Kota Kinabalu, Sabah Malaysia

Please be informed that the above mentioned student is currently pursuing Master in Management at the Graduate School of Business, Universiti Tun Abdul Razak, Malaysia. He is required to complete the above research project as a full requirement to the degree of Master in Management in Universiti Tun Abdul Razak.

As such, we would be most grateful if you could allow him to conduct a survey, collect, process and analyse data pertaining to his research area. The data obtained will be strictly used for academic purposes and respondents' anonymity ensured.

If you have enquiries with regard to the above, please do not hesitate to contact us at 03-2730 7081 or email at abdulrahman@unirazak.edu.my

Thank you.

Yours sincerely,

Abdul Rahman Bin Omar Amiah
Deputy Dean (Operation)
Graduate School of Business
Universiti Tun Abdul Razak

cc: Sir Sapowan Bin Sanusi, Supervisor

MSC

Appendix C: Personal Data Protection Statement

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 30 January 2022, University Tun Abdul Razak (UNIRAZAK) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1.   The purposes for which your personal data may be used are inclusive but not limited to: -
For assessment of any application to UNIRAZAK

•   For processing any benefits and services

•   For communication purposes

•   For advertorial and news

•   For general administration and record purposes

•   For enhancing the value of education

•   For educational and related purposes consequential to UNIRAZAK

•   For the purpose of our corporate governance

•   For consideration as a guarantor for UNIRAZAK staff/ student applying for his/her scholarship/ study loan

2.   Your personal data may be transferred and/or disclosed to third party and/or UNIRAZAK collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3.   Any personal information retained by UNIRAZAK shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4.   UNIRAZAK is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UNIRAZAK would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

5.   By submitting this form, you hereby authorize and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

6.   If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UNIRAZAK will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

7.   You may access and update your personal data by writing to us at [m.ambran213@ur.unirazak.edu.my].

Appendix D: SPSS Data Output

Descriptive Analysis

Table 1 Respondent profile

Characteristic		Frequency	Percentage %
Gender	Male	169	56.0
	Female	133	44.0
Age of Respondent	16 — 25 years old	53	17.5
	26 — 35 years old	60	19.9
	36 — 45 years old	1 12	37.1
	46 — 55 years old	66	21.9
	>56 years old	11	3.6
Nationality	Malaysia	193	63.9
	Australia	11	3.6
	Belgium	1	0.3
	Brunei	4	1.3
	Canada	2	7
	China	47	15.6
	Indonesia	5	2.0
	Japan	6	2.0
	Korean	12	4.0
	Philippine	6	2.0
	Singapore	5	1.7
	Taiwan	7	2.3
	USA	3	1.0
Marital Status	Single	164	54.3
	Married	127	42.1
	Divorce	11	3.6
Educational	Secondary School	75	24.8
	Certificate/Diploma	1 03	34.1
	Bachelor Degree	1 16	38.4
	Master Degree	8	2.6
Occupational	Student	24	7.9
	Business	92	30.5
	Educational	39	12.9
	Services	18	6.0
	Professional	65	21.5
	Private Sector	64	21.2
Income	>RM1000	40	13.2
	RM1001 — RM2000	30	9.9
	RM2001 - RM3000	74	24.5
	RM3001 — RM4000	1 19	39.4
	RM4001 — RM 5000	39	12.9

Table 2 Model construct, average extracted variance, composite reliability and Cronbach alpha

Model Construct	AVE	Composite **Reliability**	Cronbach Alpha
Food Quality	0.641	0.926	0.906
Service Quality	0.635	0.924	0.903
Atmosphere	0.569	0.913	0.895
Customer Satisfaction	0.661	0.904	0.866

Table 3 Discriminant validity

	1	2	3	4
Food Quality	0.800			
Service Quality	0.323	**0.797**		
Atmosphere	0.476	0.585	0.754	
Customer Satisfaction	0.635	0.641	0.470	0.808

Table 4 Cross loading

	Food Quality	Service Quality	Atmosphere	Customer Satisfaction
FQ2	0.749	0.454	0.271	0.456
FQ3	0.834	0.482	0.316	0.505
FQ4	0.831	0.530	0.381	0.512
FQ5	0.841	0.530	0.336	0.515
FQ6	0.871	0.640	0.485	0.500
FQ7	0.805	0.651	0.526	0.401
SQ2	0.483	0.711	0.500	0.226
SC/4	0.531	0.771	0.490	0.313
SQ5	0.525	0.827	0.522	0.334
SQ6	0.542	0.826	0.488	0.309
SC/7	0.511	0.835	0.514	0.284
SQ8	0.576	0.830	0.552	0.319
SQ9	0.577	0.779	0.496	0.286
AT10	0.288	0.427	0.784	0.166
AT3	0.523	0.591	0.717	0.376
ATS	0.401	0.539	0.741	0.307
AT6	0.390	0.507	0.777	0.244
AT7	0.310	0.450	0.811	0.176
AT8	0.318	0.458	0.815	0.217
AT9	0.294	0.442	0.782	0.218
CS1	0.388	0.197	0.155	0.721

114

CS2	0.458	0.263	0.223	0.783
CS3	0.487	0.328	0.270	0.812
CS4	0.473	0.305	0.244	0.812
CS5	0.502	0.366	0.364	0.828

Table 5 Path coefficients

Hypothesis	Relationship	Std. Beta	SE	I-value	Decision/ Supported
H1	Food Quality -> Customer Satisfaction	0.1426	0.0503	2.835**	Supported
H2	Service Quality -> Customer Satisfaction	0.1538	0.0825	1.865*	Supported
H3	Atmosphere -> Customer Satisfaction	0.2172	0.0468	4.637**	Supported

Table 6 Correlation

Table 6

		Room cleanliness quality	Overall hotel guest satisfaction
Room cleanliness quality	Pearson Correlation	1	.648
	Sig. (2-way)	.	.24
	N	302	302
Overall hotel guest satisfaction	Pearson Correlation	.649	1
	Sig. (2-way)	.24	.
	N	302	302

Table 7

		Breakfast Quality	Overall hotel guest satisfaction
Breakfast Quality	Pearson Correlation	1	.643
	Sig. (2-way)	.	.41
	N	307	307
Overall hotel guest satisfaction	Pearson Correlation	.642	1
	Sig. (2-way)	.41	.
	N	302	302

115

Table 8

		Staff Quality	Overall hotel guest satisfaction
Staff Quality	Pearson Correlation	1	.771
	Sig. (2-way)	.	.32
	N	307	307
Overall hotel guest satisfaction	Pearson Correlation	.771	1
	Sig. (2-way)	.32	.
	N	302	302

116

Appendix E: Achievements and Recognitions

Renaissance Melaka Hotel 2007

challenges around the programme, Dave manages to finish the job with good sales, achieving the monthly budget and securing the top spot in Monthly Budget achievers' ranking.
Congratulations to Dave and team, and we look forward for yet another great month ahead! — with **Bruks Cayanan** and **6 others**.

Holiday Inn Clark Hotel, Philippines 2012

117

Panel 1 — WEEK 2015-Nov-14

Weekly Programs Ranking

KPI%
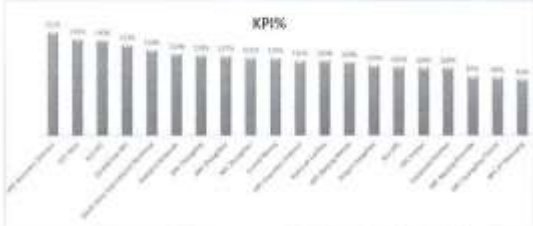
Top 10 Programs

Rank	Country	Program	DPS	Sales Manger	Weekly%
1	China	HPC Shenzhen Shekou1	Sally Wu	Susan Shi	152%
2	China	HPC Wuxi	Jessie Chien	Tim Li	142%
3	Malaysia	KL2 HPC	Syed Waqas	Dave	140%
4	Malaysia	DoubleTree HPC	Syed Waqas	Ganesha	133%
5	China	Eat At Swiss International Nanchang	Sally Wu	Tony Sun	120%
6	China	Shanghai Renewals	Jessie Chien	Lynn Li	100%
7	China	HPC Chongqing	Sally Wu	Diana Huang	118%
8	China	HPC Zhengzhou	Sally Wu	Maggie Du	117%
9	China	HPC Zhongshan	Jessie Chien	Jeff Lai	115%
10	China	Conrad Beijing	Sally Wu	Mimsa Cui	114%

Panel 2 — WEEK 2015-Dec-12

Weekly Programs Ranking

KPI%

Top 10 Programs

Rank	Country	Program	DPS	Sales Manger	Weekly%
1	Thailand	HPC Conrad Thailand	Dalal Saab	Aschara (Ing)	164%
2	Malaysia	DoubleTree HPC	Syed Waqas	Ganesha	130%
3	Malaysia	KL2 HPC	Syed Waqas	Dave	147%
4	China	Shanghai Renewals	Jessie Chien	Lynn Li	144%
5	China	HPC Hefei	Sally Wu	Lisa Wang	118%
6	China	HPC Shenzhen Shekou2	Sally Wu	Eva Hu	110%
7	China	HPC Shenzhen Shekou1	Sally Wu	Susan Shi	109%
8	Philippines	Priority Privilege Manila	James Mckey	Mon Flores	104%
9	China	Radisson Liuzhou	Mike Wu	Amy Xie	101%
10	China	HPC Hangzhou	Sarah Ni	Nina Li	100%

Panel 3 — WEEK 2015-Dec-14

Weekly Programs Ranking

KPI%
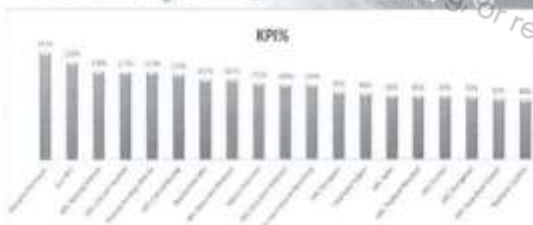
Top 10 Programs

Rank	Country	Program	DPS	Sales Manger	Weekly%
1	China	Shanghai Renewals	Jessie Chien	Lynn Li	143%
2	Malaysia	KL2 HPC	Syed Waqas	Dave	130%
3	China	HPC Nanjing Manila	Sally Wu	Duran Du	118%
4	Thailand	HPC Conrad Thailand	Dalal Saab	Aschara (Ing)	117%
5	Philippines	Priority Privilege Manila	James Mckey	Mon Flores	117%
6	China	HPC Conrad Beijing	Crystal Wang	Mimsa Cui	114%
7	Malaysia	DoubleTree HPC	Syed Waqas	Ganesha	107%
7	China	HPC Shenzhen Shekou1	Sally Wu	Susan Shi	107%
9	China/HK	Marco Polo Elite	Janet Connolly	Kormas Leung	102%
10	China	HPC Shenzhen Shekou2	Sally Wu	Eva Hu	100%
10	China	Eat At Swiss International Nanchang	Sally Wu	Tony Sun	100%

Panel 4 — WEEK 2016-May-28

Weekly Programs Ranking

KPI%

Top 10 Programs

Rank	Country	Program	DPS	Sales Manger	Weekly%
1	Malaysia	KL2 HPC	Syed Waqas	Dave	120%
2	China/HK	Marco Polo Elite	Janet Connolly	Kormas Leung	114%
3	China	HPC Zhengzhou	Sally Wu	Faya Qian	111%
4	China	Hilton Tianjin Eco City	Sally Wu	Tina Wong	106%
5	Thailand	HPC Thailand Renewal	Dalal Saab	Pakpeangpen Ratsantia (Pa)	101%
6	China	Eat At Swiss International Nanchang	Sally Wu	Tony Sun	96%
7	Malaysia	KL1 HPC	Syed Waqas	Edwin	92%
8	Malaysia	Hill	Syed Waqas	Felicia Heen	90%
8	China	Kempinski Huizhou	Sally Wu	John Me	90%
8	China	HPC Foshan	Jessie Chien	Jane Zheng	90%
11	China	Shenzhen Shekou1	Sally Wu	Susan Shi	89%
12	Philippines	Priority Privilege Manila	James Mckey	Mon Flores	83%
13	China	HPC Chongqing	Sally Wu	Diana Huang	80%
14	Thailand	HPC Conrad Thailand	Dalal Saab	Aschara (Ing)	80%

APPROVAL PAGE

TITLE OF PROJECT PAPER: A STUDY TO DETERMINE FACTORS INFLUENCING HOTEL GUEST SATISFACTION: HOTEL AND TOURISM IN KOTA KINABALU, SABAH MALAYSIA

NAME OF AUTHOR   :   D.J DAVE @ MOHD AMBRAN HJ BIDUL

The undersigned certify that the above candidate has fulfilled the conditions of the project paper prepared in partial fulfilment for the degree of Master in Management.

SUPERVISOR

Signature   :   _____

Name   :

Date   :

ENDORSED BY

_____

Dean

Graduate School of Business

Date: