

THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN FOUR- OR FIVE-STARS HOTEL IN KLANG VALLEY

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ABSTRACT

Recently, competition from other hospitable competitors is gradually intensifying in hospitality industry in Malaysia. It is important for a hotel operation concentrate on service quality enhancement among their hotels so the customer will have the higher customer satisfaction and having the intention to revisit the hotel in long term regardless the external factors that might lead them to change to other hotels. The main purpose of the research is to analyze the impact of service quality on customer satisfaction in four or five-star hotel in Klang Valley. The researcher had conducted convenience sampling and collected 92 respondents that stayed before at four- or five-stars hotel in Klang Valley. Self-administered questionnaire comprises of two major sections was distributed to the respondents in seven and five point Likert scale. Besides, the researcher uses quantitative research method and deductive research approach to conduct the whole research. For result analysis, the researcher uses different techniques to analyze the findings such as descriptive analysis on demographic information, normality test on dependent variable, reliability and validity analysis on instrumentation, correlation and regression analysis. After that, the research found that factors such as tangibility, assurance and reliability would influence the customer satisfaction significantly in hotels in Klang Valley. Lastly, this research could help the tourism industry in Malaysia and the managerial section to learn more about hotel industry, consumer experience and expectation in Malaysia, as well as to understand which factors are more important to improve their customer satisfaction.

Keywords: Hotel industry, Service quality, customer satisfaction

BACKGROUND OF THE STUDY

Today, the Malaysian hospitality industry is increasingly competitive. According to Dina (2018), Airbnb is considered to be one of the strong competitors that will seriously affect the local hotel industry. According to data from the National Real Estate Information Center (Napic), from 2013 to 2017, the number of hotel rooms (all-star) increased by 28.2%, from 54,229 to 246,564. In the Klang Valley (Kuala Lumpur and Selangor), the growth rate in the past five years has exceeded 22%, while the supply of hotel rooms (all-star) has increased from 48,783 in 2013 to 59,707 in 2017 (Lee, 2019).

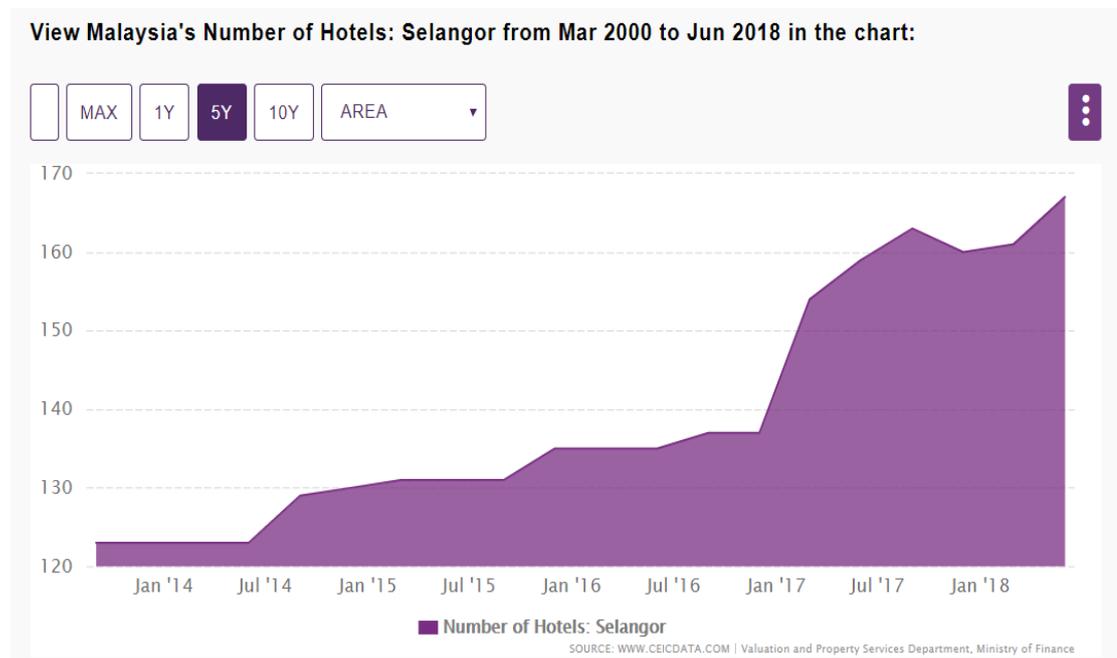


Figure 1.1: Numbers of hotel in Selangor, Malaysia (CEIC Data, 2018).

As we can see from the data, there is indeed fierce competition between the hotel industry and every competitor who provides comparative services to the public. In addition, due to the popularity of Covid-19, hotels are suffering from cancellation of reservations (Teoh, 2020). According to the Malaysian Hospitality Association (MAH) data, its CEO Yap Li Seng said that the cancellation of hotels is the current impact of Covid-19, but they are more worried about the decline in demand in the coming months. In addition, they expect the loss to double before the end of this year. However, when the incident ends or cools down a few months later, the hotel industry will rebound. Therefore, hotels should be prepared and self-improving so that they can compete with competitors after the end of Covid-19. The study found several factors that may make a hotel stand out in the industry competition, such as service quality, customer satisfaction and customer loyalty (Shahin & Dabestani, 2010; Lee, Cho & Ahn, 2012). Therefore, due to fierce competition,

when staying in any hotel in Malaysia, the five different components of service quality have become the main factors affecting guest satisfaction. In fact, the service quality plays an important role in determining customer satisfaction. It should be considered in depth, because it directly affects customer loyalty, retention, and overall hotel revenue (Ha, Minh, Anh & Matsui, 2015).

PROBLEM STATEMENT

The major player in tourism sector, hotel industry, contribute greatly to the success of tourism in a country. Due to arise of various competitors, hotels are facing competition in getting customers. The Malaysian Hotel Association (MAH) (n. d.) revealed that hotel occupancy rates in the country are getting lower since 2014. According to Ganesan (2018), with the government supporting the construction of more hotels, the number of rooms in the Klang Valley area, where most hotels are located, increased from 43,422 in 2010 to 87,830 rooms in 2016, while the number of guests only increased by 5.479 million. It was 20.72 million in the same period. Hotel operators in Malaysia, especially those with three stars and below, are still satisfied with their current location, because most of their customers are those who are looking for low-cost accommodations, although they are very keen to get customer service. However, as Malaysia is gradually becoming a high-income country, people are becoming more and more sensitive to service quality regardless of expenses. Guests staying at the hotel want to provide customer service quickly and reliably. Therefore, when the service quality is good, hotel guests will be satisfied with the hotel and intend to visit the hotel again. Guests who are dissatisfied with the service will choose other options, such as a higher-rated local-run hotel, a well-known international hotel, a resort, or even an individual-run host family. Therefore, the research on customer satisfaction and service quality is a subject worth discussing.

RESEARCH QUESTION

Regarding the research objective, this research aims to explore the following:

1. Does service quality affect customer satisfaction toward hotels in Klang Valley, Malaysia?

HYPOTHESIS BASED LITERATURE

Tangibility

According to Yap (2019) research, there is often a positive correlation between service quality and customer satisfaction. In other words, the tangible

dimensions of the hotel industry, such as the visual attractiveness of the front desk, the cleanliness and tidiness of employees, the atmosphere of the hotel, the quality of food, and the Internet connection, all affect whether customers are satisfied with the hotel. According to Ali, Md Imtiaz and Mutsumi (2019), tangibility has no significant effect on customer satisfaction in the hotel industry, and customers focus more on other aspects than the tangible service of the hotel. In addition, according to the research results of P. Srinivas and Padman (2013), the tangible dimension satisfies the highest perception level, and shows the strongest dimension in customer satisfaction. It is suggested that hotel management should continue to maintain the attributes of tangible service at hotel industry. Hence, the hypothesis is formulated below:

- H1a: *There is a positive relationship between tangibility of service quality and customer satisfaction.*

Reliability

According to Qistina and Yusuf (2019), reliability of service quality tends to have a positive relationship between customer satisfactions. In other words, the reliability dimension in hotel industry such as promise must be fulfilled on time, services must be on time and flawless and the efficiency of staff resolving problem for customers. However, according to Yap (2019), his findings revealed that reliability does not have significance impacts on customer satisfaction on hotel industry; customer is focusing more on the other dimension rather than reliability dimension at the hotel. In addition, according to research by Yousef and Mass (2015), reliability does have a significant impact on customer satisfaction. This dimension usually has a very important impact on customer satisfaction and is a source of competitive advantage (Aleshaiwy, 2015). Due to the independent variable is unsettled, the hypothesis is formulated below:

H1b: *There is a positive relationship between reliability of service quality and customer satisfaction.*

Responsiveness

According to Ali, Md Imtiaz and Mutsumi (2019), the responsiveness of service quality tends to have a significant impact on customer satisfaction. In other words, employee is responsive on to solve the customer's problem and provide informative knowledge upon request from customer. On the other hand, Yap (2019) has revealed that responsiveness has a negative relationship between customer satisfactions; customer is focusing more on the other dimension rather than responsiveness dimension at the hotel. Responsiveness

can be considered as one of the basic service quality factors that are closely connected with the service provider because they can determine whether the service company succeeds or fails in solving customer problems and problems and affecting customer satisfaction (Rao & Sahu, 2013). Due to the responsiveness dimension is yet to be settled, the hypothesis is formulated below:

H1c: There is a positive relationship between responsiveness of service quality and customer satisfaction.

Empathy

According to Qistina and Yusuf (2019), the empathy of service quality tend to have a positive relationship between customer satisfactions. In other words, hotel guests are quite particular to get their individual attention from the hotel staff. Hotels staff should always accommodate their customer's special request and take care of its guest. However, in P. Srivinas and Padma (2013) research study, empathy was shown to be the weakest dimension of satisfaction. Therefore, hotel management should arrange special courses to improve effective communication. On the other hand, finding results of Yap (2019) revealed that empathy does have a significant impact on customer satisfaction. It is suggested that training regarding empathy dimension should be arranged for hotel staff. Hence, the hypothesis is formulated below:

H1d: There is a positive relationship between empathy of service quality and customer satisfaction.

Assurance

According to Yousef and Mass (2015), it showed that assurance have a significance impact of customer satisfaction in hotel industry. Hotel staff should have necessary skills and knowledge to handle customer's request. In addition, guest should feel safe on doing transaction with the hotel or staying in the hotel. Ali, Md Imtiaz and Mutsumi (2019) also revealed in their research that the guarantee dimension is positively correlated with customer satisfaction. This dimension usually has a very important impact on customer satisfaction and is a source of competitive advantage (Aleshaiwy, 2015). Thus, the hypothesis is formulated below:

H1e: There is a positive relationship between assurance of service quality and customer satisfaction.

RESEARCH DESIGN

The purpose of the study design is to ensure that the evidence obtained enables researchers to solve research problems as clearly and effectively as possible. Researchers need to determine the required data, the methods of collecting, measuring, and analysing data, and the methods for solving research problems in a consistent and logical manner (Wyk, 2012). However, researchers often start prematurely before seriously thinking about what information is needed to answer the research questions of the study. If these design issues are not considered in advance, the conclusion is that the risks are fragile and convincing, so the entire research problem will not be completely resolved.

Inductive and Deductive Approach

According to Soiferman's (2010) point of view, there are two types of research methods, inductive and deductive. For the purpose of induction, researchers are required to collect various data, such as reading literature, acquiring and recording experience, explaining understanding tasks, and developing appropriate theories and their meanings based on the analysed data. On the other hand, deductive methods require researchers to form a research framework based on existing theories, collect relevant data and test hypotheses to check whether they are accepted (Soiferman, 2010). Therefore, this study uses deductive methods, and its assumptions are based on relevant theories. Next, test the hypothesis, confirm the target theory, and analyse the following findings. Therefore, this article uses a quantitative method because it is directly related to the deductive method. Researchers are required to collect a large number of samples. Quantitative research allows researchers to use questionnaires to collect numerical data and test hypotheses in a more efficient manner. Based on the five dimensions of dependent variable, customer satisfaction and independent variable, service quality, assurance, empathy, tangibility, responsiveness and reliability, the researchers designed a questionnaire to investigate the relationship between these variables. The questionnaire will be collected from hotel guests who have stayed in four-star or five-star hotels in the Klang Valley. The data collection period is between May 2020 and July 2020. Next, the data will be analysed using SPSS software.

Measurement of Instrumentation

A research tool is a tool for obtaining data on research topics, such as questionnaires, interviews, content analysis, focus groups, and observations. In this study, the researchers used a questionnaire survey to measure the impact of four- and five-star hotel service quality on customer satisfaction. The design of the questionnaire is simple, clear and easy to understand, so

respondents can easily answer questions. A self-management questionnaire was distributed online to the respondents. The questionnaire is divided into two parts, namely the impact of demographic information and service quality on customer satisfaction in Klang Valley four-star or five-star hotels. First, in the first part of the survey, demographic information such as gender, age, type of travel, original status, and purpose of visit was obtained. In addition, the second part questioned variables such as customer satisfaction, practicability, responsiveness, reliability, assurance, and empathy. The items based on customer satisfaction are using 5-point Likert scales, other items based on tangibility, responsiveness, reliability, assurance, and empathy are using 7-point Likert scales. The measurement of items was adapted from (Mohanachandran, Govindarajo, & Khen, 2019) and (Parasuraman, Zeithaml, & Berry 1988).

Customer Satisfaction Instrument

The customer satisfaction instrument that was adapted from Mohanachandran, Govindarajo & Khen (2019) contains five items with 5-point Likert scale and a Cronbach's alpha of 0.641.

Tangibility

The tangibility instrument was adapted from Parasuraman, Zeithaml & Berry (1988) that contains four items with 7-point Likert scale and a Cronbach's alpha of 0.801.

Reliability

The reliability instrument was adapted from Parasuraman, Zeithaml & Berry (1988) that contains five items with 7-point Likert scale and a Cronbach's alpha of 0.726.

Responsiveness

The responsiveness instrument was adapted from Parasuraman, Zeithaml & Berry (1988) that contains four items with 7-point Likert scale and a Cronbach's alpha of 0.812.

Assurance

The assurance instrument was adapted from Parasuraman, Zeithaml & Berry (1988) that contains four items with 7-point Likert scale and a Cronbach's alpha of 0.746.

Empathy

The empathy instrument was adapted from Parasuraman, Zeithaml & Berry (1988) that contains five items with 7-point Likert scale and a Cronbach's alpha of 0.828.

Sample

Due to the researchers cannot target the entire population, the sample is a subset of the population and can be used to make judgments and infer statistical data on behalf of the population. The survey was conducted from May to July 2020 and the questionnaires were distributed to the public that stayed before at four- or five-star hotel in Klang Valley area. According to Krejcie and Morgan (1970), sufficient sample size is required to conduct a study to represent a given population. According to Roscoe, Lang and Sheth (1975), the appropriate sample size is 30 to 500. This is because, when the sample size is small, the credibility is obviously not high. But when the sample size is too large and the cost of data collection is too high. Therefore, this study chose the appropriate sample size. Due to time constraints, researchers used a convenient sampling method to collect the sample size in the second-level sampling, because this is the simplest, fastest, and lowest cost of other non-probability sampling. It is based on the convenience of researchers, then conducts sample research activities in a simple, random manner. Researchers conveniently select target respondents from the crowd.

DESCRIPTIVE STATISTICS

Gender and Age

According to Table 1, there are total of 92 valid respondents. The male respondents are amounted 55 people, which is made up of different age groups, such as 46 males are in between 18-24 years old, five males are in between 25-34 years old, three males are in between 35-44 years old and one male is in 45-54 years old.

Table 1: Gender and Age Distribution

		Age					Total
		18-24	25-34	35-44	45-54	55-64	
Gender	Male	46	5	3	1	0	55
	Female	26	4	4	0	3	37
Total		72	9	7	1	3	92

On the other hand, out of the 92 respondents, the female respondents are amounted 37 people which is made up of different age groups, such as 26 females are in between 18-24 years old, four females are in between 25-34 years old, four females are in between 35-44 years old and three females is in 55-64 years old.

State Origin

As stated in the Table 2, out of the 92 respondents, the respondents who are staying in Selangor are the most had done the survey, which accounted to 43 respondents (46.7%), followed by the respondents from Penang state which is ten people (10.9%) and Kuala Lumpur which is eight people (8.7%) in total.

Table 2: Original State Distribution

	Original State	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	7	7.6	7.6	7.6
	Kedah	1	1.1	1.1	8.7
	Kelantan	2	2.2	2.2	10.9
	Kuala Lumpur	8	8.7	8.7	19.6
	Selangor	43	46.7	46.7	66.3
	Melaka	4	4.3	4.3	70.7
	Negeri Sembilan	6	6.5	6.5	77.2
	Pahang	1	1.1	1.1	78.3
	Penang	10	10.9	10.9	89.1
	Sabah	1	1.1	1.1	90.2
	Sarawak	5	5.4	5.4	95.7
	Terengganu	1	1.1	1.1	96.7
	Perak	3	3.3	3.3	100.0
	Total	92	100.0	100.0	

Besides that, seven respondents (7.6%) are come from Johor, six respondents (6.5%) are come from Negeri Sembilan, five respondents (5.4%) are coming from Sarawak, four respondents (4.3%) are coming from Melaka and three respondents (3.93) are from Perak.

Furthermore, there are two respondents (2.2%) from Kelantan has participated in the survey. Next, there is one respondents (1.1%) coming from

each Kedah, Pahang, Sabah and Terengganu state, with a total of four respondents (4.4%) has participated in taking the survey.

Reliability Test

The consistency of a scale used in the questionnaire can be measured by Cronbach's Alpha with a number between zero and one. In the normal circumstance, a higher score of Cronbach's Alpha indicated that a more reliable scale is. According to Nunnally (1967), the cut-off point is 0.70 and it is considered as an acceptable reliability coefficient. Based on the Table 3, it shows that the overall Cronbach's Alpha scored 0.970 of total 27 items and it is above the cut-off point of 0.70 as mentioned. Hence, the scales obtained in the research are acceptable and reliable.

Table 3: Cronbach's Alpha Reliability Test

Variable	No. of Items	Cronbach's Alpha
Customer Satisfaction	5	0.641
Tangibility	4	0.801
Reliability	5	0.726
Responsiveness	4	0.812
Assurance	4	0.746
Empathy	5	0.828

Construct validity

Construct validity is an efficient method to validate the test whether the result is significant identified and parallel to fit how the test has been measured. The research study can be studied through convergent and discriminant validity, which are used to reveal whether the determinants are absolutely connected by the loading items in the measure (Sekaran & Bougie, 2013). Each loading items can be defined to have a positive relationship when the result of more than 0.5 are presented (Hair, Black, Babin & Anderson, 2010).

Based on the results that revealed in Table 4 the items of customer satisfaction and empathy were having a low result on that construct. This is a few factors causing both variables having a low result. It is suspected that the demographic of the respondents was not exactly qualified to answer the questionnaire. Moreover, another reason that is causing the result to be low might be the responses collected is not enough, there were only 92 responses collected. Other than these two variables, the other items were resulted in

highly on that construct, and then the test result was perfectly confirming that data are valid to be applied for further analysis.

Table 4: Rotated Component Matrix

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
CS1	.456					
CS2	.492					
CS3	.353					
CS4	.393					
CS5	.255					
SQ1		.665				
SQ2		.721				
SQ3		.685				
SQ4		.656				
SQ5			.666			
SQ6			.679			
SQ7			.666			
SQ8			.564			
SQ9			.461			
SQ10				.508		
SQ11				.589		
SQ12				.463		
SQ13				.472		
SQ14					.408	
SQ15					.455	
SQ16					.537	
SQ17					.574	
SQ18						.359
SQ19						.460
SQ20						.465
SQ21						.391
SQ22						.354

Extraction Method: Principal Component Analysis.
a. 7 components extracted.

Convergent Validity and Discriminant Validity

For convergent validity, it reflects items of constructs should be interconnected and in-fact related. There are three criteria which are the factor loadings at least 0.5, average variance extracted (AVE) for the constructs should be larger than 0.5 and composite reliability (CR) above 0.7. In order to distinguish validity, it reflects that each variable should be distinguished from other variables. The correlation coefficient (ρ) is a measure that determines the degree of motion association between two variables. The range of the value of the correlation coefficient is -1.0 to 1.0. In other words, the value cannot exceed 1.0 or be less than -1.0, where a correlation of -1.0 indicates a perfect negative correlation, and a correlation of 1.0 indicates a perfect positive correlation.

ANALYSIS AND RESULT

Hypothesis 1a

H1a: There is a significant and positive relationship between customer satisfaction and tangibility on 4- or 5-star hotel.

Table 5: Model Summary (Hypothesis 1a)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256 ^a	.065	.055	.42324

Table 5 shows a summary of the model of customer satisfaction and practicability. In the column labelled R, the value is 0.256, indicating that there is a positive but weak correlation between customer satisfaction (result) and predictability (predictor) in the model. In addition, R^2 is 0.065, which means that tangible customers account for 6.5% of customer satisfaction.

Table 6: ANOVA^a (Hypothesis 1a)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.128	1	1.128	6.297	.014 ^b
	Residual	16.122	90	.179		
	Total	17.250	91			

- a. Dependent Variable: TotalCS1
 b. Predictors: (Constant), Tangibility1

In Table 6, the significance level is less than 0.05 ($p = 0.014$), which indicates that there is a significant relationship between customer satisfaction and perceptibility in four-star or five-star hotels.

Table 7: Coefficients (Hypothesis 1a)

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Error Std.	Beta		
1	(Constant)	2.126	.253		8.410	.000
	Tangibility	.301	.120	.256	2.509	.014

Hypothesis 1b

H1b: There is a significant and positive relationship between customer satisfaction and reliability on 4- or 5-star hotel.

Table 8: Model Summary (Hypothesis 1b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.289 ^a	.083	.073	.41914

Table 8 shows the model summary of customer satisfaction and tangibility. In the column labelled R, the value is 0.289 indicated that there is a positive but weak correlation between the customer satisfaction (outcome) and reliability (predictor) in the model. Besides, the R^2 is 0.083, which means that reliability accounts for 8.3% as a cause of customer satisfactions.

Table 9: ANOVA^a (Hypothesis 1b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.439	1	1.439	8.190	.005 ^b

Residual	15.811	90	.176
Total	17.250	91	

a. Dependent Variable: TotalCS1

b. Predictors: (Constant), Reliability1

In Table 9 the significance level is lower than 0.05 ($p=0.05$), which indicated that there is a significant relationship between customer satisfaction and reliability on four- or five-star hotel.

Table 10: Coefficients (Hypothesis 1b)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.790	.338		5.288	.000
	Reliability	.339	.118	.289	2.862	.005

In Table 10, the β value is 0.301, which shows a low but positive relationship between the customer satisfaction and reliability. Hence, as reliability increase, customer satisfaction will increase.

Hypothesis 1c

H1c: There is a significant and positive relationship between customer satisfaction and responsiveness on 4 or 5 star hotel

Table 11: Model Summary (Hypothesis 1c)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.103 ^a	.011	.000	.43546

Table 11 shows the model summary of customer satisfaction and tangibility. In the column labelled R, the value is 0.103 indicated that there is a positive but weak correlation between the customer satisfaction (outcome) and responsiveness (predictor) in the model. Besides, the R^2 is 0.011, which

means that responsiveness accounts for 1.1% as a cause of customer satisfactions.

Table 12: ANOVA^a(Hypothesis 1c)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.184	1	.184	.970	.327 ^b
	Residual	17.066	90	.190		
	Total	17.250	91			

a. Dependent Variable: TotalCS1

b. Predictors: (Constant), Responsiveness1

In Table 12 the significance level is higher than 0.05 ($p=0.327$), which indicated that there is no significant relationship between customer satisfaction and responsiveness on four or five star hotel.

Table 13: Coefficients (Hypothesis 1c)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.498	.260		9.614	.000
	Responsiveness	.092	.093	.103	.985	.327

In Table 13, the β value is 0.092, which shows a low but positive relationship between the customer satisfaction and responsiveness. Hence, as responsiveness increase, customer satisfaction will increase.

Hypothesis 1d

H1d: There is a significant and positive relationship between customer satisfaction and assurance on 4- or 5-star hotel

Table 14: Model Summary (Hypothesis 1d)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309 ^a	.095	.085	.41643

Table 14 shows the model summary of customer satisfaction and tangibility. In the column labelled R, the value is 0.309 indicated that there is a positive but weak correlation between the customer satisfaction (outcome) and responsiveness (predictor) in the model. Besides, the R² is 0.095, which means that assurance accounts for 9.5% as a cause of customer satisfactions.

Table 15: ANOVA^a(Hypothesis 1d)

Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	1.643	1	1.643	9.474	.003 ^b
	Residual	15.607	90	.173		
	Total	17.250	91			

a. Dependent Variable: TotalCS1

b. Predictors: (Constant), Assurance1

In Table 15 the significance level is lower than 0.05 (p=0.003), which indicated that there is a significant relationship between customer satisfaction and assurance on four- or five-star hotel.

Table 16: Coefficients (Hypothesis 1d)

Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.821	.305		5.976	.000
	Assurance1	.329	.107	.309	3.078	.003

In Table 16, the β value is 0.329, which shows a low but positive relationship between the customer satisfaction and assurance. Hence, as assurance increase, customer satisfaction will increase.

Hypothesis 1e

H1e: There is a significant and positive relationship between customer satisfaction and empathy on 4- or 5-star hotel

Table 17: Model Summary (Hypothesis 1e)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.049 ^a	.002	-.009	.43728

Table 17 shows the model summary of customer satisfaction and empathy. In the column labelled R, the value is 0.049 indicated that there is a positive but weak correlation between the customer satisfaction (outcome) and responsiveness (predictor) in the model. Besides, the R² is 0.002, which means that assurance accounts for 0.2% as a cause of customer satisfactions.

Table 18: ANOVA^a (Hypothesis 1e)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.041	1	.041	.212	.646 ^b
	Residual	17.209	90	.191		
	Total	17.250	91			

a. Dependent Variable: TotalCS1

b. Predictors: (Constant), Empathy1

In Table 18 the significance level is higher than 0.05 (p=0.646), which indicated that there is no significant relationship between customer satisfaction and empathy on four or five star hotel.

Table 19: Coefficients (Hypothesis 1e)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.598	.334		7.782	.000
	Empathy1	.054	.117	.049	.461	.646

In Table 19, the β value is 0.054, which shows a low but positive relationship between the customer satisfaction and empathy. Hence, as assurance increase, customer satisfaction will increase.

HYPOTHESIS SUMMARY

Table 20: Status of Hypothesis

Hypothesis description	Status
H1a: There is a positive relationship between tangibility of service quality and customer satisfaction	Accepted
H1b: There is a positive relationship between reliability of service quality and customer satisfaction .	Accepted
H1c: There is a positive relationship between responsiveness of service quality and customer satisfaction .	Rejected
H1d: There is a positive relationship between assurance of service quality and customer satisfaction .	Accepted
H1e: There is a positive relationship between empathy of service quality and customer satisfaction .	Rejected

After all, descriptive statistics on demographic information on 92 respondents was conducted. Besides, reliability and validity analysis results show the measurement of instrumentation used in this research is consistent yet not all valid. Next, four hypotheses were tested by using regression analysis and the results indicated that three out of five of the hypothesis is accepted. Hence, the next chapter are going to discuss and interpret on the results in detail based on the five hypotheses.

DISCUSSION

Hypothesis 1a

H1a: There is a significant and positive relationship between customer satisfaction and tangibility on 4- or 5-star hotel.

From the result, the significant is less than 0.05 tangibility is making a significant contribution to the customer satisfactions. Hence, hypothesis 1a is accepted.

First of foremost, tangibility had a significant positive regression weight ($p= 0.014$, $R= 0.256$) and it has the third highest value of R^2 which is 0.065 among the other factors. Hence, Tangibility is one of the factors that customer is satisfied staying in the four- or five-star hotels. The result of this research is consistent with Yap (2019), P.Srinivas & Padman (2013), Cheng, Shaheen & Cham (2014) and Qistina (2019), which tangibility is one of the most factor affecting customer satisfaction on four or five star hotel in Klang Valley area. According to Marić, Marinković, Marić and Dimitrovski (2016), for every hotel, tangible attributes are of the utmost importance, because most guests want to stay in clean hotels with comfortable rooms and good service. In addition, hotel operators should not only focus on having an attractive appearance, but also need to ensure that the basic equipment is ready to provide guests with an unforgettable experience (Ahmad, Ahmad & Papastathopoulos, 2019). Rao and Sahu (2013) revealed that tangibility is the most important factor in determining customer satisfaction in the hotel industry. Guests are often dissatisfied because the actual feelings are lower than their expectations. It can be concluded that four-star or five-star hotels should pay attention to the appearance, internal facilities, and equipment of their buildings, which can fully meet the expectations of customers and provide uniform uniforms for each service provider. Make sure they always look good and professional when dealing with potential guests is also an important issue to be focus. In fact, a good fit can create a high degree of customer satisfaction among guests and can provide more benefits and value

to the hotel, such as spreading positive word-of-mouth, and even recommending family and friends to visit in future.

Hypothesis 1b

H1b: There is a significant and positive relationship between customer satisfaction and reliability on 4- or 5-star hotel.

From the result, the significant is less than 0.05 reliability is making a significant contribution to the model. Hence, hypothesis 1b is accepted.

Reliability had a significant positive regression weights ($p= 0.00$, $R= 0.289$). The result of this research is same with Cheng, Shaheen & Cham (2014), Qistina (2019) and Zahir & Ilham (2013), which reliability is one of the most important variable affecting customer satisfaction on four or five star hotel. The hotel management department must continue to maintain its quality standards to ensure that the needs of its guests are basically met (Mazumder & Hasan, 2014). According to Rau and Sahu (2013), the front-desk service provider plays a vital role in every hotel business. If the service provider can pay attention to providing accurate records at the same time, then the guest will also feel reliable and satisfied the stated service as well as abide the promises to potential guests. In fact, a four-star or five-star hotel should have the reliable knowledge required to obtain high customer satisfaction, which means that service providers can provide personalized services to their guests and make them feel comfortable. For example, solving customer problems while expressing sincere interest (Ahmad et al., 2019).

Hypothesis 1

H1c: There is no significant but positive relationship between customer satisfaction and responsiveness on 4- or 5-star hotel.

From the result, the significant is more than 0.05 responsiveness is not making a significant contribution to the model. Hence, hypothesis 1c is accepted.

Responsiveness had significant positive regression weights ($p= 0.327$, $R= 0.103$). It shows that reliability variable is showing a positive relationship between customer satisfactions. However, the value of the result is not strong enough to prove that they are having a positive correlation. The result of this research is consistent with Yousef and Mass (2015) and Yap (2019), which responsiveness does not have a significant impact on customer satisfaction in the four- or five-star hotels.

Although the responsiveness does not have positive impact on the customer satisfactions of four- or five-star hotels in Klang Valley, it is a bonus mark if the service company apply the response capability to minimize the time customers waiting to receive services. According to Paul (2015), since customers will definitely be satisfied, for a certain service companies, it will definitely show great value and benefits. Therefore, it is vital for hoteliers to provide relevant training to all their service providers to ensure that they are willing and able to assist guests and provide services that meet customer expectations in a timely manner (Rao & Sahu, 2013). As a result, further improvements should be made effectively to maintain or even exceed current quality standards.

Hypothesis 1d

H1d: There is a significant but positive relationship between customer satisfaction and assurance on 4- or 5-star hotel.

From the result, the significant is less than 0.05 assurance is making a significant contribution to the customer satisfaction. Hence, hypothesis 1d is accepted.

Assurance had a significant positive regression weight ($p= 0.00$, $R= 0.309$) and it has the highest value of R^2 which is 0.095 among the other factors. Hence, assurance is the first variable that hotel guest look into when entering a four- or five-star hotels. Compare to the other four variables, assurance has the highest impact on customer satisfactions. The result of this research is consistent with Ali, Md Imtiaz and Mutsumi (2019), Yousef & Mass (2015), Cheng, Shaheen & Cham (2014) and Anahita & Rohaizat (2015) which assurance is one of the most vital factor affecting customer satisfaction in four or five star hotel in Klang Valley area. Service quality assurance tends to refer to whether hotel operators can provide consistent services on time, and whether to hire effective service providers who are polite and have extensive knowledge to respond to guest requests. According to Bucak (2014), hotel service providers should always give customers a sense of trust because they can effectively provide good perceived service quality. Therefore, for all four-star or five-star hotels, it is essential to clearly understand and master the basic needs of competence, courtesy, reputation, and security, which can meet their potential guests' needs and demands. In fact, hotels should ensure that all of their service providers have good qualifications and experience and can provide quality of service related to guarantees in order to achieve higher customer satisfaction among guests in the future (Jani & Han, 2014).

Hypothesis 1e

H1e: There is not significant but positive relationship between customer satisfaction and empathy on 4- or 5-star hotel.

From the result, the significant is more than 0.05 empathy is not making a significant impact on the customer satisfaction. Hence, hypothesis 1e is accepted.

Empathy had significant positive regression weights ($p= 0.646$, $R= 0.049$). It shows that empathy variable is demonstrating a positive relationship between customer satisfactions. However, the value of the result is only 0.049 (close to zero), it is not strong enough to prove that they are having a positive correlation. In addition, the R^2 value is the lowest among all the other four variables, which valued 0.002. The result of this research is consistent with Yap (2019), which responsiveness does not have a significant impact on customer satisfaction in the four- or five-star hotels. Although empathy does not have a positive impact on the customer satisfaction of four- or five-star hotels in Klang Valley, according to Ha et al. (2015), empathy is essential to reveal how hotels bring personal attention to customers, understand the basic requirements of customers, show good interest when received valuable feedback from potential guests. In other words, it means that if a hotel can better meet the service quality requirements of potential guests, then the hotel will be able to improve greatly its overall customer satisfaction (Nhâm & Nguyễn, 2014). Four-star or five-star hotels must put themselves in the perspective of potential guests to understand and anticipate customers' needs, and then develop effective and effective ideas to improve overall customer satisfaction and experience (Cade, 2015). In fact, the test results show that the four-star and five-star hotels in Klang Valley failed to provide satisfactory service quality and excellent customer satisfaction. Thus, the hotel management should analyse the relevant improvement measures to ensure that after the implementation of new ideas, customer satisfaction tends to increase, in order to provide a good empathy of service quality. In short, customer satisfaction in 4-star and 5-star hotel is greatly influence by the service quality. Hotel operations should focus on variables like tangibility, reliability, and assurance more. However, hotel operation should also focus on the empathy and responsiveness in service quality to give an overall great experience for the hotel guests.

IMPLICATION

If the four- and five-stars hotels do not pay enough attention on the service quality when developing marketing strategy, they are not fulfilling customer

satisfaction, and the customer will not have the intention to revisit the hotel again, thus the company revenue will be affected and this will not help to prolong the sustainability of the business.

Besides, it is undeniable that the hotel industry is full of competitive as there are variety of competitors in the market such as Airbnb. Some of competitors are giving the same service qualities as the five-star hotels yet their price is much cheaper. Hence, marketers should create comprehensive marketing strategies by considering the recommendations mentioned in above to fulfil the consumers' needs especially the Gen Y, as they are the major consumer group in the four- or five-star hotels due to their better income level.

CONTRIBUTION

Two major contributions of the research are industry and managerial part.

Contribution to Industry

For **tourism industry**, this research can help to improve the quality of the service quality of the four- or five-stars' hotel and it can help to boost the tourism sector because the better the service quality, the higher the customer satisfaction and the intention to revisit of the tourist will increase as well. Besides, this research will also help to improve the sales performance in the four- and five-stars' hotel and remain their competitive advantages among the competitors in Malaysia.

Contribution to Managerial decisions

Besides, for **managerial part**, this research can let the hotel manager of the four and five stars hotel to learn more about hotel industry and consumer experience and expectation in Malaysia, and to understand which factors are more important to improve their customer satisfaction. Managers are recommended to develop effective marketing strategies such as, giving a presentable and attractive physical design, ensure all its service providers are courtesies and able to deliver the services, which are precision and accuracy to their potential guests and ensure that their hotel is reliable all the time.

RECOMMENDATION

Applying SERVQUAL Model Effectively

In this section, researchers properly manage the five dimensions of service quality (i.e. practicability, reliability, responsiveness, guarantee, and compassion) to provide relevant recommendations for four-star or five-star hotels to improve Potential customer satisfaction. The results of this study show that customer satisfaction is affected greatly by saliency, assurance, and service quality reliability. On the contrary, there are two invisible components, empathy, and responsiveness of service quality, which have no positive impact.

In this section, researchers suggest that four-star or five-star hotels should reasonably organize and manage the five dimensions of service quality (i.e. practicability, reliability, responsiveness, guarantee, and compassion) to improve their satisfaction. Potential customers. The results obtained from this study indicate that customer satisfaction depends largely on practicability, assurance, and reliability of service quality. On the contrary, there are two invisible components, empathy, and responsiveness of service quality, which have no positive impact.

According to BSP Marketing (2012), the renovation of buildings can be defined as a valuable investment that can improve customer satisfaction and experience. In fact, it should be able to provide effectively a beautiful and attractive design because it can provide different experiences for potential visitors. Therefore, tangibility is an important variable that hotels should pay attention.

The guarantee of service quality is essential for every hotel business. Each hotel should ensure that all its service providers are polite and able to provide accurate and accurate services to its potential guests. This is because the guest usually decides the guarantee.

In addition, the determinants of empathy should also be fully considered by four-star or five-star hotels to improve their customer satisfaction. Every hotel needs to provide enough personalized attention to customers, and to figure out what kind of high-quality service guests want to get when they stay at the hotel.

In addition, the basic skills and knowledge of four- or five-star hotels in Klang Valley should be further developed to ensure customer satisfaction with service quality, that is, to maintain reliability and responsiveness on a regular basis, or even to achieve satisfaction that exceeds their current achievements.

CONCLUSION

This examination was directed to comprehend and decide the effect of service quality on consumer satisfaction in four or five hotels in Klang Valley. It tends to be inferred that this research gives adequate proof to utilize SERVQUAL to comprehend which variables will influence consumer satisfactions with the Malaysia hotel industry. To put it plainly, it is basic to guarantee that the service standard and quality in the hotel industry are predictable. Nevertheless, it must be noticed that customers prefer customized services as much as they acknowledge consistency. Hence, the perfect assistance for customers is to give predictable, high-caliber and magnificent help, combined with customized services of prepared hotel work force to guarantee and improve consumer loyalty. Fulfilled visitors who love the corporate image of the hotels may become faithful customers in the long run.

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