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THE FACTORS AFFECTING THE STANDARD QUALITY OF SERVICES IN TOURISM: A CASE STUDY OF MALAYSIA HOTELS

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ABSTRACT

Malaysia's service industry, including tourism, has been booming since the mid-1990s. Significantly, the tourism industry has grown significantly since 1970, with a significant increase in foreign exchange revenue, employment opportunities, and potential tourism attractions. The expansion of Malaysia's hotel industry has stimulated the growth of the country's tourism industry, owing to increased availability and hosting opportunities, food, drink, and other services. This trend puts the hotel industry's ability to please customers in jeopardy. The study's aim was thus to boost quality service standards and related factors in Malaysia's tourist hotels. The Theoretical framework shows interlink between the quality of service and the variables that directly influence the quality of service delivery The hospitality industry in Malaysia began to grow early on, but it was largely state-owned. Also, we will study the future scope and This study suggests recommendations that good management practices be implemented because they play a significant role in ensuring service

quality, and that before designing a service or product, guests' expectations should be understood in the end we will summarise the conclusion.

Keywords: Standard Quality, Management Practices, Services Quality, Tourism Industry.

1.0 Introduction

The Malaysian economy relied heavily on trade in commodities such as rubber, cocoa, palm oil and timber until the mid-1990s, when the country was gradually experiencing the manufacturing sector emerging. During this time, the service industry, like tourism, was also booming. Significantly, the tourism industry has grown since 1970, with significant increases in foreign exchange revenue, employment opportunities, and potential tourism attractions (Goldsmith & Mohd Zahari, 2017). The expansion of the hotel industry in Malaysia has stimulated the growth of the tourism industry in the area due to increased availability and hosting option, food, drinks, and other services. The hotel industry faces difficulties in achieving customer loyalty as a result of this expansion. Customers have complained that the equipment's regular production does not match the amount charged. As a result, the study aimed to improve the quality of service levels and related factors in Malaysian tourist hotels. The hospitality industry's contribution to Southeast Asia's economic development has been measured in terms of job creation and GDP growth (GDP). The hospitality industry has been a significant source of economic diversification in most Southeast Asian countries. The hospitality industry in Malaysia grew rapidly in the early years, but it was largely regulated by the government. It was a departure from the conventional approach to dealing with the hospitality and tourism sectors, where private sector funding is well established. Malaysian markets have opened. Many state-owned companies have been privatized, including the hospitality industry. The tourism industry has been growing since the turn of the century. Then it progressed to visiting friends and family, and then to business and leisure trips abroad. These figures demonstrate that tourism is as important to the global economy as agriculture or mining (Goldsmith & Mohd Zahari, 2017).

1.1 Background of the Study

This study conceptualized the customer retention of three-star hotels in Malaysia by assessing the hotel's room service efficiency and customer consumption emotions, moderated by customer satisfaction. This will inspire writers to consider the benefits and value of room service, as well as their sense of customer preference in delivering the same service during their next stay in a middle-class hotel (Syaqirah and Faizurrahman, 2014). According to Poon (2015), variables that measure different levels of satisfaction between Asian and Western travellers were measured during their stay in Malaysian hotels.

1.1.1 Standard Quality of Service

Quality standards are characterized as documents that include criteria, specifications, guidelines, or features that can be regularly used to ensure materials, products, processes, and services are fit for their purpose. Standards provide organizations with the common vision, understanding, procedures, and vocabulary they need to meet stakeholder expectations. Standards provide organisations and consumers around the world with

an objective and authoritative structure for interacting and doing business because they provide comprehensive definitions and terminology (Minami, 2012).

Figure1: Principles of Quality Standards

A service standard helps to describe what a customer should expect from a service and how the service provider can implement it, e.g. in terms of timeliness, quality and appropriateness. Production of such standards has so far been minimal. The European Commission aims to prioritize and facilitate the introduction of voluntary European service standards, as stated in the June 2016 Standardization Package. The Commission is also collaborating with CEN to enhance the consistency of performance evaluations, service contracts, and management procurement. A service's quality determines the requirements that it must fulfil to be judged fit for purpose. Descriptions, quality of service measurements, and their standards can be included in the specification, as well as a delivery period, such as the standard for addressing consumer complaints (Minami, 2012).

1.1.2 Tourist Hotels

In 2015, Malaysia's hotel industry witnessed around 72 million people staying at properties across the country, including nearly 69.87 per cent domestic tourists. Commercial accommodation, such as hostels, bed & breakfasts, etc., is the top option for foreign travellers to Malaysia, with about 94% of arrivals using commercial accommodation in 2015.

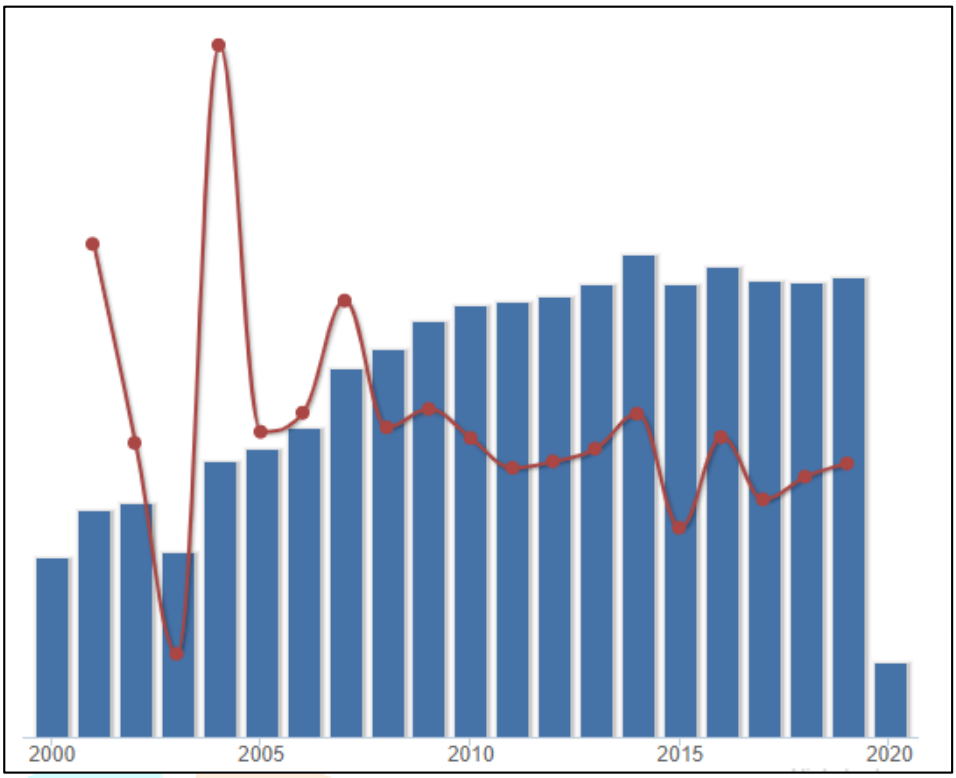

Figure 2: Malaysia Hotels Supply from 2000 – 2020

Sources: My Tourist Data

While hotel demand slowed in 2016 as arrivals fell, long-term hotel demand remains strong because Malaysia remains a popular tourist destination with many gateway cities such as Kuala Lumpur, George Town, and Johor Bahru. Previously, the travel segments Commercial and MICE were fueled by vast primary and secondary industries specializing in oil and petroleum products. Changes could be possible as a result of the low performance in the oil market, and new motors are needed from the finance sector. According to the Malaysian Tourism Office, there were 4827 classified hotels with 284.415 rooms reported in 2015. From 2013 to 2015, Malaysia's hotel supply expanded at a CAGR of 13.7 percent, reaching 5 hotel words. 22.7 percent of Malaysia's existing hotel supply (by number of hotels) is branded and associated with a foreign company, with the rest being privately owned businesses. Most of the branded hotels are in Kuala Lumpur, near famous tourist attractions in coastal areas like Langkawi and Penang, as well as major cities in eastern Malaysia like Kota Kinabalu and Kuching (HVS, 2016).

1.1.3 Tourist in Malaysia

Malaysian hospitality industry is rising rapidly in line with its tourism market. This is seen in the growing number of new hotels opened in Malaysia and rooms offered. Over the past nine years, the availability of hotels in Malaysia has increased by 60 percent, from 1992 to 2000. The number of rooms available increased from 124.413 to 168.844 in the same year. About 160,000 rooms are currently available to guests in the hotel industry. The average hotel occupancy rate in Malaysia is 60%, with occupancy rates reaching 70% in popular tourist destinations such as Langkawi, Penang, Pahang, and Labuan (Malaysia, 2009). Domestic tourism is also a significant part of Malaysian tourism, accounting for nearly 90% of domestic leisure trips.

1.2 Problem Statement

The tourist hotel operation requires compliance with international standards to ensure that service is provided. Despite the fact that the hotel has tried to achieve these standards in Malaysia industry, complaints still arise about the quality of service offered. Malaysia has a long history of hotel industry growth, according to studies, but this may make it difficult for the country to fully realize it's potential. Low service levels have been a source of concern among tourist visitors. The aim of this study was to determine the quality of service standards and related factors in tourist hotels in Malaysia, which is well-known as a tourism hub and gateway to world-famous tourist attractions.

1.3 Research Objectives

In this research study, the objectives in include the following below:

RO1: To determine service quality standards and to decide the attitude of hotel managers towards their tourist guest in Malaysia.

RO2: To develop the role of management practices in providing quality services in Malaysian tourist hotels.

RO3: To examine the factors of services that affect the quality standard of services in Malaysian tourist hotels.

2.0 Literature Review

Literature was reviewed under the following headings: Managers and designing service quality in the hotel; guests" perception of service quality of tourist hotel, measuring service quality and SERVQUAL model; skills requirement for service employees; management practices and service quality in the hotel; and, at the end of the chapter, there is a conclusion. In 2008, the tourism industry provided 238.2 million jobs and 922 million tourist journeys, including both international and domestic travel. These figures demonstrate the value of tourism to the global economy and its position as a globalization agent (Weaver & Lauton, 2006). According to Muhammad and Henderson (2003), developing countries have benefited from the industry's rapid growth in terms of economic benefits such as income and employment formation, foreign exchange earnings, and inward investment. Tourism generates significant revenue for governments while also encouraging increased infrastructure spending, which helps to boost the overall standard of living in the countries involved. This includes Malaysia, where tourism has overtaken manufacturing as the leading source of foreign exchange (Malaysia Budget, 2009). Tourism is expected to overtake manufacturing as the largest foreign exchange earner in the future. The tourism industry's growth has fueled growth in other related industries, such as food and beverage, lodging, entertainment, and shopping, thanks to its interconnections. (Poon & Low, 2005).

2.1 Background of Standard Quality of Services and Related Services

2.1.1 Services Quality

The term Service Quality is an association of two different words; „service" and quality. Service means "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything". Quality has become a strategic weapon for increasing operating efficiency and improving business results. Service quality refers to a service provider's ability to satisfy customers in a timely and effective manner so that he can improve business results. In the service sector, too, "efficiency" is a critical component of business performance. That's because it's become clear that it has a stable relationship with sales, market share, and consumer loyalty. Several previous studies and writers have pointed out that the quality concept in the service sector differs from that in the goods sector. Intangibility, inseparability from the supplier, heterogeneity, and other inherent characteristics of services are the reasons for this care. As a result, a distinct framework for quality explanation and evaluation has emerged. The word "service quality" is more difficult to define and assess. A number of scholars attempted to describe it and provided meanings from various perspectives. The term 'service quality,' according to Philip Kotler and Gary Armstrong, refers to a company's ability to keep a customer. That is, customer satisfaction, in their view, is the best indicator of service quality (Ramya, 2019).

1. Gap analysis

Gap analysis model of service quality was developed by Parasuraman, A. et al. in the year 1985. The model indicated that customer perception of quality was influenced by a series of five distinct gaps. They are mentioned below. Gap - I - Gap between customer expectation and Management perception. The reasons for this gap are lack of adequate market research and lack of upward communication. This gap can be narrowed by adopting adequate research programs to know customer needs and to improve the communication system. It can be measured by using the SERVQUAL scale and comparing the scores obtained from the management and customers.

- **Gap between Management:** Perception and service quality specification. This gap exists in service firms because of the lack of whole hearted commitment of management to service quality, inadequate service leadership etc. It can be closed by standardizing service delivery process and setting proper organizational goals.

- **Gap between Service qualities:** Specification and service delivery. The third gap originates from the discrepancies in the actual service delivery, that is, the service providers or employees do not perform at the level expected by the management. It is because of the ineffective recruitment, lack of proper incentives and motivations etc. This gap can be eliminated by providing the employees with adequate support system, better human resource management system etc.

- Gap between Service delivery and External communication: The gap between services delivery and external communication occurs due to exaggerated promise or ineffective communication to the customer, which raise customer expectations. This can be narrowed by efficient and effective communication system.

- Gap between expected quality and perceived quality. This gap exists because of the inequality in the service expectation of customer and his service perception. This can be overcome by identifying, quantifying and monitoring customer expectations and perceptions through the effective use of marketing and marketing research tools.

2. Service performance measures

An alternative to using gap theory methodology for measuring service quality is the service performance measures. The two types of performance measures can be used under this method.

3. Soft measures of service quality

Soft measures are those that cannot easily be observed and must be collected by talking to customers, employees or others.

Malaysia was once ranked 9th in the world for tourist arrivals. Malaysia is ranked 25th out of 141 countries in the 2017 Travel and Tourism Competitiveness Report. The government pushed for increased tourism in Malaysia in order to diversify the economy and make it less reliant on exports. As a result, tourism has grown to become Malaysia's third largest source of foreign exchange revenue, accounting for 7% of the country's GDP in 2005. Tourism Malaysia, or the Malaysia Tourism Promotion Board, is the government body in charge of promoting tourism in Malaysia (MTPB). On 20 May 1987, the Ministry of Culture, Arts and Tourism (MOCAT) was established and TDC moved to this new ministry. In 1999, Malaysia launched a worldwide marketing campaign called "Malaysia, Truly Asia" which was largely successful and brought in over 7.4 million tourists. The extra revenue generated by tourism helped the country's economy during the economic crisis of 2008.

Some of the tourist in Malaysia include the followings below:

- Genting Highland Hotel
- First Worl Hotel
- Hilton Garden KL
- Oasias Suites KL
- Datai Lankawi
- AVI Pankor Beach Resot Lumut

Figure 4: Genting Highlands

2.2 The Managers and Designing of Service Quality in the Hotel

Designing service quality package poses a big challenge to hotel managers. This is because locking-in guest requirements is the most important aspects in meeting service quality and hence guest satisfaction. Hotel guests are always dynamic. Economic growth or decline, technology, and globalization all have an effect on lifestyle, fashion, and consumer choice and taste (Kandampully, 2006). These modifications have a major effect on service design and execution. It is worth noting that as a result of these shifts, hospitality managers have shifted from providing traditional goods (food, beverages, and lodging) to providing a variety of other services to meet both primary and secondary needs Kandampully (2006). The service components make guests to be loyal to the hospitality firm, thus delivery of superior service becomes a priority for the hospitality firm's success. The understanding of guest's requirements, having correct service delivery plan and evaluation of the market will, therefore enable the hospitality firm in designing a service quality package that fulfils guests" expectations (Sigala, 2008).

2.3 Theoretical Background

According to Bitner and Hubbert (1994), service quality is "the customer's overall impression of the relative inferiority and superiority of the organization and its services". This signifies that customer is the single judge of service quality. Customers view service quality in two aspects; the process and the output quality. While hotel room service quality is a key factor of customers' satisfaction and retention, consumption emotion also plays role along the trail. Consumption emotion is defined as a set of emotional responses elicited specifically during product usage or consumption experiences, as described either by emotional experience and expression or by the structural dimension of underlying categories (Russell, 1979). It is distinguished from the related phenomenon of mood (Gardner 1895). Hence, satisfaction is not the pleasurable of the (consumption) experience, it is the evaluation rendered that the experience was at least good as it was supposed to be (Hunt, 1977).

2.4 Theory to Support my Studies (SERVQUAL)

SERVQUAL represents service quality as the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions (Parasuraman et. al., 1988). It is argued that the model is not a generalized measure for all services; so it has to be customized for specific services, whereas it was designed to serve as a generic measure. The application of the instrument to four different service industries indicated that it is not possible to use statements exactly. Similar observation about the unsuitability of the instrument in diverse service industries were indicated in other studies. Three factors such as conceptualization, measure and validity of the instrument were debated by various researchers. Raised the question about the conceptualization and measure of service quality. It was indicated to be inadequate. The validity of the individual scale items in its ability to describe service quality components as desired was also questioned.

Perception versus expectation conceptualization is equivalent to the disconfirmation model. Thus it was (Cronin and Taylor, 1994) asserted that the SERVQUAL scale on disconfirmation-based model does not measure both service quality and customer satisfaction. Many other researchers also indicated that the scale is an operationalization of one of the many forms of expectancy disconfirmation model. On the other hand Buttle (1996) indicated that an attitudinal model for service quality is more appropriate compared to expectation disconfirmation model used in SERVQUAL. While evaluating two models SERVQUAL and Servperf (Cronin and Taylor, 1992) concluded that SERVQUAL is based on satisfaction rather than attitude paradigm and also the analysis of structural model confirms few industries rather than being generic. The model is also criticized on being too much inductive and failing to draw concepts from different cross disciplines, industry specificity would require a deductive approach (Kar, 2018).

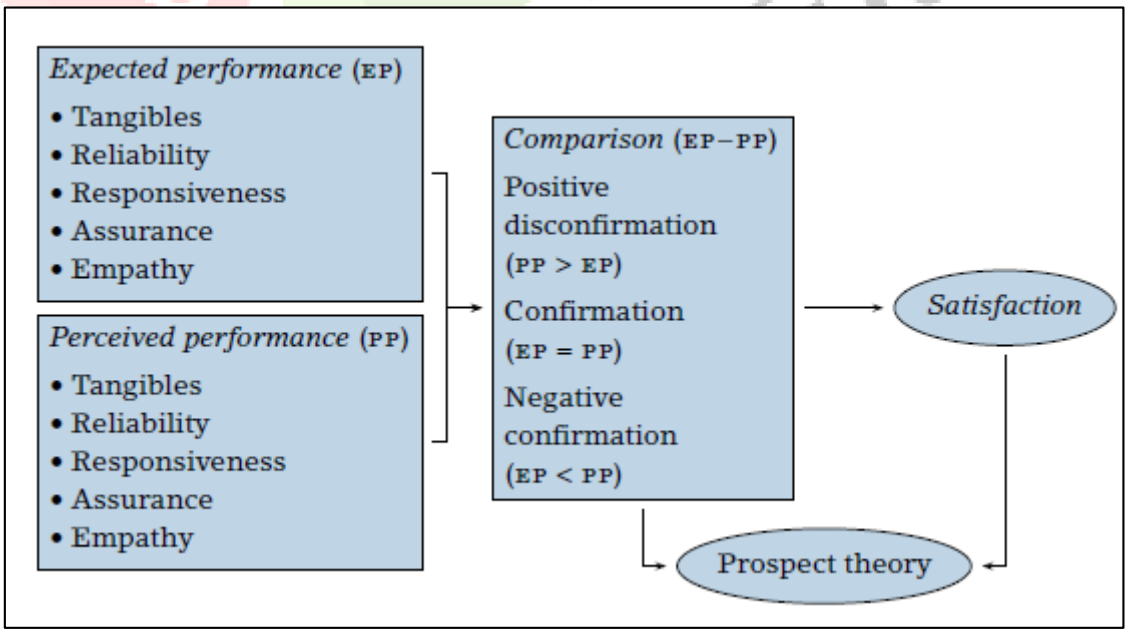

Figure 1: SERVQUAL Model Development
Parasuraman, Berry and Zeithaml (1988, 1991)

Even though serval receives substantial empirical support, there are with difficulties with it. The critical analysis includes the ambiguous definition of expectation, the instability of the dimensions as well as the lack of applicability across industries. The criticism leads to a lively discourse in the scientific literatur). Despite the counterarguments the developers do not find the criticism strong enough to abandon the scale because it is still the only general, diagnostic, and adaptive measure of service quality. The development of servqual took place with customers in the insurance industry and has been applied to many other industries (Ueltschy et al. 2007). However, in the insurance industry, it has been used only to a limited extent. Therefore, it is necessary to prove the reliability and validity of servqual in the insurance industry (Burb, 2016).

2.5 Guests' Perception on Service Quality of the Tourist Hotel

For service firm to provide the quality service, it is important to understand the way guests assess the quality service, parameter used in their assessment and the way quality can be conceptualized. There are various models proposed by researchers; having similarities to each other (Kandampully, 2007). As far as perception is concerned, measuring service quality depends much on the subjective manner. What is best to one individual does not guarantee that another individual will accept that evaluation. This scenario makes assessment being quite personal and relative. (Kandampully, 2007) identified three dimensions in which guests assess the service conformance. The dimensions include material (e.g. food in the restaurant); and such facilities that complement the core offering as comfortable seating in restaurant and personnel such as friendly and pleasant bellboy. The variation of views in explaining the way guests assess the service quality have been expressed by Parasuraman et al., (1985, 1988) and Brady and Cronin (2001).

Grönroos (1984) identified two dimensions which guests use in assessing the service quality which are technical and functional qualities. The suggestion based on the fact that service quality is combination of technical quality such as room and bed in a hotel and functional quality which includes appearance of the hotel receptionist and waiter. Later incorporated the aspect of corporate image in Grönroos (1984); the main argument was a guest perceives service quality of the firm from the technical and functional quality and this is influenced by corporate image. This is elaborated by Figure 2.1 as adapted from Kandampully

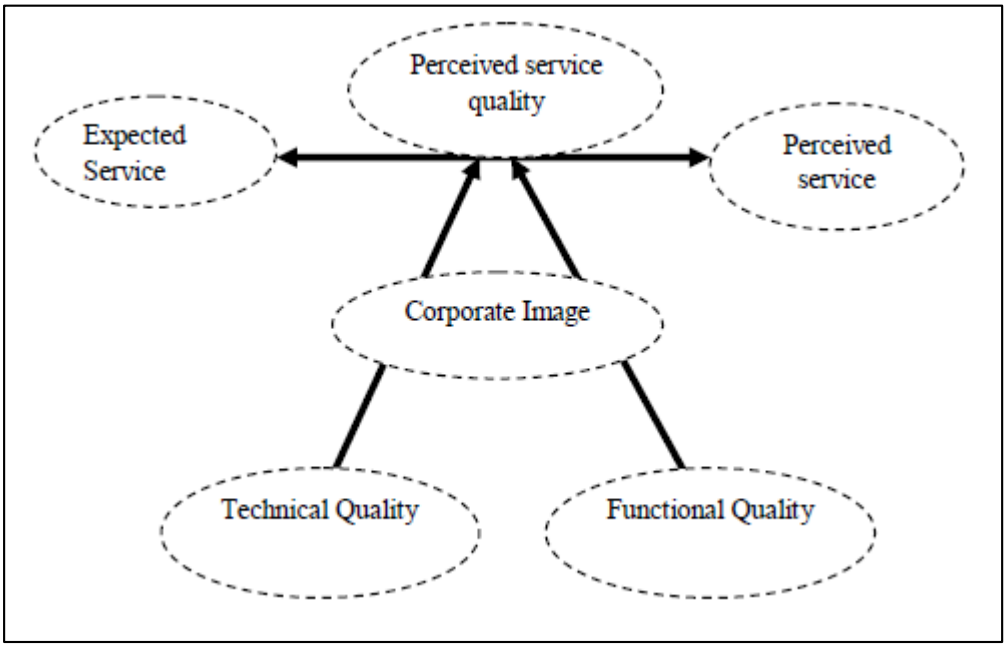

Figure 2: Perceived Service Quality and Corporate Image

Source: Kandampully (2007).

2.5.1 Service Quality Gaps

The service quality is the function of gaps between the guest expectation of the service quality and their perception of the actual service delivered. In simple understanding, a gap is the difference between what one wants and what one gets (Kandampully, 2007). Although some researchers have shown seven gaps of service quality (Tsang and Qu, 2000), this study focused on five gaps which were initially identifies by SERVQUAL model pioneers.

Gap one is the result of the differences in guest expectations and management perceptions of guest expectation. This gap arises due to mistaken information in market research and demand analysis, wrong interpretation of information about expectations, insufficient feedback information from guest to the management, unfastened organizational management hierarchy and absence of employees‟ empowerment in an organization. Gap two arises due to the variation in translating guest expectations into specifications of service quality. This emerges as a result of insufficient resources to lock in guest specifications and requirement to service quality conformance standard. It also emerges due to the management mind-set that „it is impossible to meet guest needs‟. It is therefore impossible to establish specifications of those needs. Moreover, lack of management commitment to service quality and stiff competition in the market is another cause of the second gap of service quality.

Gap three occurs as a result of the difference between the specifications of service quality and real delivery of service. This gap is also referred to as service conformance gap (Kandampully, 2007). It is the consequence of misunderstanding between service employees and management. This could be that an employee is unable or not willing to deliver service at the desired level. For example, if the hotel specification is to pick up telephone calls within three rings, then this needs to be confirmed by a switchboard attendant. But, not every

switchboard operator will adhere to the specification. Others may ignore it and keep the telephone ringing up to five or six rings. This gap, therefore caused by: poor training and development of service employees, communication flow breakdown when management explains to the employees the desired level of service; poor human resource management practices such as poor motivation, inadequate recruitment and selection practices, unfulfilled promises to the employees and inadequacy service supervision from the service area supervisors.

Gap five is the sum of differences of other four gaps, and it is a deviation between expected and perceived service. This gap arises as a result of overall discrepancies in design, marketing and delivery of service. To close that gap, expectation and perception must match when guest expectations are met; service quality is perceived satisfactory. If the expectations are not met then, service quality is perceived as less than satisfactory and when it exceeds the expectations, service quality is perceived to be more than satisfactory. In actual fact, guests evaluate quality of service in both the service delivery process and service outcome (Kandampully, 2007).

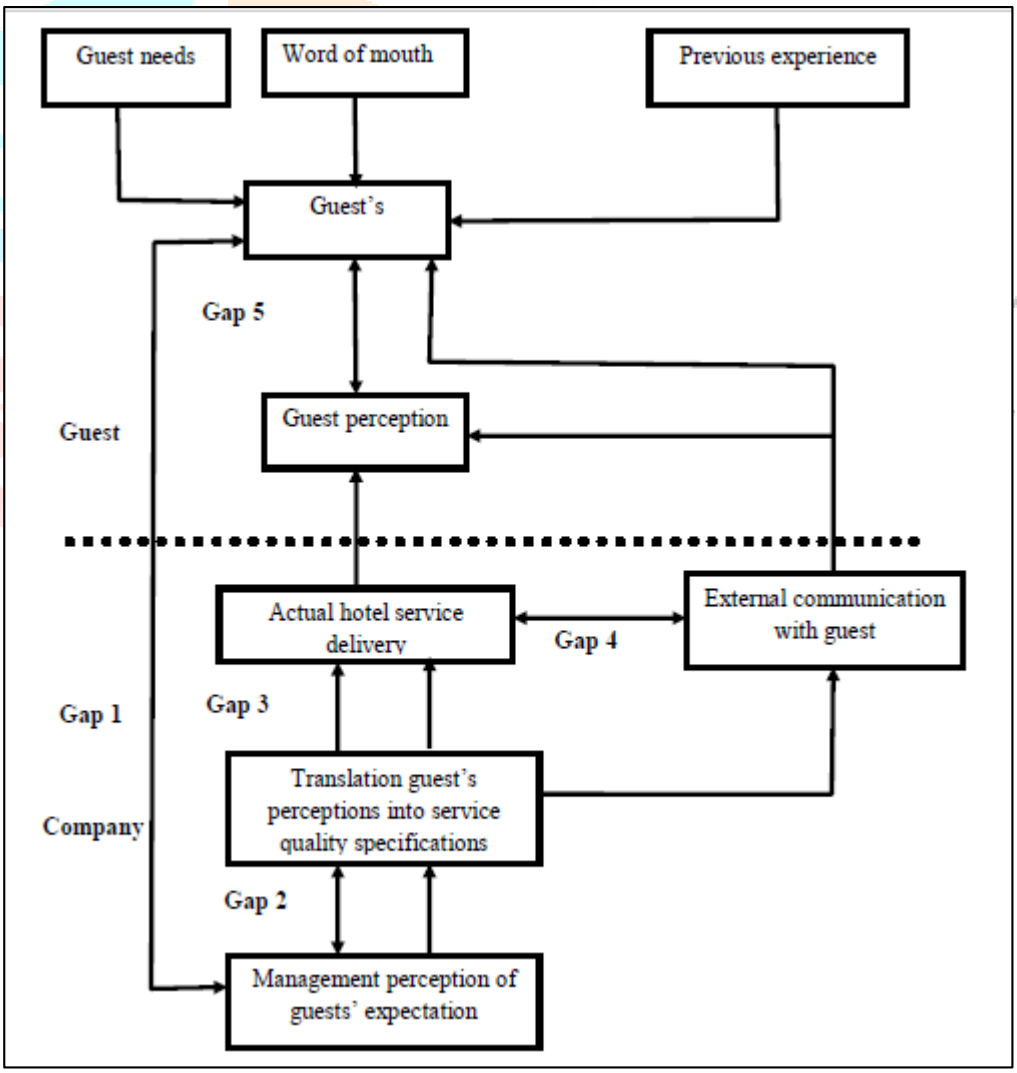

Figure 3: Service Quality Model

Source: Adapted from (Tsang & Qu, 2000; Zeithaml et al., 2006; Gržinic, 2007)

2.5.2 Measuring Service Quality and SERVQUAL Model

Literature has shown how guests evaluate the service quality offered by an organization. For the service organization to get feed-back from the guest on extent of service excellence, it is vital to understand how to measure the perceived service quality by the guests. However, before measuring of the service quality, it will be meaningful to define the service quality both in scholars‟ perspective and in the context of this study. Service quality has been defined as a gap between the guest expectation and the guest perception of service received (Parasuraman et al., 1985).The same scholars in their research in 1988 redefined service quality as a global judgment or attitude related to the overall excellence. The term judgment used in this definition refers to perception of the guest against his or her expectation (Nadiri and Hussain, 2005). The use of expectation as the means of benchmarking service quality in hospitality industry has been debated by several researchers (Kandampully et al., 2001).This arise from the suggestions that expectations may not exist or be clear enough in respondent‟s mind to act as a benchmarking against perceptions assessed (Kandampully et al., 2001).This study therefore has defined the service quality as a level at which service performance of the hotel meets the customers‟ perceptions.

2.6 Skills Requirement for Services Employees

Service firms such as hospitality and retails are labour intensive with employees experiencing direct and frequent contacts with the customer. It is only through focused development support of all employees with an emphasis on high-quality and high-skills that the hospitality industry can reach its full business potential. Thus, for the hotel industry to be able to deliver service quality which is expected by customer, it is necessary for the employees to acquire required skills to become service oriented. The types of skills required in the hotel industry are divided into three categories. These are technical skills which concerns product knowledge, Interpersonal skills which deals with social behavior of individual during service encounter. The last is aesthetic skills which generally focus on looking and sounding of individual. Though literature indicates that most of the employers are now focusing on recruiting employees with interpersonal and aesthetic skills (Nickson et al., 2005), there is need for employees to be competent in technical skills (Hai-yan and Baum, 2006). A technical skill enables the service employee to be confident when explaining the service product to the guest. Since employees act as internal marketers during service encounter, it is necessary for them to be fully acquainted with service products and how to deliver them to guests. The production and consumption of hospitality service is simultaneous thus an organization does not get time to inform their clients on the advantages of consuming their services. Hence relies on the ability of personnel to convey that message to the guests. This brings the necessity of training the service employees on product knowledge. It is widely agreed that in order to improve the guests‟ satisfaction, all employees in service area should understand guests, and, be familiar with the hotel service products (Hai-yan and Baum, 2006). Thus, technical skills enable employees to execute the steps and procedures which are required in achieving service quality in the hotel industry. For example, if a cocktail waiter possesses technical skills of cocktail shaking in the bar; then he/she can achieve quality standards of serving cocktail because skills of processing determines quality of end product (Waller, 1996).

2.7 Summary of Related Studies

Research according to (Keshavarz and Ali, 2015), title The Service Quality Evaluation on Tourist Loyalty in Malaysian Hotels by the Mediating Role of Tourist Satisfaction:

In Malaysia, the tourist industry has rapid growth in these years and based on the National Development Policy-Vision 2020, national income from inbound tourists, as the fourth industry, is predicted to reach 20.9$ billion and 497200 job opportunities (Ramachandrann, 2010). Moreover, according to UNWTO (2013) the number of domestic tourists in 2011 is 162835000 who spent RM 42346 million or RM 260 per trip. Most of domestic tourists (83.5%) stay at their friends or relatives houses and 14.2 percent of them stay at hotels, while most of international tourist stay in the hotels, apartments or budget hotels (Department of Statistics, 2012). Therefore, hotel industry in Malaysia is one of the important industries, which help to economic development. There are 1736 (until June 2012) registered hotels apartments and budget hotels in Malaysia. Of these, 929 are qualified hotels which categorized from 1 to 5 stars (Malaysia tourism satellite account MTSA, 2013)

Research according to (Hosseini, Zainal and Sumarjan, 2015), title The Effects of Service Performance of Hotel Customers on Quality of Experience and Brand Loyalty in Iran:

The main objective of this paper is to investigate the effects of service performance of hotel customers on the quality of experience and brand loyalty in Iran and also to propose a model for the hotel industry in Iran. Therefore, findings will contribute to the improvement of both hotel management and tourism industry in Iran. The present study obtained data from 302 international and local customers in four and five Star hotels in five major cities in Iran. In Iran, tourism development can be an important vehicle for economic, social and peace development. Iran's potential in the tourism industry is non-negotiable and obvious. The diversification of climate, nature sceneries, and historic attractions are just examples that make Iran incomparable to many other countries in the world. Furthermore, tourism in Iran is characterized by a massive opportunity in terms of natural and cultural assets. Notably, tourism and hotel industry development can be one of the primary sources of income and getting rid of economic problems in many oil-rich countries. Particularly for a country where the economy is depending on oil and not having other sources of revenue. As for Iran, after the oil and non- oil exports, tourism can be the next most significant source of income, and in the future even has to surpass those two resources. Iran cannot depend on its oil resources forever. Moreover, due to the economic situation of Iran, it seems that tourism and hotel industry development in Iran is not a choice, rather it is a vital and urgent matter.

Research according to (Syaqirah and Faizurrahman, 2014), title Managing Customer Retention of Hotel Industry in Malaysia:

This study conceptualized the customer retention of three-star hotels in Malaysia by measuring the hotel's room service quality and customer's consumption emotions, moderated by customer's satisfaction. This will facilitate authors the reasons and importance of room service and their sense for customer choice to procure same service for their next stay especially in middle class hotels. The growth of travel and tourism in Malaysia

has contributed a RM65.3 Billion in revenues and 7 percent of Malaysia GDP in year 2012 and continue to show an increasing trend. The amount contributed to GDP is expected to grow by 5.5 percent per annum, to achieve RM113.3 billion by 2023 and becoming a promising national agenda in tourism in the years coming. The statistic from the Immigration Department of Malaysia showed that there were 24.6 million tourists from around the world visited Malaysia in the year 2010 (Tourism Malaysia, 2010). Success in the hotel and tourism industry depends on understanding the key factors of customer satisfaction. Customer satisfaction leads to purchase repetition, intention to revisit, and potential increased future patronage of the hotel. Satisfying customers during their first visit and prolonging their stay can help develop customer loyalty and thereby encourage the desire to revisit the destination (Poon and Long, 2005). Otto et al. (2004) found that the relationship between customer satisfaction and repeat purchase was bolstered when the customer found value in the product. Hence, consumption emotions are important components of customer response and influence customer satisfaction and repeat patronage (Allen, Machleit, and Kleine, 1992; Laverie, Kleine, and Kleine, 1993).

3.0 Theoretical Framework

In this research study, the Theoretical framework in include the following below:

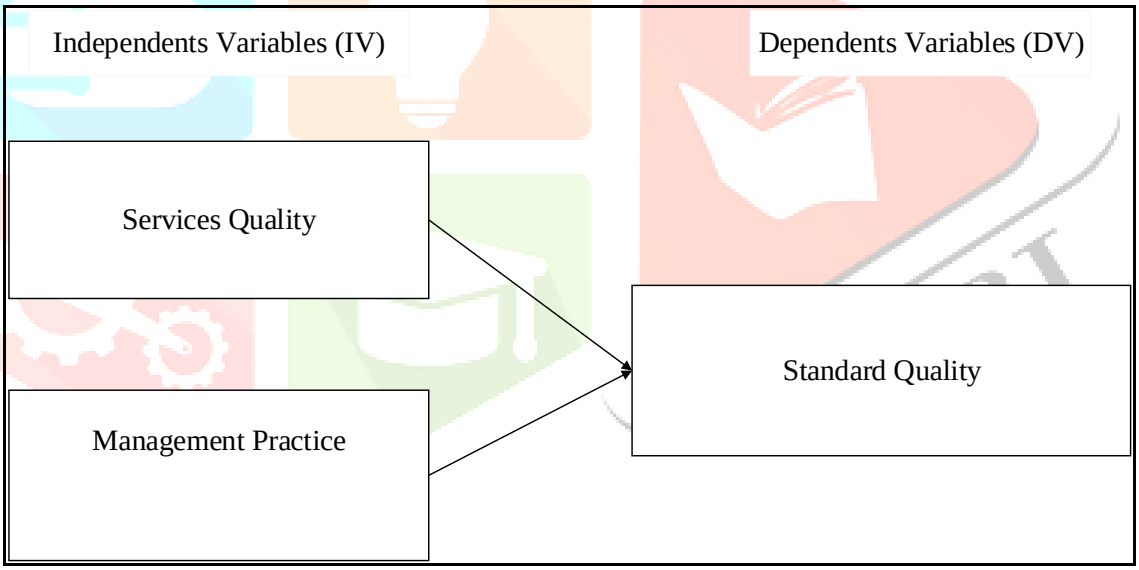

Figure 3: Theoretical Framework

The conceptual system work shows interlink between the quality of service and the variables that directly influence the quality of service delivery. Customers' desires and preferences should be considered by management and employees, and a method of locking in the services and products requirements of customers should be provided. Customers' needs are translated into service or product specifications, which are then passed on to eligible service personnel. The training provides technical, operational, and aesthetic skills, which are used to provide high-quality services. Management activities encourage the provision of high-quality service in a favorable market climate. When the situation in the conceptual sense occurs, the visitors' expectations are almost identical to the managers' expectations, thereby providing the hotel guests with the best service.

4.0 Recommendations

1 Recommendation for policy

Hotel managers and visitors had very different perspectives on the service quality levels provided. This disparity in expectations between hotel managers and guests stemmed from the managers' inability to adhere to service quality requirements that they had agreed to provide to their guests through different sources of knowledge. As a result, the establishment of a Quality Assurance Program for Accommodation and Catering Establishments in Malaysia is required. This will ensure adherence to the "Stars Standards" and will be used as a yardstick to evaluate the hotel's results.

2 Recommendation for Practice

The importance of management practices in the delivery of high-quality facilities in hotels cannot be overstated. Management strategies play an important role in ensuring the delivery of high-quality service, so hotel managers should ensure that they are implemented properly.

5.0 Futuer Scope

The scope for this research study title the factors affecting standard quality of services and related service in tourist hotels: A case study of Malaysia hotels, will be conducted in Malaysia. Targeted few classified hotels within the country the observed gaps in this study's guestroom, restaurant, and bar indicate that empirical research is needed to determine the reasons for the poor service quality in these areas.

Research should be conducted in other tourist-attracting locations, such as the Genting Highland Hotel, and the results should be compared to the findings of this study. The research would show the areas of a tourist destination that needed the most effort to improve service quality standards.

6.0 Conclusion

The study looked into the standard of service in four areas of the hotel: the general hotel product, the front desk restaurant and bar, and the guestroom. Each research topic had attributes for which respondents were asked to rate their satisfaction on a five-point Likert scale. Employees and managers assessed how their everyday tasks impact the level of service provided to hotel guests. Based on each objective, a conclusion has been reached. This study has shown the importance of expertise in performing tasks, and managers must recognize that formal professional education imparts a cognitive ability that is critical in developing interpersonal skills. Interpersonal skills have been identified as critical skills that employees must possess for the company to achieve service quality.

7.0 References

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