USING THE SERVQUAL MODEL TO ASSESS SERVICE QUALITY IN
TOURISM IN MELAKA

NUR SYAFIQAH BT OTHMAN

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DECLARATION

"I admit that this report is the result of my own, except certain explanations and passages where every of it is cited with sources clearly."

Signature   : ....

Name   : NUR SYAFIQAH BT OTHMAN

Date   : ....

DEDICATION

I would like to dedicate the appreciation to my family members who supported me from spiritually and financially, beloved supervisor and panel who guided me throughout the research, housemates and course mates that assisted me through the journey of research.

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ABSTRACT

(Mathieson and Wall, 1982) has stated tourism as the momentary act of people to destinations outside their normal places of work and mansion house, the activities undertaken during their stay in those destinations, and the inspection and repair created to provide to their needs. The study was carried with the objective of understanding the level of gap exists between expectation and perceived among the tourists in Melaka in the context of service quality. This study is measuring service quality by using SERVQUAL Model. SERVQUAL examines five dimensions of service quality, responsiveness, assurance, empathy, tangible and reliability. For each dimension of service quality measures both the expectation and perceived of the service on a scale of 1 to 5, total questions in the questionnaire are 25. Through Gap analysis the score is calculated by subtracting the perceived score from expectation score. A negative Gap indicates that the actual service is less than what was expected and the gap is highlighted area for improvement. Convenience sample of 350 questionnaire has been used for answering the research question. The finding of this study showed there is gap exists between expectation and perceived of the tourists that come to Melaka.

Keywords: Service Quality, SERVQUAL, Tourism Industry, Melaka, Gap Analysis, Customer Expectation, Customer Perceived

ABSTRAK

(Mathieson and Wall, 1982) menyatakan pelancongan sebagai tindakan sementara orang ke destinasi di luar tempat kerja dan rumah mansion biasa, aktiviti yang dijalankan semasa mereka berada di destinasi tersebut, dan pemeriksaan dan pembaikan yang diwujudkan untuk memenuhi keperluan mereka Kajian ini dijalankan dengan tujuan untuk memahami tahap jurang antara harapan dan persepsi di kalangan pelancong di Melaka dalam konteks kualiti perkhidmatan. Kajian ini mengukur kualiti perkhidmatan dengan menggunakan Model SERVQUAL. SERVQUAL meneliti lima dimensi kualiti perkhidmatan, responsif, jaminan, empati, ketara dan kebolehpercayaan. Untuk setiap dimensi kualiti perkhidmatan mengukur kedua-dua jangkaan dan perceived perkhidmatan pada skala 1 hingga 5, jumlah soalan dalam soal selidik adalah 25. Melalui analisis Gap skor dikira dengan mengurangkan skor persepsi daripada skor jangkaan. Jurang negatif menunjukkan bahawa perkhidmatan sebenarnya kurang dari apa yang diharapkan dan jurang itu diserlahkan untuk penambahbaikan. Sampel kemudahan 350 soal selidik telah digunakan untuk menjawab soalan penyelidikan. Hasil kajian menunjukkan terdapat jurang antara harapan dan perceived dari para pelancong yang datang ke Melaka.

Kata kunci: Kualiti Perkhidmatan, SERVQUAL, Industri Pelancongan, Melaka, Analisis Gap, Harapan Pelanggan, Persepsi Pelanggan

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LIST OF ABBREVIATIONS

SERVQUA	=	Service Quality
P	=	Perceived
E	=	Expectation
SPSS	=	Statistical Package for Social Sciences

LIST OF SYMBOLS

%	=	Percent
<	=	Greater-than
>	=	Less-than
=	=	Equals

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In this changing competitive environment, tourism industry is dared to provide quality service and maintain the quality. Service quality management occur to extent that a tourism product/services customer's need and expectation. The act of their employees and not only think to increase their market share by enlightening the quality of products/services as the struggle in modern organizations is become high, they need to improve. For improving the quality services and improving the execution quality, the application of service quality has recently shown its implication/important in service industry. Awareness of the importance of quality for existence and competition has recently started to spread among tourism organizations.

1.2 BACKGROUND OF STUDY

In recent years, Service Quality Management is an important in a service industry especially in the tourism industry. It is important to meet the customer satisfaction. The organization needs to understand in term of all services attributes that may contribute to customer value. Customer satisfactions in tourism industry are the most important aspects that the organization should consider.

(Mathieson and Wall, 1982) has stated tourism as the momentary act of people to destinations outside their normal places of work and mansion house, the activities undertaken during their stay in those destinations, and the inspection and repair created to provide to their needs. From Northern Arizona University, Parks & Recreation Mgmt. Introduction - Online Lesson., tourism is defined as a gathering of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home.

Service Quality Management in the organization plays a significant role to method the good quality of service in tourism industry. Since tourism is a highly split industry essentially made up of many small and medium sized of industry The connection between tourism and the service quality is important. (Moore, 1996) defines maintainable tourism development in line with the World Tourism Organization's characterization that is tourism growth must meet the need of the current tourists and crowd areas while defensive and improving chances for the future in order to be maintainable.

1.3 RESEARCH PROBLEM

Quality is the main key to attract tourist to visit. However, the research that finds out the level of quality services in Melaka has not been deployed. Therefore, this study was to finds the level of service quality in tourism trough SERVQUAL Model.

One of the aspects that can attract the holidaymaker was through quality services that provides by the organization. In specific term, customer satisfaction was seen to be a degree of how quality services offered. Issues like the outcome of service quality to an organization from management views are equally important from customer's point of view according to Reynoso and Moores, (1995). The client disruption was the difference between customer expectation and customer percept . Client expectation was what the customer expects according to available resources and is influenced by cultural background, family lifestyle, personality , demographics, advertising, experience with similar mathematical product and information available online.

Customer perception was totally subjective and is based on the customer's interaction with the product or avail. Perception is derived from the customer's satisfaction of the specific product or table service and the quality of service delivery. The customer gap is the most important gap and in an ideal world the customer's expectation would be almost identical to the customer's perception. In a customer orientated scheme , delivering a quality service for a specific product should be based on a clear understanding of the target market place . Understanding customer needs and knowing customer expectations could be the best way to last the gap.

Service Quality Management is a very important element in tourism management to attract tourists and get their satisfaction including tourists from abroad. Without maintaining and improving the quality of service in tourism

industry, the economy, ecology and social development will be affected badly. It is important for the organization to advance their interior issues reliably in the direction of reaching a residence rate of success, because it is a measure to increase the economy. Therefore, this study was to assess the level of service quality in tourism industry in Melaka from the perceived and expectation from tourists using SERVQUAL model.

Furthermore, Melaka registered 16.7 million tourists in 2017, said Chief Minister Datuk Seri Idris Haron. Idris said the figure was the highest for the state, placing Melaka as the main tourist destination in the country, with the majority of tourists from China, Singapore, Indonesia, Hong Kong and Taiwan."Melaka may be a small state but immense in stature, where centuries of civilisation has shaped the foundation."We can see the growth of the tourism sector and we are now targeting 17 million tourists for this year," he said in his speech at a dinner in conjunction with the ninth Joint Seminar and 40th Public Services Games For Public Sector Leaders of Malaysia and Singapore 2018 here.

1.4 RESEARCH QUESTION

This study is Using SERVQUAL MODEL To Assess Service Quality in Tourism sector in Melaka and to answer these following objective:

1. How do the tourists perceived quality of the service offered by tourism provider in Melaka?
2. In which area do the tourism providers seem not to be performing well in Melaka?
3. What are the key drivers of these performances gap of tourism provider in Melaka?

1.5 RESEARCH OBJECTIVES

1. To investigate how does the tourists perceived on quality of the service offered by tourism provider in Melaka.
2. To analyze which area of the tourism providers seem not performing well in Melaka.
3. To examine the key drivers of these performance gap of tourism providers in Melaka.

1.6 SCOPE OF THE STUDY

For this study, it was conducted at Melaka which is the main place that tourist will be. This study analyzed the responses from tourist in Melaka because since 1999 till 2009, a total of 47.25 million tourists visited Melaka and became one of the largest places in Malaysia. So, it is can give their answer about using the SERVQUAL Model to assess Service Quality in Tourism in Melaka. based on the journals and articles that are related with the inside and external of service quality in tourism industry, the models and features that are enclosed in this study are mentioned.

1.7 LIMITATION OF THE STUDY

There are limitations in this research, which cannot be switch from the predictable and unpredicted result. Firstly, this study faced a limitation in distributing a questionnaire as this study only focused on the tourists that came to Melaka. This will lead to a small outcome as the scope of the study is smaller. Plus, it will be difficult to get the cooperation from the tourists as in past experienced and it was very hard to get the cooperation from the customer to ask them to answer for the survey.

1.8 IMPORTANCE OF THE STUDY

This research wanted to make a finding on the gap analysis from tourist using SERVQUAL model to assess service quality in tourism in Melaka. The main reason of this research is to know the gap between the perceived service quality and their expectation using SERVQUAL model. The results and findings of the study will give advantages to the organizations especially in tourism industry in order for them to improve the performance and services also can increase the productivity of the service.

Besides, (Jonsson Kvist & Klefsjö, 2006) said that tourist is one of the major economic funders in Melaka. The tourism industry is increasing speedily. Global travel and tourism predictable to generate US$7.0 trillion in economic activity and 260 million jobs by 2011, . (Burns and Holden, 1995) also stated that tourism is one of the main worldwide export industries. This study hope can help to sustain the tourism sector in Melaka. With the contribution of economic sector in Melaka, it can sustain the tourism industry. As this study is focused on the economic site of tourism so with the contribution of price and money, the sustainability can be performed as well as the service quality to meet the customer satisfaction.

Besides, this study can contribute to the body of knowledge in service quality management as one of the theoretical impact. Through this study, the knowledge in service quality management can be improved and added as this study is about the service quality management.

1.9 SUMMARY

Chapter I has debated about the contextual, research problem, objective, importance, scope and related research of this topic. The contextual and problem report discussed on what service quality is and customer satisfaction in tourism. The research objective is to identify the gap that exists in the service quality that had been offered in Melaka. The next chapter discussed on suitable data and variables to be used in this study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter explained about the theoretical framework use for this study which is SERVQUAL that lead to customer satisfaction and sustainable tourism. Besides, this study will explain the dimensions used in SERVQUAL which is reliability, tangibles, assurance, responsiveness and empathy. Next, this chapter also discuss the service quality that lead to the sustainable tourism. Based on this chapter, summary can conclude all study and the important that consist in chapter.