

**FACULTY OF TECHNOLOGY MANAGEMENT AND  
TECHNOPRENEURSHIP**

**SERVICE QUALITY FOR CUSTOMER SATISFACTION SECTOR IN THE  
MOBILE APPLICATION TRAVEL**



A project report submitted in partial fulfillment of the requirement for the award of the degree of Bachelor (Hons.) of Technology Management (Innovation)

By

MUHAMAD SYAZWAN AMNI BIN SHAIDAN

B061910459

3 BTMI S1

2022

## SUPERVISOR'S AND PANEL APPROVAL

I certify that this thesis entitled “SERVICE QUALITY FOR CUSTOMER SATISFACTION SECTOR IN THE MOBILE APPLICATION TRAVEL” was prepared by **MUHAMAD SYAZWAN AMNI BIN SHAIDAN (B061910459)** has meet the required standard for submission in partial fulfilment of requirement for the award of Bachelor (Hons.) of Technology Management (Innovation) at University Teknikal Malaysia Melaka.

Approved by,

Signature

Supervisor's Name

Date



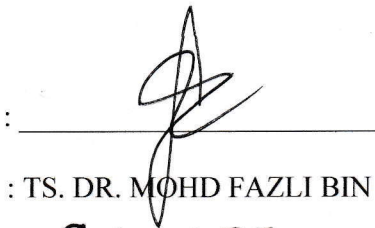
MR. MUKHIFFUN BIN MUKAPIT

3/2/23

Signature

Panel's Name

Date



TS. DR. MOHD FAZLI BIN MOHD SAM

9/2/23

**SERVICE QUALITY FOR CUSTOMER SATISFACTION SECTOR IN THE  
MOBILE APPLICATION TRAVEL**

**MUHAMAD SYAZWAN AMNI BIN SHAIDAN**

The report is submitted in partial fulfillment of the requirements for the award of  
Bachelor Degree of Technology Management (Technology Innovation)



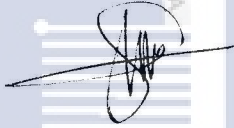
Faculty of Technology Management and Technopreneurship Universiti Teknikal  
Malaysia Melaka

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

June 2022

## STUDENTS DECLARATION

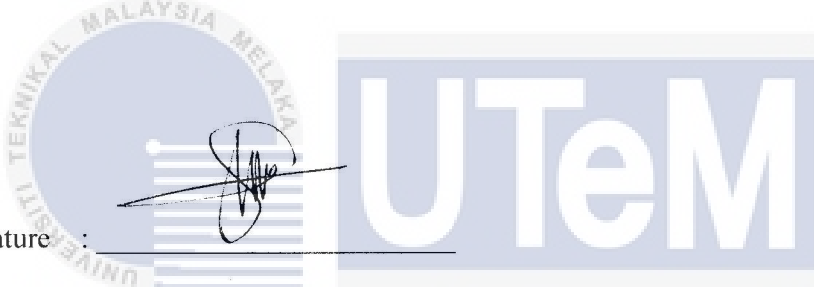
'With the exception of citations and quotations that have been properly acknowledged, I hereby declare that this thesis is based on my original work.' I further declare that it has not been submitted for any degree or award at Universiti Teknikal Malaysia Melaka or any other institution earlier or concurrently.'

Signature :  \_\_\_\_\_

Name : MUHAMAD SYAZWAN AMNI BIN SHAIDAN  
اونيور سيتي بيكنيكل ملسيا ملاك

Matric No : B061910459

Date : 3/12/23 \_\_\_\_\_



## DEDICATION

This humble work is dedicated to:

My supportive family, for the infinity love and sacrifices;

My dearest supervisor, for the never end words of encouragement;

My greatest friends, for being who they are;

And above all

To Allah SWT, the Almighty and;

Muhammad SAW, the best teacher and messenger.



## ACKNOWLEDGEMENT

First of all, I would like to praise and thank Allah S.W.T for His Greatness and permission-giving me the time, healthy life, and opportunity to complete my first final year project titled “Service Quality For Customer Satisfaction Sector In The Mobile Application Travel” as fulfilling the compulsory requirements of Universiti Teknikal Malaysia Melaka (UTeM) and the Faculty of Technology Management and Technopreneurship (FPTT). I appreciate this opportunity to express gratefulness to those who made this project become possible.

Besides that, I want to give a big thanks to my supervisor Mr. Mukhiffun Bin Mukapit that gives a lot of guidance during this semester in session 2021/2022 on her knowledge expertise, suggestion, and useful comment while completing this research project.

I also would like to extend my thankfulness to the most precious persons in my life, my father and mother for all their moral support, financial and advice in all aspects during the report completion from the beginning till the end. Lastly, I want to express my gratitude to the all respondents that spend their time helping me to fulfill the questionnaire. I am truly appreciative and honestly grateful to all that participate while making this project.

## ABSTRACT

According to studies, the availability of a wide range of high-quality mobile applications/services is a major factor in the expansion of m-commerce (apps). This has led to an increased focus from business managers on not just acquiring new clients, but also keeping their current clientele happy. Despite the large body of research on mobile applications, very little has been done to determine how different quality criteria associated with mobile services affect m-commerce customers' propensity to continue using certain apps. Because of this, a research model is created in this study that explains the connections between mobile-service quality elements, customer satisfaction, and the mobile-apps users' desire to continue using the service. Using data gathered from mobile app users in Langkawi, Kedah, the suggested study paradigm was experimentally confirmed. According to the findings, service quality criteria were critical in determining customer happiness and mobile app travel. The purpose of this research was to characterise service quality in the field of customer satisfaction as it relates to mobile application vacation planning. This project's research techniques included delivering questionnaires to participants and scouring the internet for relevant publications and journals, both of which provided valuable secondary data.

*Keywords: Background of Research, Statement of Problem, Methodology of Research, Finding of Research, Recommendation*

## ABSTRAK

Menurut kajian, ketersediaan pelbagai aplikasi/perkhidmatan mudah alih berkualiti tinggi merupakan faktor utama dalam pengembangan m-dagang (apl). Ini telah membawa kepada peningkatan tumpuan daripada pengurus perniagaan untuk bukan sahaja memperoleh pelanggan baharu, tetapi juga memastikan pelanggan semasa mereka gembira. Walaupun badan penyelidikan yang besar tentang aplikasi mudah alih, sangat sedikit yang telah dilakukan untuk menentukan cara kriteria kualiti berbeza yang dikaitkan dengan perkhidmatan mudah alih mempengaruhi kecenderungan pelanggan m-dagang untuk terus menggunakan aplikasi tertentu. Oleh sebab itu, model penyelidikan dicipta dalam kajian ini yang menerangkan perkaitan antara elemen kualiti perkhidmatan mudah alih, kepuasan pelanggan dan keinginan pengguna aplikasi mudah alih untuk terus menggunakan perkhidmatan tersebut. Menggunakan data yang dikumpul daripada pengguna aplikasi mudah alih di Langkawi, Kedah, paradigma kajian yang dicadangkan telah disahkan secara eksperimen. Menurut penemuan, kriteria kualiti perkhidmatan adalah kritikal dalam menentukan kebahagiaan pelanggan dan perjalanan aplikasi mudah alih. Tujuan penyelidikan ini adalah untuk mencirikan kualiti perkhidmatan dalam bidang kepuasan pelanggan kerana ia berkaitan dengan perancangan percutian aplikasi mudah alih. Teknik penyelidikan projek ini termasuk menyampaikan soal selidik kepada peserta dan melayari internet untuk mendapatkan penerbitan dan jurnal yang berkaitan, yang kedua-duanya menyediakan data sekunder yang berharga.

*Kata kunci: Latar belakang kajian, Kenyataan Masalah, Objektif Kajian, Dapatan Kajian, Cadangan Penambahnaikan*



## TABLE OF CONTENT

CHAPTER	TITLE	PAGE
	<b>SUPERVISOR'S AND PANEL APPROVAL</b>	<b>i</b>
	<b>TITLE PAGE</b>	<b>ii</b>
	<b>DECLARATION</b>	<b>iii</b>
	<b>DEDICATION</b>	<b>iv</b>
	<b>ACKNOWLEDGEMENT</b>	<b>v</b>
	<b>ABSTRACT</b>	<b>vi</b>
	<b>ABSTRAK</b>	<b>vii</b>
	<b>TABLE OF CONTENT</b>	<b>viii xii</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	
	1.1 Background of Study	1-3
	1.2 Problem Statement	4-5
	1.3 Research Questions	6
	1.4 Research Objectives	6
	1.5 Scope of Study	7
	1.6 Significant of Study	8
	1.7 Summary	8
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
	2.0 Introduction	9
	2.1 Mobile Application/Services	9-11

2.2 Service Quality	11-12
2.3 Concepts	12
2.3.1 Tangibles	12
2.3.2 Reliability	13
2.3.3 Responsiveness	13
2.3.4 Assurance	13-14
2.3.5 Empathy	14
2.4 Customer Satisfaction	14

### **MODEL AND THEORY**

2.5 Technology Acceptance Model (TAM)	15-16
2.6 Research Framework	16-17
2.7 Hypothesis Testing	17-20
2.8 Summary	20

## **CHAPTER 3 RESEARCH METHODOLOGY**

3.0 Introduction	21
3.1 Research Approach	21-22
3.2 Study Design	23
3.2.1 Explanatory Research	22
3.3 Methodology Choice	23
3.4 Data Sources	23
3.4.1 Primary Data	23-24
3.4.2 Secondary Data	24
3.5 Research Strategy	25

3.5.1 Survey Strategy	25
3.5.2 Questionnaires Design	25-27
3.5.3 Sampling Technique	28-29
3.6 Location of Research	30-31
3.7 Data Analysis Tools	31
3.7.1 Pilot Test	32
3.7.2 Reliability	32-33
3.7.3 Validity	33
3.7.4 Descriptive Analysis	34
3.7.5 Pearson's Correlation Coefficient	34-35
3.7.6 Multiple Regression Analysis	35-36
3.7.7 Statistical Package for Social Science (SPSS)	36
3.8 Time Horizon	37
3.9 Summary	37
<b>CHAPTER 4 DATA ANALYSIS</b>	
4.1 Introduction	38
4.2 Descriptive Analysis	38
Age	39-40
Gender	40
Race	41
Marital Status	42
Employment Status	43
4.3 Reliability Test for Pilot Test	44-45
4.4 Descriptive Statistics on Independent Variables	

And Dependent Variables	45-46
Descriptive Statistics for Independent Variables	45-46
Descriptive Statistics for Dependent Variables	46
4.4.1 Descriptive Statistics for Independent Variables 1	
(IV 1)	46-48
4.4.2 Descriptive Statistics for Independent Variables 2	
(IV 2)	48-49
4.4.3 Descriptive Statistics for Independent Variables 3	
(IV 3)	49-51
4.4.4 Descriptive Statistics for Independent Variables 4	
(IV 4)	51-52
4.4.5 Descriptive Statistics for Independent Variables 5	
(IV 5)	52-54
4.4.6 Descriptive Statistics for Dependent Variables	
(DV)	54-55
4.5 Result of Measurement	55
4.5.1 Validity Test	56
Correlation	56-58
4.5.2 Reliability Test	59
Reliability Test for Independent Variables and	
Dependent Variables	59-60
4.6 Hypothesis Testing	60
Multiple Regression Analysis (Model Summary)	60-61
4.6.1 Multiple Regression Analysis (ANOVA)	61-62

4.6.2 Multiple Regression Analysis (Coefficients)	62-63
4.6.3 Summary of Hypothesis	64-66
Hypothesis 1 – Tangible	64
Hypothesis 2 – Reliability	64
Hypothesis 3 – Responsiveness	64-65
Hypothesis 4 – Assurance	65
Hypothesis 5 – Empathy	66
4.7 Conclusion	66
<b>CHAPTER 5</b>	<b>Discussion and Conclusion</b>
5.0 Introduction	67
5.1 Summary of Study	67
5.2 Discussion on Demographic Background	68
5.3 Discussion and Interpretation of Finding	69-73
Research Objectives 1	69
Research Objectives 2	70
Research Objectives 3	71-72
Research Objectives 4	72-73
5.4 Scope and Limitation	73-74
5.5 Conclusion	74-75
5.6 Summary	75
Reference	76-78
Appendix 1: Questionnaire	79-89
Appendix 2 & 3: Gant Chart FYP 1 & 2	90-91
Appendix: Turnitin	92

# CHAPTER 1

## INTRODUCTION

This chapter will discuss the quality of the service sector as it pertains to mobile application customer satisfaction. The researcher also outlined the problem statement, research question, research objectives, and importance of the study. In the end, we will look closely at the study's scope and a summary of the research.

### 1.1 Background of Study

The travel industry is predicated on the idea that tourists are increasingly dependent on their mobile devices and related applications (apps) to have a more fulfilling and enjoyable experience. Smartphones, along with specialised travel apps, have emerged as a novel means for adventurers to create memorable encounters (Wang, Park, & Fesenmaier, 2011). The combination of smartphones and travel apps offers freedom via mobility, stimulates the decision to travel, helps visitors plan trips, book accommodations, engage with destinations, and lessens the impact of unknown factors (Bieger & Laesser, 2004; Gursoy & McCleary, 2004; Jeng & Fesenmaier, 2002). As a result of their widespread adoption, travel apps are also radically altering the way we travel and are quickly becoming indispensable to the process (eMarketer, 2011).

Travel applications for smartphones have revolutionised content distribution by making a variety of immediate tourist information services practically accessible anywhere and at any time over the Internet (Wang, Park, & Fesenmaier, 2012). These applications are accessible on several platforms, including iOS (iPhone), BlackBerry, and Windows Phone (Android). Due to developments in multimedia capabilities, sensors, and technology, the number of accessible information services on smartphones has increased substantially (Lashkari, Parhizkar, & Mohamedali, 2010).

Smartphones and travel applications are always improving to become more helpful, intuitive, user-friendly, and entertaining. Smartphone travel apps provide travellers with a flexible alternative, assist in highlighting a destination's significance, and foster pleasant interactions via the delivery of personalised, dynamic tourism data and services (IFITT, 2012; Wang et al., 2012). Consequently, more travellers are downloading travel apps to improve their trips (Benckendorff, Moscardo, & Murphy, 2006; Neuhofer & Buhalis, 2012).

Through the use of interactive graphical annotation and the conveyance of meaning, the interpretive media and technologies supplied by Enable destinations generate positive and enjoyable experiences. Visitors, particularly those in an unfamiliar location, benefit from context-aware information push, m-Commerce, social media assistance, feedback, and routing by receiving more natural and engaging material (Yovcheva et al., 2012).

This project's objective is to serve the tourism sector by developing a software application to facilitate tourist travel in Malaysia. This project aims to develop a simple application to promote the tourist business. The difficulty arises when they are living in locations outside of their normal surroundings and are restricted in their ability to travel in Malaysia at the lowest possible cost. As students travelling on a budget, they take public transportation to reach their destination since it is inexpensive. However, they are less informed about the appealing locations, facilities, and services offered by tourism Malaysia and need guidance from local acquaintances. (Mohamed Nazri, 2013)

Tourism Malaysia worked with the tourism sector to create homestays around the nation so that visitors may experience the culture and way of life in Malaysia. The

software apps immediately go to Tourism Malaysia's homestay website. This website provides tourists with an address, rental costs, a video of a local activity, and a few images from a gallery in order to make them feel more at home and want to try it for themselves. (Mohamed Nazri, 2013)

Thirdly, the tourist experience is dependent upon relevant information. For this reason, the software programme under the travel kits function supplied information on Malaysia's fundamental immigration laws and regulations, embassy contact information, emergency contact information, and travel recommendations. This information is collected from the tourist business in a number of contexts, including education tourism, migrant tourism, etc. (Mohamed Nazri, 2013)

Cuti-Cuti Langkawi, a future online travel company, will have its headquarters on the island. The advanced search engine of Cuti-Cuti Langkawi allows the firm to provide its professional services to travel agencies and their clients at any time and from any place. Thanks to Cuti-Cuti Langkawi's broad network and connection with Langkawi's boat operators, customers are able to organise transportation and holiday packages at any time. Cuti-Cuti Langkawi, a pioneer in the online travel industry, leverages its vast troves of user-generated travel data, cutting-edge product development expertise, solid financial backing, extensive connections, and synergistic partnership with Langkawi Ferry to create a comprehensive online and offline travel service ecosystem that consistently exceeds its customers' expectations. 2020 (Cuti Cuti Langkawi)



## 1.2 Problem Statement

In the tourist consumption processes defined by Gretzel, Fesenmaier, and O'Leary, mobile devices play an increasingly vital mediating function, according to recent research (Gretzel, 2010; Neuhofer & Buhalis, 2012). According to a study done by Gretzel et al., the information processing journey of a visitor may be divided into three stages. The steps of a tourist's consumption process include planning, execution, and assessment. Pre-consumption behaviours include planning, expectation setting, decision making, transactions, and anticipation, and it is hypothesised that consumers use travel-related data for these activities. Consuming is the last step of the travel planning process, which involves putting newly learned knowledge into practise by building connections, navigating, choosing, and purchasing while on the trip. Many individuals keep a record of their travels for memory jogging, family history, bragging rights, and other sentimental purposes.

Smartphones and applications may influence visitors' experiences by enabling time-sensitive travel arrangements (O'Brien & Burmeister, 2003; Rasinger et al., 2010) and affecting the timing and pattern of information search (Kramer, Modsching, & Ten Hagen, 2007). A group of researchers performed the investigation (Wang et al., 2012). Researchers have demonstrated that means vacationers are more reliant on their smartphones may act as a mediator of the relationship between the traveller and the destination through a variety of channels, including the ease with which information can be accessed, interpreted, and shared, as well as the feelings of familiarity or attachment evoked by the destination (Wang et al., 2012; Wang & Xiang, 2012). The bulk of the literature on innovative applications is devoted to usability issues. They promoted the use of user-centered analysis while building new apps and the accompanying user experience (Gabbard & Swan, 2008). While there is an abundance of information for developers, there is a dearth of research on the effect of new software systems on travelers' experiences (Reeves, 2004). There has been much study on the potential for mobile applications to increase museum attendance (Fraser et al., 2004).

There are no app-specific results coming from the several current studies on smartphone use in the tourist industry provide an overview of available apps for smart phones. In doing so, they provide the basis for the development of future location-aware mobile travel applications. Current smartphone apps are able to support the mobile in-site needs of tourists because they can: provide visitors location-specific information about their nearby area; provide access to timely and variable content; be adaptable in their delivery of text, video, or images; and provide interactive annotations that are integrated with map-based services and additional information (Yovcheva et al., 2012). The contemporary conveniences of cellphones and applications also promote the exploration of uncharted locations.

This kind of research is crucial for comprehending how the proliferation of mobile technology is transforming the tourism industry. In spite of the development of mobile-device-accessible information services, we still know surprisingly little about the effect of these applications and programmes on their users. This dissertation examines how the proliferation of smartphones and specialised travel apps is altering the way we see the world outside our houses by analysing the relevant literature.

More than 650 more programmes may now be downloaded from the Apple App Store. Wikitude World Browser, and others are a few of the well-known travel apps that have existed for some time (Linaza et al., 2012). There is a dearth of written material on niche tourist applications despite their widespread expansion, increasing appeal, and enormous popularity (Olsson & Salo, 2011; 2012). The amount to which tourists use mobile apps is not a matter of debate.

### **1.3 Research Questions**

The following research question is examined in the study:

1. What recognizes the factors that influence users' understanding of the use of mobile application travel Cuti Cuti Langkawi?
2. What are the factors that most influence mobile application travel Cuti Cuti Langkawi on consumer understanding in Malaysia?
3. Does infrastructure supporting technology have an effect on the adoption of the mobile travel application Cuti Cuti Langkawi?
4. Does fixed price cost and privacy risks the adoption of mobile application travel Cuti Cuti Langkawi?

### **1.4 Research Objectives**

With the above problem statement as view, the following are the research objectives:

1. To identify the relationship between factors that can influence users' understanding of mobile application travel Cuti Cuti Langkawi.
2. To determine the factors that most influence mobile application travel Cuti Cuti Langkawi on consumer understanding in Malaysia.
3. To evaluate the link between technological support infrastructure and the adoption of the mobile travel application Cuti Cuti Langkawi.
4. To study the link between fixed pricing costs and privacy hazards associated with the use of the mobile travel application Cuti Cuti Langkawi

## 1.5 Scope of Study

As for the study's scope, it focuses mostly on the factors mobile application travel Cuti Cuti Langkawi. This research will explore and establish the relationship between variables that influence user understanding, infrastructure perception, fixed price perception, and privacy risks in Cuti Cuti Langkawi apps. This study's target audience was adults over the age of 18. The age criterion for the study was based on the researcher's belief that participants would be able to voice their own opinions without consulting with their parents. Langkawi Island, Kedah, is home to a variety of historically and culturally important tourist attractions. Vacationers should thus download the Cuti Cuti Langkawi app on their mobile devices. Since Jetty Point Langkawi in Kedah became duty-free in 1987, the focus of this research switches to the quality of service for customer satisfaction sector in the mobile application travel. The island's rich history and breathtaking scenery have made it a popular tourist destination in recent years. There are have 99 islands are inhabited: the largest such as Langkawi; Tuba; Rebak; and Dayang Bunting. 90% of Langkawi's roughly 65,000 inhabitants identify as Malay. Approximately 99,000 individuals call this location home. Chinese, Indians, and Thais are the biggest of the other groups. It is feasible to reach Langkawi via air and water. Jetty Point connects Langkawi to mainland cities such as Kuala Perlis, Kuala Kedah, Penang, and Tamalang. In Thailand, you may also go by boat to Satun city and Ko Lipe island. From October to June, ferries offer transportation between Langkawi and Ko Lipe. Kuah Jetty, Langkawi, and Telaga Harbour, Langkawi are, respectively, the island's departure and arrival ports. Pattaya Beach hosts the embarkation and disembarkation ports for Ko Lipe. Since Ko Lipe lacks a port, visitors must depend on local long-tail boats to reach the beach. It will take around 1 hour and 30 minutes to get there.

## 1.6 Significant of Study

The study's results will aid company managers and government authorities in recognising Malaysian experience with technology and service quality for the mobile application travel customer satisfaction sector. On the basis of the literature, tangible, dependability, responsiveness, assurance, and empathy have been selected as five aspects of service quality in mobile application travel that will be explored in this research. These effects aid in determining the service quality for customer satisfaction sector in the mobile travel application market. In addition, recognising the linkages between these buildings will contribute to a broader knowledge that may be used by visitors travelling to Langkawi by water transportation, i.e., ferries. The Cuti Cuti Langkawi applications include a variety of information about noteworthy locations in Langkawi, such as the Cable Car and Cenang Beach. The research will also help get more people in Malaysia to use mobile travel apps by improving service quality in the customer satisfaction sector.

## 1.7 Summary

The study's primary focus is on how well app users in Malaysia understand the ideas behind the Cuti Cuti Langkawi apps. This paragraph provides context for the rest of the research. The purpose of the research, an outline of the problem, the questions that will be asked, and the desired outcomes are all presented here. The aims, methods, and restrictions of the research are discussed here. A literature review will follow this introductory chapter.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter will examine the independent and dependent variables. All aspects of thesis writing need credible sources to support our scientific and empirical research. This study gathered reference materials, periodicals, and books in order to analyse hypotheses and relevant prior scientific research. This chapter starts with a brief introduction to the usage of mobile apps for travel, followed by a discussion of the perceived effect components that affect perception while using mobile applications for travel, which led to the suggested study setting. This chapter would also provide a quick analysis of pertinent theory, followed by a suggested research strategy. This chapter includes the literature review, conceptual framework, development of hypotheses, and conclusion of Chapter 2.

#### **2.1 Mobile Applications/Services**

A mobile application, or "app," is a software programme designed to run on a mobile device, such as a smartphone or tablet. Mobile applications make it easy and quick for users to accomplish a variety of things, like booking flights, ordering meals, buying online, and playing games, among others.

A mobile service is a service provided through a mobile application on a smartphone or tablet. Mobile services may encompass a variety of services, such as trip booking, food delivery, online shopping, and access to banking services, among others. These services are intended to give customers a handy and readily available means of doing a variety of chores whenever and wherever they want.

Due to the rapid expansion of the smartphone industry, app-based services have become the norm in mobile commerce. Taylor et al. (2011) define "applications for mobile devices" as "small computer programmes designed to perform specific tasks on a mobile device." There are several applications for the internet, including online shopping, gaming, banking, and email. In 2012, 54.9% of American cell phone customers had a smartphone due to the proliferation of useful mobile apps. Nielsen, a market research organisation, estimated that in the second quarter of 2012, the typical smartphone had 41 apps installed, up from 32 in the first quarter.

While the technique described above may be useful for assessing business-related e-services, it may not be the ideal option for reviewing mobile apps aimed at consumers. This study's conception of mobile app service quality is based on the work of Santos (2003) and the other sources indicated above. When we discuss the "mobile application service quality" of a company, we are referring to the quality of electronic services supplied to a mobile device. Consequently, mobile app service is distinct from online service. Customers' satisfaction with the service they get while using a mobile application on a smart device such as a smartphone or tablet determines the quality of the mobile application service. This analysis focuses on the history of budget airlines. By finding these similarities, we can begin to create the theoretical foundation required to generalise this model to other web-based service businesses that are comparable.

Some of the frameworks suggested by past academics are quite complex, and this is a problem since it is a problem that has been addressed before. Also, as was previously said, it is difficult to develop a robust theoretical model for the quality of service offered by smart phone apps using current mobile service quality assessment scales. Consequently, this study suggests a method for measuring the quality of service provided by mobile apps by drawing on prior studies and current tools in the field.



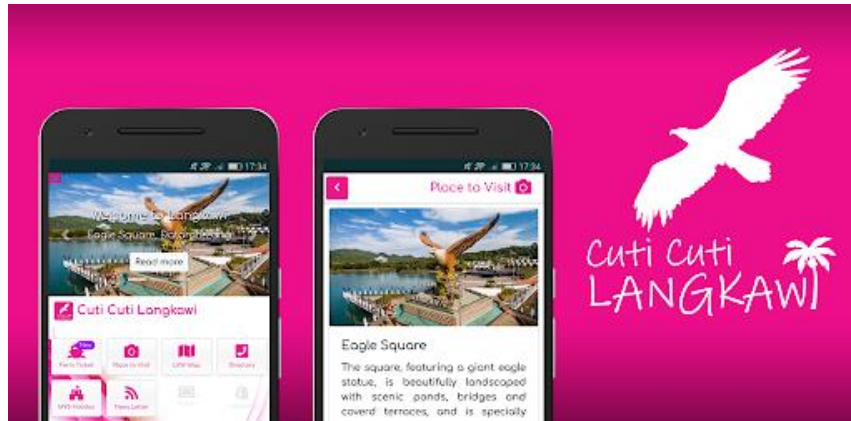


Figure 2.1: Mobile application Cuti Cuti Langkawi

## 2.2. Service Quality

Service quality is the extent to which a service satisfies the demands and expectations of its clients. It incorporates factors such as dependability, responsiveness, certainty, empathy, and tangibles to determine the overall greatness of a service. Service quality may have a substantial effect on customer happiness, customer loyalty, and company performance as a whole. Next, in order to provide high-quality services, businesses must comprehend their consumers' requirements and expectations and attempt to fulfil or surpass them. This may include using client feedback, performing market research, and consistently assessing and enhancing the quality of their offerings. Then, service quality may be assessed using a variety of models and frameworks, such as the SERVQUAL model. By using these models and frameworks, businesses may acquire a deeper knowledge of their service quality and find improvement opportunities.

Several academic publications, particularly those dealing with services and marketing, have dissected the term "service quality," which is comprised of a number of diverse components (Muhammad Shoaib Farooq et al., 2018;). How closely consumers' opinions of a service align with their own expectations is an indicator of service quality. Customers evaluate a company based on how well it matches their expectations, which are shaped by their past experiences, first impressions, and word-