The Impact of Service Quality on Customer Satisfaction of a Hotel at Johor Bahru, Malaysia

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Abstract

The purpose of this study is to empirically investigate the impact of service quality and customer satisfaction of a hotel at Johor Bahru, Malaysia. This research selected ABC Hotel, Nusajaya as the target hotel and a modified SERVQUAL model tends to be used and analyzed the guest satisfaction. Customer satisfaction is a function which uses to identify the relationship between the actual service performance and customer inner expectation. Hence, it is vital to analyze how the five dimensions of service quality tend to influence the overall customer satisfaction level in the hotel industry. In Malaysia, the hotel business is gradually expanding and it is significant for hoteliers to clearly understand which qualities of services enable to stand out among other competitors and increase customer satisfaction. Data for this study were collected from a sample of 33 guests who stayed in ABC Hotel. The collected data was analyzed using Partial Least Squares (PLS-SEM) with SmartPLS (Version 3). The findings revealed that three dimensions of service quality which are tangibility, assurance, and empathy positively influence customer satisfaction whereas, two dimensions of service quality which are reliability and responsiveness do not have a significant impact. As a result, it is suggested for ABC Hotel to appropriately apply relevant specific tactics to enhance those components of service quality as well as customer satisfaction.

Key words: Service Quality, Customer Satisfaction, Hotel Industry and SERVQUAL Model
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Introduction

Nowadays, there is gradually increasing competition from other hospitability competitors in Malaysia's hotel industry. According to Michael (2018), Johor can be defined as a state which has been recently built many new properties such as the service apartments or even condominiums. Therefore, those flats will become the choices for the travelers who come and visit with a large number of families. For instance, Airbnb is known as one of the strong competitors that will cause a serious impact on the local hotel industry (Tan, 2016). Apart from the rising number of flats, the total amount of hotels in Malaysia also has constantly increased over the past 10 years till 2017 (Ng, 2018). It revealed the hotel industry is seriously encountered a severe competition with every competitor that serves a similar service to the public. Thus, the five different components of service quality become the main factors which can affect the guests' satisfaction level while staying in any of Malaysia's hotels due to this intense competition occurs. In general, ABC Hotel is also no exception even though the hotel is significantly combined together with a Theme Park as well as Water Park. For sure, it is essential for the ABC Hotel to study and concern which dimensions of service quality tend to have a serious influence on the level of customers satisfaction among its guests. In truth, service quality plays an important role in identifying customer satisfaction and should take into a deep consideration due to it will directly be linked to customer loyalty, retention as well as the overall hotel's revenues (Minh, Ha, Anh & Matsui, 2015).

The objective of this study is:

1. To examine the relationship between independent variables (service quality: tangibility, reliability, responsiveness, assurance and empathy) and dependent variable (customer satisfaction).

Literature Review
SERVQUAL Model

SERVQUAL model is often developed in identifying and studying numerous empirical research papers across various service industries worldwide (Minh et al., 2015). This model was developed in 1988 and can be defined as a favorable measurement of service quality which enables to be effectively applied in a broad industry (Parasuraman, Zeithaml, & Berry, 1988). Basically, there was a total of ten different aspects of service quality (tangibility, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer, and access) originally developed, but the scales were further consolidated into five determinants of service quality namely tangibility, reliability, responsiveness, assurance and empathy on the basis of several statistical studies (Kang et al., 2004; Lovelock & Wirtz, 2011). Moreover, SERVQUAL model plays a significant role to define the difference between customers' expectations and customers' evaluation of the quality of service they obtained (Francis, 2012). In fact, this model can be effectively used to estimate the customers' perception before obtaining a service as well as the customers' satisfaction after receiving the actual service (Alhkami & Alarussi, 2016).

Tangibility

Tangibility of service quality is defined as the appearance of physical factors which include the apparatus and facilities that are provided by a service firm. It also refers to the appearance of the service providers while serving its potential customers (Alhkami & Alarussi, 2016). According to Mazumder and Hasan (2014) commented that tangibility of service quality in hotel industry tends to have a significant impact on customer satisfaction. It is necessary for hoteliers to improve its physical elements and promote well-maintained of facilities such as modern-looking of room features should be created as well as favorite television channel should be available to serve its potential guests. Eshetie, Seyoum and Ali (2016) determined tangibility provides a negative difference between customer perceptions and expectation which leads to a positive relationship with the overall customer satisfaction as well as experiences. It is significant for the hotel industry to maintain its "physical aspect" due to it always shows a result which enables strongly impact on customer satisfaction (Kang et al., 2004). In fact, hoteliers should cultivate its attributes of tangible service quality to assure the dimension of tangibility enables to achieve the customer perception or even exceed customers' expectation (Rao & Sahu, 2013).

H1: There is a positive relationship between tangibility of service quality and customer satisfaction.

Reliability

Reliability of service quality is known as the capability of service providers to provide and deliver the relevant and correct services within a promised way (Bharwana, Bashir & Mohsin, 2013). According to Bucak (2014), reliability can be also called as the trustfulness which reveals the reliable and accurate services that a service firm offers to serve its potential customers. In the hotel industry, reliability is a significant component which should be attentively concerned by hoteliers due to it enables to provide a positive impact on customer satisfaction (Tuan & Linh, 2014). Then, the hotel policies are required to be strengthened to assure the service providers enable to consistently deliver a promised service to its potential guests while visiting the hotel (Wang'ombe & Ngige, 2016). If the service providers can provide accurate information which is able to fulfil the customer needs, the specific customer tends to give a high perceive service quality which can benefit the overall impression of the hotel services (Gunarathne, 2014). In truth, reliability tends to create a correlated relationship

with the customer satisfaction due to it is an effective way to increase customer satisfaction when the service providers are trustworthy to provide relevant responses consistently (Eshetie et al., 2016).

H2: There is a positive relationship between reliability of service quality and customer satisfaction.

Responsiveness

Responsiveness of service quality is revealed to the willingness of a service firm to swiftly provide help to its potential customers (Alhkami & Alarussi, 2016). It is significant dimensions which will be directly given a severe impact on customer satisfaction due to most of the customers tend to prefer to receive a quick service rather than a slow service provided (Virgillito, 2016). Generally, responsiveness tends to focus on how the service providers enable to be promptly handled with customers' complaints and problems (Chamber, 2014). In the hotel industry, the service providers should always be found and available in order to make them as much as possible to provide personalized or individualized attention to every guest and must be required to possess adequate knowledge and skills while providing relevant information whenever the guests are needed (Ahmad, Ahmad & Papastathopoulos, 2018). According to Eshetie et al. (2016), it is significantly vital for every hotelier to provide a favorable training for all its service providers and even motivate them in order to assure they enable to consistently work together and serve a superior quality of service to all its potential guests. In fact, responsiveness can be known as one of the essential service quality factors which is well connected with the service providers due to they are capable to determine whether a service firm succeeds or fails while dealing with the customers' problem and question which tends to have a critical impact on identifying the overall customer satisfaction and expectation (Rau & Sahu, 2013).

H3: There is a positive relationship between responsiveness of service quality and customer satisfaction.

Assurance

Assurance of service quality is defined about whether the service providers possess the knowledge of awareness and politeness while delivering the faith and self-belief service to its potential customers. Basically, assurance consists of competence, courtesy, credibility and security (Bharwana et al., 2013). According to Francis (2012), assurance refers to how the service providers enable to impress a sense of trust and confidence while providing service to its potential guests. Assurance is able to lead a significant impact on customer satisfaction and it is necessary for hoteliers to continuously concern on this dimension in order to understand the guests' needs and wants (Tuan & Linh, 2014). In the hotel industry, there are various knowledge that should be possessed by every service provider in order to increase the overall customers' satisfaction such as providing courteous service attitude, possessing wide range of relevant knowledge which is regarding to the hotel as well as the ability to make the guests feel safe and secure while staying in the hotel (Ahmad et al., 2018). If a service provider is able to effectively solve and handle the guests' complaints and problems, it will be possible for the particular hotel to obtain and meet a high level of customer satisfaction as well as service quality that has been performed (Mazumder & Hasan, 2014). Hence, the hoteliers are required to give relevant training for all its service providers to assure they are trustworthiness and believability to attract the guests to repeat visit in the future (Eshetie et al., 2016).

H4: There is a positive relationship between assurance of service quality and customer satisfaction.

Empathy

Empathy of service quality includes three different components which are accessibility, communication and understanding the customers (Lovelock & Wirtz, 2011). In the hotel industry, the accessibility means that whether the particular hotel enables to assure its potential customers can easily contact the service providers via phone and email. However, the communication focuses on whether the service providers enable to understand the customers' problem and express a sense of concern to

effectively provide a possible solution to resolve the issues. The understanding of customers is related to how the service providers develop their efforts to recognize customers' requests and needs (Jasinskas, Streimikiene, Svagzdiene & Simanavicius, 2016). According to Tuan and Linh (2014), there is a significant correlation between empathy of service quality and customer satisfaction in the hotel industry. Then, the specific courses should be arranged by hoteliers for its service providers to ensure they enable to strengthen their communication skills while dealing with the guests (Rau & Sahu, 2013). As a result, Eshetie et al. (2016) revealed that in order to attain a high customer satisfaction, it is essential for every hotel to strategically decide its location, provide training for its service providers to deliver an effective communication process as well as ensure they are well-equipped to understand and fulfil the customers' needs and wants.

H5: There is a positive relationship between empathy of service quality and customer satisfaction.

Customer Satisfaction

In the intensely competitive market, customer satisfaction is often defined as a significant issue which should be attentively concerned by every firm especially for those service industries due to it reveals an effective way to strengthen its service quality as well as maintain customer loyalty (Awwad, 2012; Alhkami & Alarussi, 2016). Parasuraman et al. (1988) stated that customer satisfaction is correlated to a particular transaction that customers encountered and perceived which is significantly related to the superiority of the service. According to Wang'ombe and Ngige (2016), in the hotel industry, customer satisfaction can be known as an indicator which uses to analyze whether the guests tend to return and repeat visit a particular hotel when they perceive a satisfied or dissatisfied service. Eshetie et al. (2016) commented that in order to identify whether the customers are satisfied or dissatisfied, the hoteliers can measure its service quality to dictate either the customers perceive the overall services are good or bad. In fact, the quality of services reveals the benefit and value that offer to serve the potential customers which can effectively stimulate customer satisfaction level (Mazumder & Hasan, 2014).
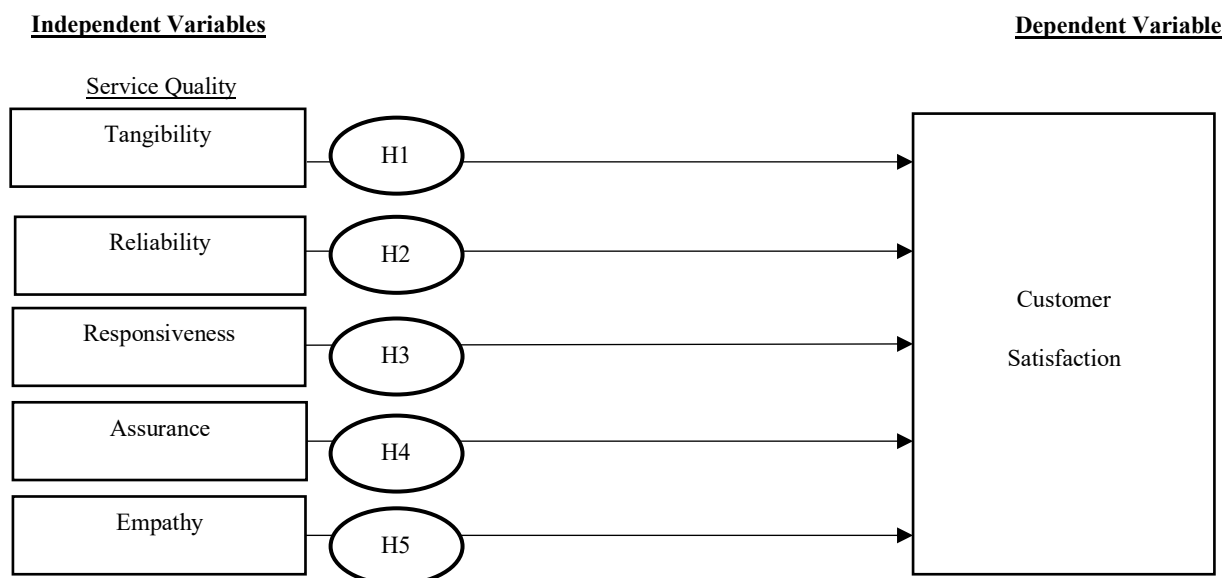

Figure 1: Conceptual Framework

Research Methodology
Data Collection and Measures

Data of this research study were gathered from guests of ABC Hotel, which can be known as one of the favorite hotels for tourists in Johor Bahru, Malaysia. The actual name of the hotel is not disclosed due to privacy concern. This research adopted a non-probability sampling technique which is purposive sampling. According to Sekaran and Bougie (2016), purposive sampling is going to obtain the necessary primary information from the particular target respondents who are most conveniently available to provide desired information for the researcher. The data collected by questioning and distributing questionnaires to respondents. The questionnaire was divided into 3 parts and contained a total of 32 questions. The first part enclosed questions about respondents' demographic profile and background information. The second part was related to study customer perception on service quality that ABC Hotel offered. Each respondent took approximately 10 to 15 minutes to complete. The researcher went to a mall to collect the data due to the mall is the only shopping street which is directly connected to the hotel. A sum of 33 respondents participated in this research study. Most of the respondents were foreigners then, in order to ensure the respondents could clearly understand the questions, sometimes the researcher explained through each question in the survey. The five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree) was developed for respondents to answer those relevant questions that listed in the questionnaire. The questionnaire can be defined as a secondary data source which was adapted from previous research, namely Bucak (2014) and Presbury (2009).

Data Analysis and Findings

Partial Least Squares (PLS-SEM) with SmartPLS (Version 3) and Statistical Package for Social Sciences (SPSS) version 23.0 software were used to analyze the collected data. SPSS was used to analyze the relevant descriptive statistics whereas, SmartPLC was applied to investigate the relationship between independent variables (service quality: tangibility, reliability, responsiveness, assurance, and empathy) and dependent variable (customer satisfaction).

Respondent Background

Based on Table 1 below it revealed the demographic data of respondents which were slightly less males (30.3%) than females (69.7%). The majority of the target respondents were likely visitors from foreign countries worldwide. Most of the respondents were aged between 31 and 40 (36.4%), followed by between 51 and 60 (24.2%), between 21 and 30 (21.2%) and lastly between 41 and 50 (18.2%). The reason for visiting ABC Hotel was mainly for holiday purposes and approximately 88% of respondents were the first time to visit the hotel.

Table 1: Respondents' Background

Background	Categories	Frequency	Percentage (%)
Gender	Female	23	69.7
	Male	10	30.3
Oversea Visitors	Yes	32	97.0
	No	1	3.0
Age	21 – 30 years	7	21.2
	31 – 40 years	12	36.4
	41 – 50 years	6	18.2
	51 – 60 years	8	24.2
First Time Visit	Yes	29	87.9
	No	4	12.1
Purpose of Visit	Business	0	0
	Holiday	32	97.0
	Conference	0	0
	Other	1	3.0

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, 2016). 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 2, all items were resulted in highly on that construct, then the test result was perfectly confirming that data are valid to be applied for further analysis.

Table 2: Each Item Loading Results

	Tangibility	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
T1	0.832					
T2	0.699					
T3	0.843					
T4	0.780					
R5		0.832				
R6		0.685				
R7		0.883				
R8		0.637				
Res9			0.841			
Res10			0.858			
Res11			0.870			
Res12			0.832			
A13				0.793		
A14				0.923		
A15				0.918		
A16				0.859		
E17					0.750	
E18					0.862	
E19					0.805	
E20					0.767	
CS21						0.865
CS22						0.909
CS23						0.892
CS24						0.869

Convergent Validity

Trochim (2006) stated that convergent validity is used to theoretically measure whether all items are loaded on its construct. This means that the result gained is capable to reveal a convergence with other similar constructs. There are two different indicators namely, composite reliability (CR) and average variance extracted (AVE) which often use to analyze and verify convergent validity (Hair et al., 2010). According to Awang (2012), the amount of variance for AVE must be higher than 0.5 in order to ensure the result of construct validity is valid to be used. In this research, the range of AVEs was shown between 0.587 and 0.781, thus it revealed the acceptable value was computed. For composite reliability, it indicates whether the construct indicators are consistent with the latent construct (Hair et al., 2010). The value of each item should be at least 0.6 or above in order to obtain a relevant composite reliability findings (Awang, 2012). This survey enables to show a range between 0.848 and 0.935 of composite reliability. Based on the results that showed in Table 3, it reveals the all items of independent variables (tangibility, reliability, responsiveness, assurance, and empathy) successfully attained the indicated factors and a convergent validity has been clearly studied.

Table 3: Results of Measurement Model

Construct	Items	Loadings	AVE	CR
Tangibility	T1	0.832		
	T2	0.699	0.625	0.869
	T3	0.843		
	T4	0.780		
Reliability	R5	0.832		
	R6	0.685	0.587	0.848
	R7	0.883		
	R8	0.637		
Responsiveness	Res9	0.841		
	Res10	0.858	0.724	0.913
	Res11	0.870		
	Res12	0.832		
Assurance	A13	0.793		
	A14	0.923	0.765	0.928
	A15	0.918		
	A16	0.859		
Empathy	E17	0.750		
	E18	0.862	0.636	0.874
	E19	0.805		
	E20	0.767		
Customer Satisfaction	CS21	0.865		
	CS22	0.909	0.781	0.935
	CS23	0.892		
	CS24	0.869		

Discriminant Validity

This research used the Fornell-Larcker Criterion to analyze and validate the discriminant validity. According to Sekaran and Bougie (2016), discriminant validity uses to study which construct is different to other loading constructs. The value of every item should be gradually greater than its construct, this means that the variance shared among its construct must be higher than when the variance shared between other constructs (Compeau, Higgins, & Huff, 1999). Then, the researcher can investigate each loading items' patterns and identify which reveals a high loading on the same factor as well as other factors (Mulaik, 2009). By using the SmartPLS, the researcher can understand the correlation coefficients for each construct in those rows and column by measuring the square root of each construct's AVE (Fornel & Larcker, 1981). Based on the results that revealed in Table 4, it demonstrates acceptable discriminant validity due to those measurement models enable to completely support the discriminant validity between the six constructs in this research study.

Table 4: Discriminant Validity – Fornell-Larcker Criterion

Construct	1	2	3	4	5	6
1.Assurance	0.875					
2.Customer Satisfaction	0.734	0.884				
3.Empathy	0.684	0.666	0.797			
4.Reliability	0.723	0.647	0.648	0.766		
5.Responsivenss	0.745	0.579	0.466	0.758	0.851	
6.Tangibility	0.677	0.775	0.583	0.701	0.570	0.790

Hypotheses Testing

The path analysis was applied to study and the five hypotheses generated earlier. Based on Figure 2 and Table 5, the R Square value was 0.704 which commented that 70.4% of the variance in the customer satisfaction can be explained by the five dimensions of service quality, namely, tangibility, reliability, responsiveness, assurance, and empathy. Tangibility was significantly related ($\beta = 0.483$, $p < 0.05$) to customer satisfaction, as was assurance ($\beta = 0.261$, $p < 0.05$) and empathy ($\beta = 0.224$, $p < 0.05$).

In contrast, reliability and responsiveness were not generated a positive impact on overall customer satisfaction. Therefore, H1, H4, and H5 of this research study are supported whereas, H2 and H3 are not supported. In truth, it was noticed that tangibility of service quality tends to have the most significant influence on customer satisfaction among the guests who have stayed in ABC Hotel in Johor Bahru, Malaysia due to there is approximately more than half of the R Square value is retrieved from tangibility.
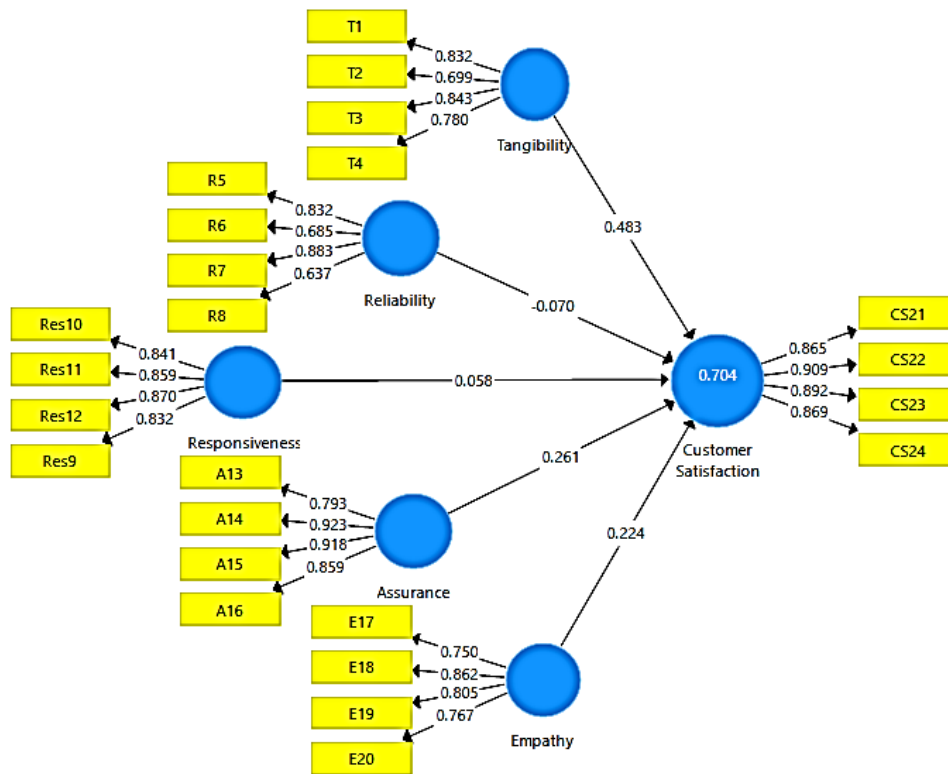

Figure 2: Structural Framework

Table 5: Path Coefficients and Hypotheses Testing

Hypotheses	Relationship	Std. Beta	Decision	R Square
H1	Tangibility -> Customer Satisfaction	0.483	Supported	
H2	Reliability -> Customer Satisfaction	-0.070	Not Supported	
H3	Responsiveness -> Customer Satisfaction	0.058	Not Supported	0.704
H4	Assurance -> Customer Satisfaction	0.261	Supported	
H5	Empathy -> Customer Satisfaction	0.224	Supported	

Hypotheses Discussion

H1: There is a positive relationship between tangibility of service quality and customer satisfaction.

The results showed that H1 is accepted, which means there is a significant relationship between tangibility of service quality and customer satisfaction among the guests who visited ABC Hotel in Johor Bahru, Malaysia. According to Marić, Marinković, Marić, and Dimitrovski (2016), the tangible attributes are vital for every hotel due to the majority guests mostly wish to stay in a clean hotel and are

well-served with comfortable rooms. Moreover, the hoteliers should not only concern to have an attractive physical appearance but also require to assure that the basic equipment is prepared to provide good memorable experiences for its guests (Ahmad et al., 2018). Rau and Sahu (2013) revealed that tangibility is the most important factor in determining customer satisfaction in the hotel industry. The guests tend to be dissatisfied as the actual perception is lower than their expectation. Generally, ABC Hotel in Johor Bahru can be known as a five-star hotel in Malaysia, then in order to become an excellent hotel, the facilities, front desk and dining areas should be visually appealing and attractive to increase its target guest's satisfaction level (Eshetie et al., 2016). It can be concluded that ABC Hotel should be attentively aware of its building physical appearance, internal facilities, and equipment which are completely fulfilled the customers' expectation and a well-looking of uniform is provided for every service providers to assure they always look good and professional while dealing with the potential guests. In fact, a favorable tangibility is capable to establish a high level of customer satisfaction among the guests as well as able to provide more benefits and values to ABC Hotel such as spreading positive word-of-mouth or even recommending family and friends to visit in the future.

H2: There is a positive relationship between reliability of service quality and customer satisfaction.

The final test results do not support H2, which means there is no relationship between reliability of service quality and customer satisfaction among the guests who visited ABC Hotel in Johor Bahru, Malaysia. It can reveal that the service providers are able to provide a reliable quality of services which enable to satisfy their target customers. Although the reliability is not resulted to have a positive impact on customer satisfaction in ABC Hotel, it is essential for hotel management to continue and maintain its quality standard in order to assure the basic guests' needs and wants are well-attained (Mazumder & Hasan, 2014). According to Rau and Sahu (2013), the front desk service providers play a vital role in every hotel business, the guests will feel satisfied with the stated reliability of service, if the service providers enable to take good care of providing accurate record as well as keep their promises to its potential guests. In fact, ABC Hotel possesses the required reliable knowledge to obtain a high level of customer satisfaction, which means that the service providers are capable to serve individualized attention to their guests and make them feel comfortable such as showing sincere interest while solving customers' questions (Ahmad et al., 2018).

H3: There is a positive relationship between responsiveness of service quality and customer satisfaction.

The test results also do not support H3, which means there is no relationship between responsiveness of service quality and customer satisfaction among the guests who stayed in ABC Hotel in Johor Bahru, Malaysia. It can describe that the service providers are able to swiftly and quickly provide relevant services which enable to satisfy their target customers. In order word, ABC Hotel is successfully built a culture of responsiveness while dealing with customers' problems and questions. According to Paul (2015), if a service firm enables to apply responsiveness to minimize the total required time that the customers spend while receiving the services, it will definitely show a significant value and benefit for the particular service firm due to the customers are surely being satisfied. Thus, it is essentially important for hoteliers to provide relevant training to all its service providers to assure they are willing and able to help to guests as well as promptly services are provided to meet customers' expectation (Rau & Sahu, 2013). As a result, the results showed that ABC Hotel did a good job on providing favorable responsiveness of service quality on fulfilling customer satisfaction due to it does not result in a positive influence on the guest satisfaction level and further improvement should be effectively applied to maintain or even exceed the current quality standard.

H4: There is a positive relationship between assurance of service quality and customer satisfaction.

The analysis revealed that H4 is accepted, as assurance of service quality obtains a high beta value and it means that assurance of service quality has a significant impact on the customer satisfaction among the guests who stayed in ABC Hotel in Johor Bahru, Malaysia. Minh, et al. (2015) commented

that assurance of service quality tends to refer whether the hoteliers enable to provide consistent services on time as well as efficiently hire those service providers who are courtesy and possess knowledgeable skills to confront the guests' requests. According to Bucak (2014), the hotel's service providers should always give a sense of trust to customer due to they are effective in delivering favorable perceived service quality. Thus, it is essential for ABC Hotel to clearly understand and capture the basic needs of competence, courtesy, credibility and security which can be well-served to satisfy its potential guests. In truth, ABC Hotel should assure its all service providers are well-qualified and experienced to provide quality of service which is regarding the assurance in order to achieve a high level of customer satisfaction among the guests in the future (Jani & Han, 2014).

H5: There is a positive relationship between empathy of service quality and customer satisfaction.

Based on the analysis of results, H5 is accepted, meaning there is a positive relationship between empathy of service quality and customer satisfaction. The results proved that empathy of service quality can lead to a significant impact on customer satisfaction among the guests who visited ABC Hotel in Johor Bahru, Malaysia. According to Minh et al. (2015), empathy reveals how a hotel delivers the customers individual attention, understanding customer basic requests, showing a favorable interest when receiving the valuable feedback from its potential guests. It means that if a hotel is capable to better perform its empathy of service quality to the potential guests, the particular hotel will be able to considerably increase its overall customer satisfaction level (Tuan & Linh, 2014). It is essential for ABC Hotel to put themselves in their potential guests' perspective and even try to understand and anticipate their desired needs, then develop the effective and efficient ideas to enhance the overall customer satisfaction and experiences (Cade, 2015). In fact, the test results showed that ABC Hotel failed to perform a good job on providing a workable empathy of service quality on fulfilling customer satisfaction due to it results in a positive impact on the guest satisfaction level. Then, the relevant improvement should be analyzed by the hotel management to ensure customer satisfaction tends to increase after the implementation of new ideas to provide a favorable empathy of service quality.

Conclusion & Recommendations

In this section, the researcher provides relevant recommendations for ABC Hotel to rise its potential customers' satisfaction through well-managed of the five dimensions of service quality namely, tangibility, reliability, responsiveness, assurance and empathy. The results obtained from this study reveals that the customers' satisfaction level are significant affected by tangibility, assurance and empathy of service quality. In contrast, there are two intangible components which are reliability and responsiveness of service quality which do not result to have positive impact. Basically, tangibility dimension should be attentively concerned and it is essential for ABC Hotel to always take a good care on its interior and exterior physical appearance such as provide modern design of rooms, appealing furniture and fixtures or even repainting the building to ensure the customers will be fresh and attracted due to the external changes. According to BSP Marketing (2012), the renovation of building can be defined as a valuable investment which enhances customers' satisfaction and experiences. In fact, a presentable and attractive physical design should be effectively serve due to it is capable to deliver a different experience for its potential guests while visiting.

Assurance of service quality is significant for every hotel business. ABC Hotel should ensure all its service providers are courtesy and able to deliver the services which are precision and accuracy to their potential guests. This is because the assurance will be often importantly defined by guests (Marić et al., 2016). Besides, the determinant of empathy should also be thoroughly considered by ABC Hotel to strengthen its customer satisfaction level. Hence, ABC Hotel is required to provide adequate customers personalized attention and figure out which type of quality services that the guests wish to obtain while staying in the hotel. In order to achieve high level of customer satisfaction, it is essential for ABC Hotel to provide appropriate training course for its service providers due to it can be known

as an effective investment which can bring lots of benefits for hotel's future growth (Eshetie et al., 2016).

In contrast, the results revealed that ABC Hotel enables to efficiently manage and control the reliability and responsiveness of service quality. In fact, ABC Hotel should be further developed its essential skills and knowledge to assure the customer satisfaction on the service quality, namely, reliability and responsiveness are regularly maintained or even performed the satisfaction level which is exceeding its current achievement.

Generally, the SERVQUAL model is considered as a tool which is efficient and effective to analyze which dimensions of service quality should be attentively apply and better understand due to there are correlated to affect service quality and customer satisfaction (Gunarathne, 2014). In truth, ABC Hotel should identify which determinants of service quality can be known as its strengths or weaknesses and thereby necessary adjustment and improvement tend to be developed. The satisfied customers are usually willing to repeat visit in the future or even spread a positive sentiments and word of mouth to recommend public to experience the superlative of services that are well-served by the specific hotel (Marić et al., 2016).

Limitations and Directions for Future Research

There are a few limitations that the researcher encountered while gathering the research data for completing the process of this study. Hence, the researcher noticed that there are some directions for future research that needs to be developed to ensure a better research study tends to be studied in the future. First, there is a significant need to increase the sample size used in the study due to the total of 33 respondents are not able to represent for the whole target population and it might be affected the current result findings. Secondly, the questionnaire is only presented in the English language which leads to the problem of misunderstanding due to most of the respondents are foreigners and sometimes they really fail to capture the questions. Thus, the future researcher should develop the questionnaire which enables to provide more than one language to assure the respondents can easily understand those questions and accurate answers tend to be achieved. Lastly, the research study is only focusing on studying the impact of service quality on customer satisfaction at a hotel which is located in Johor Bahru, Malaysia. In truth, the future research can analyse more than one hotel business which is at the same rate as ABC Hotel, then a more significant result will be able to obtain due to the comparison between hotels tend to be analysed.

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