

Improving Perceptions of Service Quality in an International Arena: The Case of Seri Malaysia Hotels

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Abstract:

Many nations, states, and geographic regions have focused on tourism as a means to economic growth. Most recently, East Asia has experienced a huge influx in tourist dollars as demand grew more than twice as fast as world averages. The main objective of this study is to examine the factors that influence consumer perceptions of service quality in a mid-priced hotel chain in Malaysia. A random sample of 50 hotel guests provided both survey and interview data regarding the efficacy of different services. The results provide some insights and lead to suggestions for change in hotel management practices.

Key words:

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