

**PENGUKURAN KEPUASAN PELANGGAN DALAMAN BAGI INDUSTRI
HOSPITALITI: KAJIAN KES INDUSTRI
PERHOTELAN DI PANTAI TIMUR
SEMENANJUNG MALAYSIA**

(Internal Customer Satisfaction Measurement in Hospitality Industry: A Case Study
on Hotel Industry in the East Coast of Peninsular Malaysia)

KHAIRUL ANUAR MOHD ALI & SUZYANTY MOHD SHOKORY

ABSTRAK

Dalam kajian ini diteliti kepuasan pelanggan dalaman bagi industri perhotelan di Pantai Timur dengan menggunakan Model SERVQUAL. Model SERVQUAL digunakan untuk menilai tahap kualiti perkhidmatan setiap Jabatan Sumber Manusia yang dipilih sebagai subjek kajian dengan mengukur harapan dan persepsi pelanggan dalaman terhadap kualiti perkhidmatan yang disediakan oleh Jabatan Sumber Manusia. Lapan puluh lima responden daripada lima buah hotel di Pantai Timur telah terlibat dalam kajian ini. Pensampelan rawak berstratum telah digunakan dan data dikumpulkan melalui bantuan soal selidik. Hasil analisis menunjukkan kualiti perkhidmatan yang disediakan oleh Jabatan Sumber Manusia belum mencapai tahap kepuasan pelanggan dalamannya. Dimensi maklum balas yang merupakan dimensi utama menunjukkan jurang perkhidmatan yang besar berdasarkan pandangan pelanggan dalaman. Di samping itu, hasil Analisis Nisbah Kualiti menunjukkan bahawa dimensi maklum balas ini merupakan dimensi yang paling tidak memenuhi jangkaan minimum pelanggan. Justeru itu, pihak Jabatan Sumber Manusia perlu memberi penumpuan dan perhatian kepada dimensi maklum balas agar perkhidmatan yang ditawarkan dapat memuaskan pelanggan dalamannya.

Kata kunci: kepuasan pelanggan dalaman; industri perhotelan; kualiti perkhidmatan; Jabatan Sumber Manusia

ABSTRACT

This study investigates the internal customer's satisfaction level for the East Coast hotel industry using the SERVQUAL Model. Through SERVQUAL Model, the quality of services provided by each Human Resource Department from selected hotels are assessed by determining the expectation and perception of its internal customers. Eighty-five respondents from five different hotels have been selected in this study. A stratified random sampling method was utilised and data was collected via questionnaires. The result of the analysis show that the quality of services provided by the Human Resource Department fell short of the satisfaction level expected by its internal customers. This is demonstrated by a huge gap presence in the responsiveness dimension, which is an important dimension, based on the opinion of the internal customers. The Quality Ratio Analysis found the responsiveness dimension as the main dimension that failed to fulfil the minimum expectation of internal customers. Hence, the Human Resource Department needs to improve and prioritise further the responsiveness dimension in order to provide satisfactory service to the internal customers.

Keywords: internal customer satisfaction; hotel industry; service quality; Human Resource Department

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*Pusat Pengajian Sains Matematik, Fakulti Sains dan Teknologi
Universiti Kebangsaan Malaysia
43600 UKM Bangi
Selangor D.E., MALAYSIA
Mel-e: kabma@ukm.my*