

**A STUDY OF PERCEPTION OF SERVICE
QUALITY DIMENSIONS IN SABAH'S
MICE INDUSTRY**

FOO SOO LING

PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

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UMS
UNIVERSITI MALAYSIA SABAH

ABSTRACT

This quantitative research's objective was to identify the service quality dimensions (reliability, responsiveness, assurance, empathy and tangible) that have significantly influenced companies' repurchase intention for MICE in Sabah. Meanwhile, it also seek to investigate the relationship among the five service quality dimensions and repurchases intention. Another objective is to determine the moderating effect of past experience with service problem upon the relationship of service quality and repurchase intention for MICE in Sabah. Questionnaire was based on SERVQUAL model (Parasuraman *et al.*, 1994) with certain modifications to fit this industry. The research area was focused on international MICE events that were held in Sabah from the year 2005 until year 2007, hence only included six international events. The survey was conducted through email to 420 participants of the six international events with 83 completed and usable questionnaires returned. Only 70 questionnaires were used according to systematically random sampling method. The data was analyzed using the Statistical Package for Social Science (SPSS) software and the result showed that there were significant relationships between three independent variables with repurchases intention for MICE service. The three variables were tangible, reliability and empathy with stronger influence variable being mentioned first. However, another two service quality dimensions, responsiveness and assurance, did not show significant relationship towards the repurchases intention. As for the moderating variables, past experience was found to have significant moderating effect on the relationship between service quality dimensions and repurchase intention for MICE service in Sabah. However, the significant moderating effect only exists when the responded companies had experienced service problems and the service problems were resolved by service provider to their satisfaction. For MICE service providers in Sabah, attention should be given to the aspects of tangible, reliability and empathy. Continuous improvement in these aspects and overcoming problems that arise from these aspects could form a positive past experience for their customers. As a result of these improvement and efforts, repurchase of MICE service in Sabah could be increase and boost this industry.

