

Title of Thesis	A Study Of Customer's Perceptions Towards Services Qualities Of Bookstores In Miri City Sarawak
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## **ABSTRACT**

In recent years, it is important for people to know their book qualities wherever they decided to purchase it. This is to ensure people like students or customers will choose the proper quality of books with the proper services given as well.

The purpose of this study is to explore what are customers' perceptions towards services and qualities of bookstores. 50 random public who act as hotel customers in general are selected as samples to complete the questionnaires which are analyzed using quantitative method.

The research highlights the major findings from this research with proper analysis of the data collected. In addition, recommendations are made to act as the insight of several factors to improve hotel operation through service quality. Furthermore, the research also suggests future possibility to explore other aspects which might further enhance customer satisfaction.