

Creation, Innovation, Technology and Research Exposition (iTreX) | 12th-13th February 2020

ABSTRACT

The constant growth of tourism industry in Malaysia has led to the rise of the hospitality industry over recent years. The major tourism SMEs are usually providing the needs or demand of tourists such as food, accommodation, transportation and other necessities. This paper focuses on the issues of poor customer satisfaction and operation performance that occur in a small and medium scale hospitality company and the ways to solve the problem by developing a prototype of ChaMS. The five whys analysis was used to identify the problems that occur in the hospitality company. The prototype of ChaMS is developed by using Rapid Application Development (RAD) technique with Microsoft Access. This study showed that the ChaMS had improved their customer satisfaction and operation performance by decreasing the registration process lead time and improving the data accuracy and efficiency. The proposed system also received positive feedbacks with its functionalities from the company.

RESEARCH PROBLEM

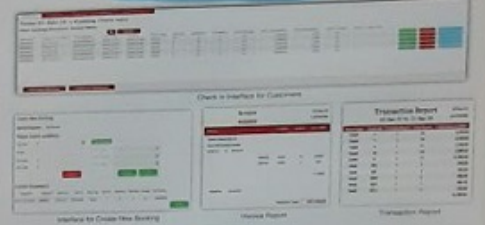
• Faced the difficulties of satisfying their customers and ended up with poor customer satisfactions.

- RESEARCH OBJECTIVES**
- 01 To investigate the factors that affecting poor customer satisfaction in ABC Chalet.
 - 02 To enhance the registration process lead time of ABC Chalet by a prototype of ChaMS.
 - 03 To improve customer's data accuracy and efficiency of ABC Chalet by a prototype of ChaMS.



FACULTY OF INDUSTRIAL MANAGEMENT

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3. Time Study

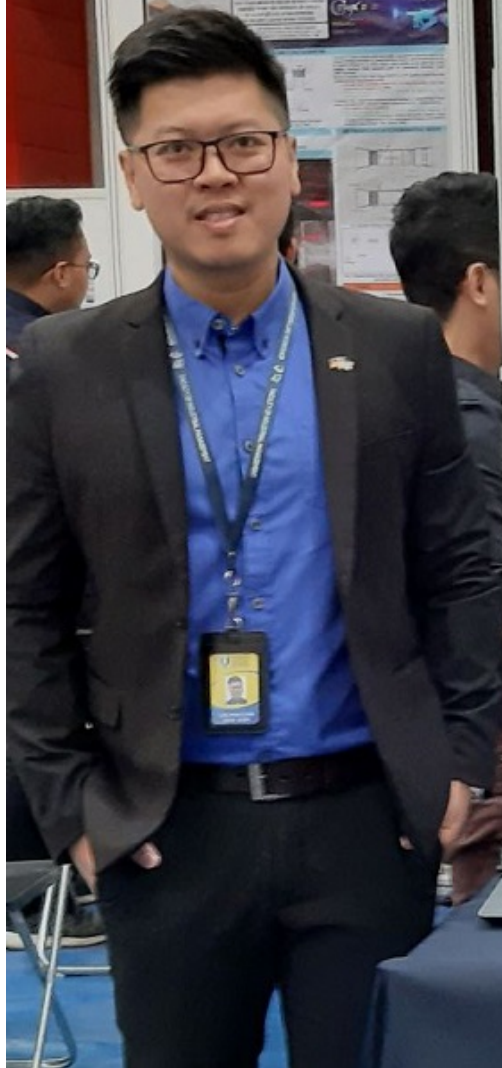
Time Study (Customer Reserved Earlier)	Current Cycle Time (min)					By using ChaMS				
	1	2	3	4	Avg	1	2	3	4	Avg
Customer Check in (Research Officer)	1	1	1	1	1	1	1	1	1	1
Check in Customer (Research Officer)	85	90	120	102	99	80	85	100	92	92
Present Customer IC card (Research Officer)	28	45	30	24	32	28	28	30	30	30
Find the Customer Data Card (Research Officer)	200	180	180	170	183	20	20	20	20	20
Confirm the details with Customer (Research Officer)	30	25	30	30	29	25	25	25	25	25
Let the details of Customer (Research Officer)	65	60	20	60	59	15	15	15	15	15
Calculate the total payment (Research Officer)	10	20	15	15	15	10	10	10	10	10
Collect the cash from Customer (Research Officer)	110	90	120	110	105	90	90	100	100	100
Hand the receipt to Customer (Research Officer)	10	10	10	10	10	10	10	10	10	10
Close System File and Present to Customer (Research Officer)	65	55	60	55	57	60	55	55	55	55
Total cycle time (min)	770	770	770	770	770	570	570	570	570	570
Total cycle time (min)	13	13	13	13	13	8	8	8	8	8
Save						30%				30%

CONCLUSION

- ✓ A prototype of ChaMS was successfully developed to automate the process of bookings and customer registrations.
- ✓ Provide better quality of registration service.
- ✓ Tracking of records can be done easily.

MARKETABILITY / COMMERCIALIZATION

- ChaMS is a simple system that able to customized based on the needs of small and medium enterprise.





Chalet Management System

ITEX Exhibit Category:
Household & Office Products

According to the Penangite, ChaMS is a chalet management system based on a special design for small and medium enterprises (SMEs) in the hotel industry.

“This software is easy to use and involves low cost and affordable for SMEs.

“It is also user friendly and only requires minimal computer skills.

“The ChaMS prototype was produced using rapid application development (RAD) techniques through Microsoft Access,” he said.

He added that ChaMS can improve the accuracy and efficiency of data management and even speed up processing time.

“At the same time, it improves operational performance and overall customer satisfaction compared to conventional methods in processing and managing data.

“This research started in September 2019 and was completed within a year for a trial run.

“The idea to produce this study is based on my experience while staying in several small and medium chalets and hotels,” he said.

His research was conducted with a FIM final year student, Lim Xue Ting.

He added ChaMS automates the customer data management process involving booking management, registration, payment, invoice printing, and transaction reports generation.

“The current ChaMS design focuses on internal management.

“Therefore, the next step is to combine website functionalities to enable direct interaction with customers.

“ChaMS offers a promotional price of RM500 one-off purchase and is made based on the needs of consumers,” he said.

This research won gold medals in CITREx 2020 and ITEX 2020.

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