# FACTORS INFLUENCE TOURIST SATISFACTION IN VISITING KOTA KINABALU SABAH

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**BACHELOR OF BUSINESS ADMINISTRATION**

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**"DECLARATION OF ORIGINAL WORK"**

We, **MOHD HAMIZI BIN ABD HAMID**, (I/C: **920408-01-5225**), **KHALEEDA MAIZURA BINTI KALIMIN**, (I/C: **920101-12-5462**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been concurrently submitted for this degree or any other degrees.

- This project paper is the result of my independent work and investigation, except where otherwise stated.

- All the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ———————————————      Date: ———————————————

    (MOHD HAMIZI BIN ABD HAMID)

Signature: ———————————————      Date: ———————————————

    (KHALEEDA MAIZURA BINTI KALIMIN)

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE**

**SUPERVISOR**


**Name of Supervisor**       **:** Madam Azlin Zanariah Bahtar


**Tittle of Research Report:** Factors Influence Tourist Satisfaction in Visiting Kota Kinabalu

Sabah

**Name of Student**          **:** MOHD HAMIZI BIN ABD HAMID

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I have received the final and complete research report and approve the submission of the

Report evaluation.


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(MADAM AZLIN ZANARIAH BAHTAR)

SUPERVISOR

**ABSTRACT**

The title of this research is "Factors Influence Tourist Satisfaction in Visiting Kota Kinabalu Sabah. This paper aims to identify factors that influence tourist satisfaction in visiting Kota Kinabalu Sabah. There are three independent variable involved in this research which are novelty, knowledge and facilities. In order to completing this research, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between that independent variable with tourist satisfaction. A total of 150 tourists have participated in this study as respondent. The methodology used for this research was primary data collection and secondary data. For primary data, the researcher was used questionnaire to obtained and collect information. Thus, the result was been obtained through the analyzing and interpret data of result. The reliability test, frequency analysis, descriptive testing and Pearson's correlation coefficient testing was used for data analysis. From the correlation testing, the result shows three independent variables have a moderate relationship with tourist satisfaction. For hypothesis, there are clearly shown that three hypothesis which including novelty, knowledge and facilities is supported.

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