



**“FACTORS INFLUENCE GUESTS’ SATISFACTION TO CONTINUALLY  
ACCOMMODATE AT HATTEN HOTEL”**

**NURUL FARHANA BINTI ABD MAJID  
2010279374**

**Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration (Honors) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JAN 2014**

## DECLARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

I, **Nurul Farhana Binti Abd Majid**,

(I/C Number: **900514-01-6178**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being 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 verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

8th January 2014

Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

With reference to the above matter, I am a student of BBA (HONS) Marketing would like to hand in my project paper entitled 'Factors Influence Guests' Satisfaction to continually accommodate at Hatten hotel" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.  
Yours Sincerely,  
Nurul Farhana Binti Abd Majid  
2010279374  
(BBA HONS Marketing)

## **ABSTRACT**

The purpose of this study is to identify the factor influence guests' satisfaction. The research is based on a sample of 93 respondents who accommodate and had spent their nights at Hatten hotel at least for one night. The results show that cleanliness, facilities, safety, location and price have significant relationship with guests' satisfaction. However, only facilities and price have significant influence towards the satisfaction level of the guests. While location, cleanliness and safety are not statistically significant in influencing guests' satisfaction.

***Key words:*** *Guests' satisfaction, Cleanliness, Facilities, Safety, Location, Price*

## CONTENTS

ACKNOWLEDGEMENT

TABLE OF CONTENT

LIST OF TABLE AND DIAGRAM

ABSTRACT

<b>CHAPTER 1 INTRODUCTION</b>		<b>PAGE</b>
1.0	Introduction	1
1.1	Background of study	3
1.2	Problem statement	4
1.3	Research objectives	6
1.4	Research questions	7
1.5	Significance of the study	8
1.6	Scope and coverage of the study	9
<b>CHAPTER 2 LITERATURE REVIEW</b>		
2.1	Introduction	10
2.1.1	Satisfaction	10
2.1.2	Cleanliness	14
2.1.3	Facilities	15
2.1.4	Safety	16
2.1.5	Location	17
2.1.6	Price	17
2.2	Theoretical framework	19
2.3	Hypothesis	20
<b>CHAPTER 3 RESEARCH METHODOLOGY</b>		
3.1	Introduction	21
3.2	Research design	21
3.3	Sampling procedure	22