

TABLE OF CONTENTS

Chapters	Contents	Pages
	<i>Author's Declaration</i>	
	<i>Letter of Submission</i>	
	<i>Abstract</i>	i
	<i>Acknowledgement</i>	ii
	<i>Table of Contents</i>	iii
1	INTRODUCTION	
	1.0 Overview	1
	1.1 Background of Study	1 - 2
	1.2 Problem Statement	3 - 4
	1.3 Research Objectives	5
	1.4 Research Questions	6
	1.5 Conceptual Framework	7
	1.6 Significant of Study	8
	1.7 Definition of Terms	9
2	LITERATURE REVIEW	
	2.0 Overview	10
	2.1 Event Management	10 - 11
	2.2 Events Design as Factors Influencing Customer Satisfaction	12 - 14
	2.3 Customer Satisfaction with the Events Design	15
	2.4 Theories of Events Design	16
	2.5 Conclusion	16
3	METHODOLOGY	
	3.0 Overview	17
	3.1 Research Design	17 - 20
	3.2 Research Method	20
	3.3 Data Collection	20
	3.4 Data Analysis	21
	3.5 Research Ethic Considerations	21
4	FINDINGS AND DISCUSSION	
	4.0 Overview	22
	4.1 Findings and Discussions	
	(Factors that influence customer satisfaction with event design in hotels)	22 - 26
	4.2 Event Promotion as the Most Significant Factor that	27
	Influence Customer Satisfaction	
	4.3 Suggestions for Future Research	28
	4.4 Conclusion	28
	REFERENCES	29 - 35

LETTER OF SUBMISSION

AUGUST 2021

Coordinator.

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Dungun,

23000 Kuala Dungun, Terengganu.

Dear Dr./Mr./Mrs./Ms.

SUBMISSION OF PROJECT REPORT

Attached is the project report titled - Hotel Facilities & Environment and Event Promotion in influencing customer satisfaction with event design at 4–5-star hotels. To fulfill the requirement as needed by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Dungun.

Thank you.

Yours Sincerely, Student Full Name:

1. Norfarizan bt Kamaruzaman
2. Wan Nur Najmina Najwa bt Wan Mokhtar

Student ID Number:

1. 2018225808
2. 2018414644

Bachelor of Science (Hons.) in Hotel Management

ACKNOWLEDGMENT

First and foremost, we are so thankful for the divine blessings given by Allah SWT and for the smooth journey along our journey in finishing this report. Next, we would like to express our sincerest gratitude to our amazing Supervisor, Madam Jazira bt Anuar for her patience, motivation, guidance, assistance, and immense knowledge that she shared with us. We would like to thank her for her toleration and commitment in helping us finishing our undergraduate project. She did her best and we are really proud of having her as a supervisor and as a lecturer. We would also like to thank our friends who have helped us along this journey especially Nur Hakimah, Nor Aniza, Nur Alia, and Siti Idayu. Lastly, we would also like to thank our panel, Puan Haslina Che Ngah and Dr. Maisarah Abd Hamid for their recommendations on how to improve our undergraduate project.

ABSTRACT

Event management is developing tremendously. However, to the best of researcher's knowledge, limited study has been found on customer satisfaction towards the event design/packages conducted at 4–5-star hotels. This study is intended to investigate the customer satisfaction towards hotel facilities & environment and event promotion at 4–5-star hotels. Event conducted at the hotels comprises of wedding event, corporate event, sport, educations seminars, conferences, social gatherings and many more. This study utilized secondary data collection with relevant articles on event management taken from journals, newspaper, magazines, website and etc. This study contributes to new knowledge in Event Management Hospitality literatures and can act as a foundation for future academicians or researchers that would like to explore on Event Management design. This study will also assist industry players/ hospitality operators/ hotel managers/ event planners to have better understanding of the factors that influence customer satisfaction with the event design in the hotel industry.

Keywords: customer satisfaction, facilities & environment, event promotion