



**FACTORS THAT CONTRIBUTING PRICE ADAPTATION AT HOTEL
SERI MALAYSIA JOHOR BAHRU**

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“FACTORS THAT CONTRIBUTING PRICE ADAPTATION
AT HOTEL SERI MALAYSIA JOHOR BAHRU”

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Submitted in Partial Fulfillment
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Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UITM, KAMPUS BANDARAYA MELAKA

2010

DECLARATION OF ORIGINAL WORK



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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Amirah Binti Rahmat (I/C Number: 871015-23-5130)

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 any investigation 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

November 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTORS THAT CONTRIBUTING PRICE ADAPTATION AT HOTEL SERI MALAYSIA JOHOR BAHRU” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

Amirah Binti Rahmat
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ABSTRACT

The price matrix is setting by the headquarter based on the market movement, buying power, economic condition and market trends. There are also several factors that contributing price adaptation. This study will reveal on what type of factors that contribute to the price adaptation.

The objective of this study is to know the level of efficiency in price adaptation of Seri Malaysia Hotel Johor Bahru, to determine the relationship between factors towards price adaptation, to determine the most influence factors that give impact o price adaptation, to determine the correlation between factors and price adaptation and to identify the recommendations to improve the price adaptation.

The results of the research were obtained by using six methods which was reliability test, frequency distribution, correlation analysis, hypothesis testing, chi-square and backward regression. The process of analyzing and interpreting of the data was presented through tables and all objectives are well defined.