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FACULTY OF HOTEL & TOURISM MANAGEMENT

**CUSTOMER REVIEW ON KINRARA RESORT,
SELANGOR THROUGH BOOKING.COM AND AGODA**

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Declaration

I hereby that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our except those which have been identified and acknowledged. If we are later found to have plagiarism or other forms of academic dishonesty, actions will be taken against us in accordance with UiTM's rules and academic regulations.

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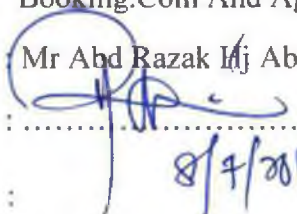
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ABSTRACT

This study investigated the customer review in Kinrara Resort by using Booking.com and Agoda. An observation has been conducted to collect data through Online Travel Agency (OTA). The choice of sample which is Kinrara Resort is due to the less study that has been conducted before specifically about the result. The objective of this study is to understand the customer reviews on several factors on Kinrara Resort by using Booking.com and Agoda. Moreover, this study also wants to understand the effect of customer review reflected towards the resort through resort's booking. The factors that have been used for frequency analysis are cleanliness, comfort, location, facilities, staff and value for money. This study will be used the qualitative research design by using secondary data as the research instrument. The result shows that most factors that have a highest rating is the location for both Booking.com and Agoda. While the lowest rating that customer choose is the service.

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