UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

PREFERRED ONLINE TRAVEL AGENT: A CASE OF CUSTOMER REVIEWED IN THISTLE PORT DICKSON RESORT

NUR ARINA BT ZAINAL ABIDIN (2015250074)
NURTISHA BT SHAARI (2015215122)

This undergraduate report (HTM655) submitted in partial fulfilment of the requirements
for the degree of

BACHELOR OF SCIENCE (HONS) IN
HOTEL MANAGEMENT – HM240,
Universiti Teknologi MARA (UiTM), MALAYSIA

JULY 2018

DECLARATION

I hereby that the work contained in this research was carried out in accordance with the regulation 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 regulation.

Name of Student : Nur Arina bt Zainal Abidin

: Nurtisha bt Shaari

Matrix no : 2015250074

: 2015215122

Programme : Bachelor of Science (Hons.) in Hotel Management

Faculty : Faculty of Hotel and Tourism Management

Research Title : Preferred Online Review: A Case of Customer Review in Thistle Port Dickson Resort

Name of Supervisor : Madam Haslina Che Ngah

Signature :

Date : 9/7/2018

HASLINA CHE NGAH
Pensyarah
Fakulti Pengurusan Hotel & Pelancongan

i

ABSTRACT

This undergraduate project gives a student knowledge and experience about the research process that very crucial for student to graduated and also for further study. The purpose of this research was to study the element that customer mostly give comment, feedback and review on online travel agent toward Thistle Port Dickson Resort. Based on January 2017 until December 2017 from online travel agent data, the researchers analyse about 548 review that usable. Collected data from the online travel agent review processed by computer program in term of frequency distribution and percentage that used by researchers. The result showed that customer express their experience and feeling in this online travel agent either positive feedback or negative feedback about the value they get. This result can be used by this resort or other hotel to take an improvement for any negative feedback or other hotel can also implement for any positive feedback get from customer to make their customer satisfaction and loyalty.

TABLE OF CONTENT