



**FACTORS THAT AFFECTING CUSTOMERS' CHOICE OF TRAVEL AGENT AT KOTA
KINABALU, SABAH**

NAME	STUDENT ID
NUR EZZATINA BINTI JAMRAN	2015110409

A PROPOSAL SUBMITTED FOR MKT 672

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SEGAMAT, JOHOR

OCTOBER 2018

DECLARATION OF ORIGINAL WORK




**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Nur Ezzatina binti Jamran, (I/C Number: 951218-12-5628)

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: 26th Dec 2018

LETTER OF TRANSMITTAL

26 December 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM


Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report "Factors That Affecting Consumers' Choice Of Travel Agencies In Kota Kinabalu, City" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nur Ezzatina binti Jamran

2015110409

Bachelor of Business Administration (Hons) Marketing

TOPIC	PAGE
DECLARATION OF ORIGINAL WORK	li
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLE	viii
LIST OF FIGURE	viii
ABSTRACT	ix
CHAPTER ONE: INTRODUCTION	1
1.1 Background of The Study	1
1.2 Problem Statement	2
1.3 Research Objective	3
1.4 Research Question	3
1.5 Significance of Study	4
1.6 Scope and Limitation of Study	4
1.6.1 Scope of Study	4
1.6.2 Limitation of Study	5
1.7 Term and Definition of Study	6
1.7.1 Travel Agency	6
1.7.2 Staff Attitude	6
1.7.3 Agency reputation	6
1.7.4 Price	6
1.7.5 Individual Attention	6
1.7.6 Speed and Quality	7
CHAPTER TWO: LITERATURE REVIEW	8
2.1 Introduction	8

Abstract

Purpose of this study is to determine the factors that affecting consumers' choice of travel agencies at Kota Kinabalu City. Nowadays, consumer's preferences are very important for the marketers. There are few factors that can affect consumers' choice of travel agencies which is agency reputation, staff attitude, speed and quality, price and also individual attention. All these elements are important for the company to improve their organizations and also to increase profit. The reason of doing this research is to knows the point of view of the travellers that come to Kota Kinabalu about which factors are most influences them in choosing the travel agent. This survey was conducted to collect primary data which is researcher do a survey by questionnaire for the traveller that has been using the service of travel agent in Kota Kinabalu. 102 respondents are to answer the questionnaire. The data was analyzing using SPSS. Findings suggested that all five independent variables have a significant relationship with the factors affecting consumers' choice of travel agent.

Keyword: *Factors affecting, agency reputation, staff attitude, speed and quality, price, individual attention*