



**A STUDY ON CUSTOMER'S PERCEPTION AND FEEDBACK  
TOWARDS USUKAN COVE LODGE IN KOTA BELUD**

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## **ABSTRACT**

This study is conducted in order to identify a study on the customer's perception and feedback towards the Usukan Cove Lodge which are the product by Inno Travel & Tour Services sdn bhd. This research will directly find out what is the customer's perception about the Usukan Cove Lodge, what are the factors influence the respondent to come and visits Usukan Cove Lodge and to identified what is their feedback and recommendation during spend a several time in Usukan.

The major findings in this research is whereby the regardless with the objectives, the most important factors influence the respondent to come and visits Usukan Cove Lodge is the price. The overall respondent perception about the facilities provided mostly in a positive as well in a good condition when majority of the answer said good and very good in the questionnaire.

In order for the study of this research is to be complete, the researcher have found out the several recommendations by the researcher itself and also by the respondents to solve the problem occur where the Usukan Cove Lodge have to do some improvement to their toilet. The other recommendation is the personnel communication skills has to be improve also and it is also very important to add some activities at Usukan Cove Lodge to back up if there any possible the day is raining to avoid the respondent feel bored and will not be motivated to come for the next time.