



**A STUDY ON CUSTOMER RETENTION STRATEGIES AT
BORNEO GOLF RESORT BERHAD**

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ABSTRACT

This project in its present form is the result from “A Study on Customer Retention Strategies at Borneo Golf Resort Berhad”. The study was performed to determine the number of customers that had been repeatedly stay at BGR, to identify the reasons that influences customers to stay at BGR and to identify the customer retention strategy that influences the customer the most to repeat staying at BGR. A total of 120 respondents were used in this study. The researcher had been using frequency distribution, cross-tabulation, reliability analysis and bivariate correlation analysis in the study. It was found that 96 respondents (80%) had been repeat staying at BGR. The most influential reason that will make the respondents to come back to BGR is the good environment which recorded 82 responses (68%). However, the service quality of staff recorded 75 responses (63%), which can be assume that BGR cannot rely on a single factor to retain its customers. The most influential retention strategy that had been conducted by BGR is the promotional packages which recorded 75 responses (63%). All the data was analyzed and the conclusion was drawn that the study’s objectives had been achieve. However, BGR still have to improve and develop new retention strategies to better retain its customers.