



A STUDY ON
CUSTOMER RELATION MANAGEMENT, CUSTOMER RELATIONSHIP,
SATISFACTION AND LOYALTY TOWARDS SUTERA HARBOUR RESORT

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I am entrusted to undergo my industrial training at SuteraHarbour Resort for 20 weeks before I can complete my subject course in order to graduate. Undergoing for industrial training has become one of circular that college student compulsory to attend especially for those who studied at IPTA. The motive of this action is to expose students and let them experience the environment of the real world of working before graduating. It is also to prepare students to face the real challenge and learn how to find solution when problem encountered besides completing the course. Besides that, it can prepare students on how to polish more their soft skill especially on how to communicate with others and learn to do work in a group.

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ABSTRACT

The purpose of this study are, first to identify the relationship of Customer Relationship management with customer relationship satisfaction towards the existing Sutera Harbour Resort's guests. Secondly is, to identify of Sutera Harbour Resort guest's satisfaction with the CRM and lastly to identify of the main attributes those are important to Sutera Harbour Resort's guests.

The population of this research consists of the resort's guests who is international tourist and Malaysian tourist and use the resort's services like the rooms, restaurant, the resort's club and organizing events at Sutera Harbour Resort. The questionnaire that will be provided to the respondent is a structured questionnaire. The purpose of having this structured questionnaire is to have a significant result of the study based on the objectives. Based on previous study by Ada S. Lo, 2008, respondent selected is the tourist because they play an important role to determine the quality of the CRM and have their own perception about the service. Meanwhile, for the method of analysing, the researcher has been using descriptive, reliability and linear regression analysis as all of the findings derived from these methods will be given an important result of the significant of this study towards CRM in this organisation.

Finding in this study has reveal that the level of customer relationship, customer satisfaction and CRM attributes plays an important role in enhancing customer loyalty. Thus satisfied resort guest is important in developing a loyal guest. Overall findings show that is customer relationship is the most important factors of the customer loyalty towards the resort.

In additions to the recommendation from the study, there is a general more research on Customer Relationship Management and their actual effects on customer relationship strength. More effort should also be given to studying customer's desire or lack of it for maintaining close customer relationships with the organization. Too little is still known regarding the nature of customer relationships, what the modern guests expect from the resort. Future research should seek to provide definite evidence of an effect of customer relationship towards the customer loyalty for the implementation of Customer Relationship Management.

Keywords: Sutera Harbour Resort, Customer Relationship Management, Customer Satisfaction, Tourism, Kota Kinabalu, Malaysia