



EXPLORING THE IMPORTANCE OF CUSTOMERS DATABASE IN  
INCREASING CUSTOMER LOYALTY : A CASE STUDY AT THE GRAND BEACH  
RESORT PORT DICKSON

NUR LIYANA BINTI LAJIS

2014513123

BACHELOR IN BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

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## **ABSTRACT**

Every company wants to do the best to take care of their customer. One of it is by implementing customer database system in the company. Maybe it looks simple and easy but it will give huge impact to the company that apply it. Starting by keeping and save data of the customer, it's also helping the company to know who their loyal customer is and potentially to become their loyal customer. In addition, this system also helps the company to strengthen their relationship with customer for a long term period.

The purpose if this study is to explore and identify the importance of customer database in increasing customer loyalty. This issue was faced by FIC since they do not consistency in recording their customers' information that stays at their hotels whether individually or by group. The Grand Beach Resort Hotel (GBRPD) does save data of their customer but it does not link with FIC as well as inconsistency in doing that action. As FIC take over managements and services of The Grand Beach Resort (GBRPD), they also should have data or information about their customer.

In order to obtain findings, the researcher conducted several interviews and observations as primary data to the research. The researcher uses qualitative method as it is the suitable way in getting and collecting the data. Besides that, there also has literature review on journals as secondary data to support this study. The researcher found out that the customer database system is important in increasing customer loyalty as it helps the hotel to know and trace their return customer that eventually becoming their loyal customer. In a nutshell, in future, the hotel need to upgrade the system followed the transformation of technology. It will give many benefits to the hotel and their business.

## **CHAPTER 1: INTRODUCTION**

### **1.0 Background of The Study**

The purpose of doing this study was to explore and identify the importance of customer database in increasing customer loyalty. This issue was faced by FIC since they do not consistency in recording their customers' information that stays at their hotels whether individually or by group. The Grand Beach Resort Hotel (GBRPD) does save data of their customer but it does not link with FIC as well as inconsistency in doing that action. As FIC take over managements and services of The Grand Beach Resort (GBRPD), they also should have data or information about their customer.

This made it easier for them especially if they do special promotions and advertisements for their hotels. They just can contact the customer and inform to them as they also can detect their potential loyal customer. The database also can help in recognize the complaints and issues from customer as well as keep good relationship with customer.

This study preceded details on about the FIC SDN. BHD's marketing team, the issues and what can be done to overcome the issues that facing by FIC using suitable methods. In final, the researcher provided some recommendations and ideas that can be practiced by the company to solve the issues as well can help FIC to be more consistency in report their customer information in the meantime get loyal customer for their properties.