



**THE FACTOR THAT INFLUENCE CUSTOMER'S PREFERENCE  
TOWARDS CHOOSING ENTERTAINMENT AT ALIVE 3D ART  
GALLERY PORT DICKSON**

**BY**

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## **ABSTRACT**

This study was conducted in order to investigate The Factor That Influence Customer Preference In Choosing Entertainment Attraction In Alive 3D Art Gallery Port Dickson. It is also designed to find out the most significance factor that will influencing customer's decision in choosing entertainment attraction. The first chapter will be discussing about the overview of the study including the research problem and research objectives. The problem statement is about the drop number of customer and lack of sales promotion. The following chapter will discuss about literature review which are collected from the past journal. The literature is about The Factor That Influence Customer Preference In Choosing Entertainment Attraction In Alive 3D Art Gallery Port Dickson.

Factors that influence customer decision are: Sales Promotion, Facilities, Product Type, Location and also Customer Services. Descriptive study is being used to conduct the research as it in line with the objective of the study. The data was collected by using secondary and primary data. The primary data was collected by using Questionnaire. The research was conducted in Alive 3D Art Gallery that is located at Port Dickson and the samples selected included 200 people. The data collected for the research was through a questionnaire and was conducted at Alive 3D Art Gallery and Wild West Cowboy during sampling activities. 10 to 15 past journals were use as a reference for this study as secondary data.

## Contents

<b>DECLARATION OF ORIGINAL WORK</b> .....	iii
<b>LETTER OF TRANSMITTAL</b> .....	v
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>ABSTRACT</b> .....	vii
<b>CHAPTER 1: INTRODUCTION</b> .....	1
<b>1.1 INTRODUCTION</b> .....	1
<b>1.2 BACKGROUND OF THE STUDY</b> .....	1
<b>1.3 BACKGROUND OF THE COMPANY</b> .....	3
1.3.1 Company Logo .....	3
1.3.2 Business Profile .....	3
1.3.3 Vision .....	4
1.3.4 Mission .....	4
1.3.5 SWOT ANALYSIS .....	4
1.3.6 CORPORATE STRUCTURE .....	5
1.4 PROBLEM STATEMENT .....	6
1.5 RESEARCH OBJECTIVES .....	7
1.6 RESEARCH QUESTIONS .....	7
1.7 SCOPE OF STUDY .....	8
1.8 SIGNIFICANT OF THE STUDY .....	8
1.8.1 The Researcher .....	8
1.8.2 The Organization .....	8
1.8.3 University Teknologi Mara (UiTM) .....	9
1.9 LIMITATION OF THE STUDY .....	9
1.9.1 Time .....	9
1.9.2 Information .....	9
1.9.3 Respondent Cooperation .....	9
1.10 Summary .....	9
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	10
2.1 INTRODUCTION .....	10
2.2 INDEPENDENT VARIABLE .....	10
2.2.1 Sales Promotion .....	10
2.2.2 Facilities .....	11
2.2.3 Product type .....	12

# **CHAPTER 1: INTRODUCTION**

## **1.1 INTRODUCTION**

This chapter is fundamentally focuses on the background of this research. This chapter will summarize about the objectives of the study to see whether the objectives in this study are relevant or not. This chapter also will explain about the company profile, problem statement which is the main problem that company face and also the purpose of this study.

## **1.2 BACKGROUND OF THE STUDY**

As we know Port Dickson is well known as tourism place that is visited not only Malaysian but also from the entire world. The tourists that come here want to spend more quality family time together because they can do a lot of many activities together such as canoe, riding a banana boats, snorkelling. They also visit attraction place in Port Dickson such as food hunting places, entertainment places and other. This can be a solution for the current problems that occur nowadays which is parent do not spend enough time with their family. The family can spend some of their time with family by visiting or travel to famous places such as Langkawi, Malacca, port Dickson and many other places.

Tourists visit the American South for a variety of reasons. They come to bake in the Sun on beautiful sand beaches, to hike the region's gently wooded mountains, and to boat, fish, and swim in its waterways. The south has no lack of natural beauty for tourists to enjoy (david, 2008). This show that there are many reason for going to historical places or entertainment places because this could be one of the way for them to release the stress from work or other.

The ability to generate these experiences is a competitive advantage for retailers because entertainment is associated with several important retail outcomes – such as spending levels, time spent in stores, impulse buying, and willingness to visit a store again (Napolitano Rosaria Maria, 2006 ). Other than that quality and customer service are also important factor that can influence customer to come and visit the entertainment attraction. If customer happy with the quality and also customer services, they will be more attracted to come to that place