



**A STUDY ON CUSTOMER RETENTION PROGRAM:  
TRIO PROGRAM  
IN SHANGRI-LA'S TANJUNG ARU RESORT  
KOTA KINABALU SABAH**

**MERNI BT ABD RAHMAN  
2004239389**

**BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
UNIVERSITI TEKNOLOGI MARA  
SABAH**

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## ABSTRACT

This research paper is the final requirement for final year students of the Bachelor of Business administration (Hons) Marketing course. This project consists of five chapters: (1) An introduction, (2) Literature Reviews, (3) Research Methodology, (4) Findings and Analysis and (5) Conclusion and Recommendations including the bibliography and appendices. This research is mainly about a Study of Customer Retention Program: Trio Program in Shangri-La's Tanjung Aru (STAR) Sabah. It serves three main purposes; to identify the customer retention program offered by the STAR, to identify the effectiveness of the program among the members' especially on promotional aspects and to identify the strategies that need to be done for improvement purpose on Trio Program.

It is cheaper to keep the customers than to go out and prospect for new ones. Yet, many business organizations don't pay as much attention to customer retention as they should. The same arise to hospitality industry which involved 5 Star Hotels in Sabah's tourism industry. That's because they spend their energies and money on advertising for new customers. However, a hotel should serve something valuable for its customer. Thus, Trio Program offered in STAR being introduced to appreciate people in Sabah since its establishment. In fact, phenomenon becomes very competitive. This research has successfully identified the current problems faced by Trio members, besides its promotional activities currently in Sabah. In addition, it also identified the ways to lock existing customers besides attracting potential members throughout this program as well as recognizing feedbacks by the current members of Trio Program in STAR.