



اَوْنِيُورْ تِيكْنُولُوجِي مَارَا

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“A STUDY ON THE FACTORS THAT INFLUENCE
VISITOR’S PERCEPTION TOWARDS JEREJAK
RESORT & SPA AT PENANG”

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ABSTRACT

This research was conducted to study the factors that influence visitors' perception towards Jerejak Resort & Spa at Penang (JRS). The objective of this research is to determine visitor's perceptions towards services offered by Jerejak Resort & Spa at Penang (JRS). This study also was conducted to know the level of visitor's perceptions towards JRS Services. Besides that, to analyze relationship between independent variables (counter service, environment, price and image) is also objective of this study. Finally, the purpose of this study is to recommend about the effective way that can be done by JRS in improving their services. The researcher had distributed the questionnaire among 100 visitors that come to the JRS. Counter service, environment, price and image are the independent variables that being selected by the researcher. After collecting the data and analyze it, the result shows that there is association or relationship between these independent variables and the visitor's perception. The finding also shows that between independent variables have positive relationships. By conducting this researches also, the researcher hopes that management of JRS can improve their service level in order make sure that the visitors will satisfied with their services.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this chapter, the researcher discussed about background of the study, background of the company, problem statement, objectives, research questions, hypothesis, and theoretical framework and scope of the study, significant of the study, the limitations of barriers faced by the researcher in conducting and also definition of the terms. The chapter is important because it explain why the researcher chooses to carry out this research.

1.1 BACKGROUND OF THE STUDY

According to Leon G. Schiffman, and Leslie Lazar Kanuk (2007) in their book, perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. It can be described as “how we see the world around us”. Two individuals may be exposed to the same stimuli under the same apparent conditions, but how each person recognizes, selects, organizes and interprets these stimuli is a highly individual process based on each person’s own needs, values and expectations.