



THE KLAGAN REGENCY:
INFORMATION SYSTEM AND SERVICE RELATED

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Novotel 1Borneo is one of an Accor product from France and are well known hotel in Sabah since August 2008. It is also known as a 4 stars Hotel which is an integral part of 1Borneo Hypermall, which is the largest mall in Borneo with a total space of 1.5 million square feet of shopping leisure and dining choices.

This hotel was strategically located along the Sulaman Highway and it is within 10 minutes driven from the city area and it is only 25 minutes away from the airport. The hotel is also said as adjacent to University Malaysia Sabah (UMS), University Technology Mara (UiTM) and with proximity to the State and Federal Administration Government Office, as well as Kota Kinabalu Industrial park (KKIP).

1.2 Scope of Study

However, Novotel Hotel only able to maintain its operation until December 2014 right after the hotel had changed to another brand which is known as 1Borneo Hotel. It is because of due to the financial problem when the management failed to solve the situation.

By then, 1Borneo Hotel only can maintain the operation for 2 months when the owner of 1Borneo has sold the hotel to The Owner of The Klagan Hotel. Coming up with a new name which is The Klagan Regency. This will be the new branch in Sulaman area.

1.3 Problem Statement

The word rebranding actually is one of the components in marketing strategy that are applicable to have good chances for the company to recover the product from damages. This is for the sake of the new hotel which is The Klagan Regency, which could be much better after experiencing rebranding from Novotel to 1Borneo Hotel.

But of course, as mentioned by Muzellec and Lambkin (2006) the opportunity of rebranding may offer high risk for the new management to survive at the first place. Especially when the existing clients may confuse with the information and fear that the service they formerly enjoyed will no longer be the same (Kapferer, 2008).

However, the problem faced by The Klagan Regency after the rebranding is the hotel had been show declining in market share (Bowman and Gatignon, 1996). This could lead to downturn in business.

Since The Klagan Regency is a new company and currently in progress of making efforts to enhance the new brand and put strong identity in the market, the problem may appear where people still couldn't distinguish between the old brands especially the Novotel. They heard about The Klagan Regency but for Warisan Square Kota Kinabalu, instead of 1Borneo Hypermall. Thus, in order to solve this problem from occurring, information system and service related need to be investigated and measure.