

A STUDY ON GUEST TURNOVER IN JUTA'S HOTEL



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DECLARATION OF ORIGINAL WORK

**Submitted in Partial of the Requirement for the Bachelor of Business Administration
with Honours (Marketing)**

Herby, declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or another degree.

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SABAH**

- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature

A handwritten signature in blue ink is written over a horizontal line.

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TABLE OF CONTENT

| CONTENT | PAGE |
|--------------------------------|----------------|
| TITLE PAGE | i |
| DECLARATION OF WORK | ii |
| LETTER OF SUBMISSION | iii |
| ACKNOWLEDGEMENT | iv |
| TABLE OF CONTENT | v-vii |
| LIST OF TABLES | viii-ix |
| LIST OF FIGURE | x-xi |
| ABSTRACT | xii |
| CHAPTER 1: INTRODUCTION | |
| 1.1 Background of study | 1-2 |
| 1.2 Scope of study | 3 |
| 1.3 Problem statement | 3-4 |
| 1.4 Research objectives | 4 |
| 1.5 Research questions | 5 |
| 1.6 Definition of term | 5 |
| 1.6.1 Service quality | 5-6 |

| | |
|---|-------|
| 1.6.2 Price / room rates | 6 |
| 1.6.3 Cleanliness | 7 |
| 1.6.4 Turnover | 7 |
| 1.7 Limitation of study | 8 |
| CHAPTER 2: LITERATURE REVIEW | |
| 2.0 Introduction | 9 |
| 2.1 Service quality (Tangibility and Reliability) | 9-10 |
| 2.2 Price | 11 |
| 2.3 Cleanliness | 12 |
| 2.4 Turnover | 13 |
| 2.5 Hypothesis | 13 |
| 2.6 Theoretical framework | 14 |
| CHAPTER 3 RESEARCH METHODOLOGY | |
| 3.0 Research design | 15 |
| 3.1 Population | 16 |
| 3.2 Questionnaire | 16 |
| 3.3 Sampling design and size | 17-18 |
| 3.4 Sampling technique | 18 |

ABSTRACT

INTRODUCTION

Hotel is a commercial establishment that provides lodgings, meals, and other guest services. It not only focuses on the products but also their services when doing their business. Maintaining and increasing the guest turnover is very important for any organization. Hence, they must understand the factors that can attract more customers and make them satisfy with their services and other factors. It is essential as it will help the hotel to generate more profit to the organization and their image. There are several factors that can influence guest turnover in hotel. Some of them are hotel's attributes like cleanliness, location, room rates, security, service quality, and reputation of the hotel or chain is important in hotel performance (McCleary et al., 1993). Hence, this paper attempts to study the factors that influence guest turnover in Juta's Hotel. The questionnaire distributed in the hotel is 100 and get it back completely. From the study, all the independent variables which are service, price and cleanliness accepted as factors that contribute in guest turnover in Juta's Hotel. Thus, the hypotheses were accepted. In addition, the information from previous study related to guest turnover to hotel can also be used in Juta's Hotel.

CHAPTER 1

INTRODUCTION

1.1 Background of study

Hotel can be defined as a commercial establishment that provides lodgings, meals, and other guest services. It not only focuses on the products but also their services when doing their business. Maintaining and increasing the guest turnover is very important for any organization. Hence, they must understand the factors that can attract more customers and make them satisfy with their services and other factors. It is essential as it will help the hotel to generate more profit for the organization and their image.

Juta's hotel has started its operation since 1987 until now where it about 28 years and provides many types of room with different rates (normal, government and corporate). The hotel's report shows a positive increasing in terms of profit from 2010 to 2013 but it decline in the year of 2013 to 2014 (Figure 1.0). Based on this, it shows that there is a problem with the hotel that caused the profit to decline from 2013 to 2014. Based on my findings during a discussion with the hotel manager, guest room is one of the assets that contribute Juta's hotel main income with 50%. In addition, it will also help customers to save their time and money. It is vital for the management to solve any problem with the guess rooms' accommodation to ensure the customers' satisfactory and at the same time to increase the chances of staying longer in the hotel services business.