



**FACTORS INFLUENCING CUSTOMER LOYALTY IN CHOOSING GOODHOPE
HOTEL JOHOR BAHRU**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JAN 2018



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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JAN 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, SITI FAIRUZ BINTI MOHD HATTA,

(I/C Number: 930302-01-6026)

Hereby, declare that:

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

Date: 12 January 2018

LETTER OF SUBMISSION

10 January 2018

Head of Program

Bachelor of Business Administration (Hons)

Faculty of Business Management Universiti Teknologi MARA

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500, Melaka.

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“FACTORS INFLUENCING CUSTOMER LOYALTY IN CHOOSING GOODHOPE HOTEL JOHOR BAHRU”** to fulfil the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA.

Thank you,

Yours sincerely,

SITI FAIRUZ BINTI MOHD HATTA

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

Hospitality and tourism is a key sector in the world economy today and accounts for more than a third of the total global services trade (Bharwani & Mathews D., 2012). Besides, over the past quarter of the century, international tourist arrivals have increased about one percentage point faster than global GDP in real terms. The main objective of this research was to investigate the factors that influencing customer loyalty in Goodhope Hotel Johor Bahru. The research used four independent variables which are location, cleanliness, customer service and security and safety. A convenience sampling technique was used to select a sample 220 respondents from a target population of 566 customers. Data analysis was carried out using quantitative technique with the aid of Statistical Package for Social Science (SPSS) version 20. The research found that from four independent variables assessed in the study, all of them have shown a significant relationship which is location, cleanliness, customer service and security and safety towards customer loyalty in choosing Goodhope Hotel Johor Bahru.

Keywords

Customer loyalty, customer service, hospitality industry