



**UNIVERSITI TEKNOLOGI MARA  
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**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**THE EFFECT OF POSITIVE CONSUMPTION EMOTIONS ON CUSTOMER  
RETENTION IN RESORTS IN KUCHING, SARAWAK**

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**BACHELOR OF SCIENCE (HONS) IN  
HOTEL MANAGEMENT - HM240**

**DECEMBER 2017**

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## Table of Contents

Abstract	i
Acknowledgement	ii
Table of contents	iii
List of Tables	iv
List of Figures	v
<b>Chapter 1: Introduction.....</b>	<b>1 - 5</b>
1.1 Overview	
1.2 Background of The Study	
1.3 Problem in Context	
1.4 Research Objectives	
1.5 Research Questions	
1.6 Term and Definition	
1.7 The Significance of the Study	
1.8 Conceptual Framework	
<b>Chapter 2: Literature Review.....</b>	<b>6 - 10</b>
2.1 Overview	
2.2 Independent Variables	
2.3 Dependent Variables	
<b>Chapter 3: Methodology.....</b>	<b>11 - 12</b>
3.1 Overview	
3.2 Research Design	
3.3 Survey and Questionnaire	
<b>Chapter 4: Analysis and Results.....</b>	<b>13 - 23</b>
4.1 Overview	
4.2 The Analysis of Consumption Emotions	
4.3 The Analysis of Customer Retention	
4.4 Correlation between Consumption Emotions and Customer Retention	
<b>Chapter 5: Discussion.....</b>	<b>24</b>
5.1 Overview	
5.2 Results Review	
5.3 Managerial Implications	
<b>References.....</b>	<b>25 - 27</b>

## **List of Tables**

Table 1: Frequency of Happy Scale

Table 2: Frequency of Joyful Scale

Table 3: Frequency of Pleased Scale

Table 4: Frequency of Liking Scale

Table 5: Frequency of Willingness to Recommend Scale

Table 6: Frequency of Identification Scale

Table 7: Frequency of Repurchase Intention Scale

Table 8: Correlation 1

Table 9: Correlation 2

Table 10: Correlation 3

## **Abstract**

Purpose - To identify how far consumption emotions influenced customer retention.

Design/Methodology - Using 150 respondents as the simple random sampling, the results analysed through the frequency tables and Pearson Correlation to test significant relationship.

Practical Implication - This research will give much contribution to the hotel and resort industry in Kuching to determine what consumption emotions frequently produced by the guests so that they could further strategized their approach to retain their guests and customers.

Originality/Value - This study could change the way the resort management think that the way to retain the guest is deeply connected with the consumption emotions the guest experiencing during their stay at the resort and this study also is a continuous study from the previous researchers.

Keywords - Consumption emotions, customer retention.