



**UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN**

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**PREFERRED ONLINE TRAVEL AGENT: A CASE OF CUSTOMER  
REVIEWED IN THISTLE PORT DICKSON RESORT**

**NUR ARINA BT ZAINAL ABIDIN (2015250074)  
NURTISHA BT SHAARI (2015215122)**

This undergraduate report (HTM655) submitted in partial fulfilment of the  
requirements  
for the degree of

**BACHELOR OF SCIENCE (HONS) IN  
HOTEL MANAGEMENT – HM240,  
Universiti Teknologi MARA (UiTM), MALAYSIA**

**JULY 2018**

## DECLARATION

I hereby that the work contained in this research was carried out in accordance with the regulation of Universiti Teknologi MARA and is our except those which have been identified and acknowledged, if we are later found to have plagiarism or other forms of academic dishonesty, actions will be taken against us in accordance with UiTM's rules and academic regulation.

Name of Student : Nur Arina bt Zainal Abidin  
: Nurtisha bt Shaari

Matrix no : 2015250074  
: 2015215122

Programme : Bachelor of Science (Hons.) in Hotel Management

Faculty : Faculty of Hotel and Tourism Management

Research Title : Preferred Online Review: A Case of Customer Review in  
Thistle Port Dickson Resort

Name of Supervisor : Madam Haslina Che Ngah

Signature : 

Date : 

**HASLINA CHE NGAH**  
Pensyarah  
Kursus Pengurusan Hotel & Pelancongan  


## **ABSTRACT**

This undergraduate project gives a student knowledge and experience about the research process that very crucial for student to graduated and also for further study. The purpose of this research was to study the element that customer mostly give comment, feedback and review on online travel agent toward Thistle Port Dickson Resort. Based on January 2017 until December 2017 from online travel agent data, the researchers analyse about 548 review that usable. Collected data from the online travel agent review processed by computer program in term of frequency distribution and percentage that used by researchers. The result showed that customer express their experience and feeling in this online travel agent either positive feedback or negative feedback about the value they get. This result can be used by this resort or other hotel to take an improvement for any negative feedback or other hotel can also implement for any positive feedback get from customer to make their customer satisfaction and loyalty.

## TABLE OF CONTENT

CHAPTER	CONTENTS	PAGES
	Declaration	i
	Abstract	ii
	Acknowledgements	iii
	Table of Contents	iv - v
	List of Tables	vi
	List of Figures	vii
<b>1</b>	<b>RESEARCH OVERVIEW</b>	
	1.0 Introduction	1
	1.1 Background of the study	1- 2
	1.2 Problem statement	3
	1.3 Research objective	4
	1.4 Research question	4
	1.5 Research framework	5
	1.6 Significant of this study	6
	1.7 Limitation of study	7
	1.8 Definition of term	8
<b>2</b>	<b>LITERATURE REVIEW</b>	
	2.0 Introduction	9
	2.1 Review of literature	9 - 14

<b>3</b>	<b>METHODOLOGY</b>	
3.0	Introduction	15
3.1	Research design	15
3.2	Sampling design	16 - 17
3.3	Data collection method	17
3.4	Plan for data analysis	18
<b>4</b>	<b>ANALYSIS OF DATA</b>	
4.0	Introduction	19
4.1	Descriptive analysis	19 - 26
<b>5</b>	<b>CONCLUSION AND RECOMMENDATION</b>	
5.0	Introduction	27
5.1	Conclusion	27
5.2	Recommendation	28
	<b>REFERENCES</b>	29 - 32