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REPORT:

**FACTOR ON COMPARATIVE ADVANTAGE IN
MASBRO VILLAGE**

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ABSTRACT

3

The service industry nowadays especially business homestay has a rapid growth in this century. This is because of the demand in this services increasing. This study examines Factors on Comparative Advantage in Masbro Village. The main issue that faces by this company is they are just newly established in service industry. So, the customers do not aware about their company. The researcher help the company to see either their business can perform in the industry in long term period or should make an improvement on their service. This study used probability and simple random sampling for the sample. The research methods that used by this research is quantitative method. The research used questionnaire to collect the data. The questionnaire distributed to the respondents that comes to Masbro Village. The findings of this study are the researcher found that the major factor on comparative advantage is demand orientation which is state the highest mean and R square. However, these is a minor improvement that needs to improve by Masbro Village to make sure they can survive in future. Masbro Village also should make an improvement on their environmental commitment, so that Masbro Village has to focus to improve the lack of their service and that at the same time they also have to consistently maintain their other services.

TABLE OF CONTENT

NO.	CONTENT	PAGES
ABSTRACT		
CHAPTER 1 : INTRODUCTION		
1.1	BACKGROUND OF COMPANY	2
1.2	PROBLEM STATEMENT	3-4
	1.2.1 REVIEW FROM CUSTOMER	5
1.3	RESEARCH QUESTION	6
1.4	RESEARCH OBJECTIVE	6
1.5	SCOPE AND LIMITATION	6
	1.5.1 SCOPE OF STUDY	6
	1.5.2 LIMITATION OF STUDY	6-7
1.6	DEFINITION OF TERMS	7
	1.6.1 DEMAND ORIENTATION	7
	1.6.2 ENVIRONMENTAL COMMITMENT	7
1.7	SWOT ANALYSIS	8
	1.7.1 STRENGTH	8
	1.7.2 WEAKNESSES	8-9
	1.7.3 OPPORTUNITIES	9
	1.7.4 THREAT	9
CHAPTER 2 : LITERATURE REVIEW		
2.1	INTRODUCTION	10
2.2	OVERVIEW OF COMPARATIVE ADVANTAGE	10-11
2.3	FACTORS OF COMPARATIVE ADVANTAGE	11
	2.3.1 DEMAND ORIENTATION	11
	2.3.2 ENVIRONMENTAL COMMITMENT	12
2.4	THEORETICAL FRAMEWORK	13
2.5	SUMMARY OF LITERATURE REVIEW	14
CHAPTER 3 : RESEARCH METHODOLOGY		
3.1	INTRODUCTION	15
3.2	RESEARCH DESIGN	15-16
3.3	RESEARCH TECHNIQUE	17

3.4	RESEARCH INSTRUMENT	17
	3.4.1 QUESTIONNAIRE	17-18
3.5	DATA COLLECTION	18
	3.5.1 POPULATION	18
	3.5.2 SAMPLING TECHNIQUE	18-19
3.6	DATA ANALYSIS	19
3.7	SUMMARY OF CHAPTER	20
CHAPTER 4 : FINDING AND ANALYSIS		
4.1	INTRODUCTION	21
4.2	DEMOGRAPHIC PROFILE	22-27
4.3	RELIABILITY ANALYSIS	27
	4.3.1 THE CRONBACH ALPHA	27-28
4.4	DESCRIPTIVE ANALYSIS	28
4.5	REGRESSION ANALYSIS	29
CHAPTER 5 : CONCLUSION AND RECOMMENDATION		
5.1	INTRODUCTION	30
5.2	CONCLUSION	30-31
5.3	RECOMMENDATION	32
REFERENCES		i-ii
APPENDICES		iii-vii

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF COMPANY

Homestay tourism emphasises on the ecotourism and community-based products and services, in which visitor stay with the foster families and get involved with the normal daily activities in order to experience the lifestyle and local culture. Receiving excellent service will reinforce the loyalty of current visitors and increase the prospect of attracting new ones (Albacete-Saez, Fuentes-Fuentes, & Llorens-Motes, 2007; Erdil & Kalkan, 2010; Jamaluddin, Hanafiah, & Zulkifly, 2013).

The company that involved in this research is Masbro Village Boutique Homestay. Masbro Village Boutique Homestay was English design inspired guesthouse with unique triangular houses. The houses filled with colourful exterior and an outdoor swimming pool for both adult and children, perfect for a family vacation.

This Homestay located at Lot 291 Jalan Paya Rumput, Batu 7 1/2, Paya Rumput, 76450 Melaka. Masbro Village Boutique Homestay open for rental from RM288.50 per unit for 1 night. For maximum comfort ability they recommend 4 guest per house though they accept a maximum of 6 guests including kids. For kitchen is equipped with a microwave oven, a refrigerator, water kettle and basic utensils. For bed they provided 2 queen-sized bed at first floor and one sofa bed at ground floor. The houses fully air-conditioned and two washrooms with water heater.