



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

ACADEMIC YEAR 2018

**FACTOR THAT INFLUENCING CUSTOMER'S PREFERENCE
TOWARDS CHOOSING THEME PARK ATTRACTION AT HELLO KITTY TOWN AND
THOMAS TOWN PUTERI HARBOUR, JOHOR BAHRU**

PROPOSAL

INDUSTRIAL TRAINING

MKT 672

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SEGAMAT JOHOR

OCTOBER 2018

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CHAPTER 1

1.1 INTRODUCTION

This chapter fundamentally focus on the background of this research. This chapter will summarize about the objectives of the study to see whether the objectives in the study are relevant or not. This chapter also will explain about the company profile, problem statement which is the main problem the company face and also purpose of this study.

1.2 BACKGROUND OF THE STUDY

As we know Malaysia has a lot of amusement park to be explored. In 2018, the amusement park in Malaysia become a trend as a recreation with their friends, couple and family. They are using the amusement park to make a private event, birthday party or proposal event by the couples.

The amusemant park also give a contribution as the tourism and attraction to visit the country. For example in Taiwan, people comes to visit the country because they want to feel the excitement and experience to ride the most thriller ride in the world. There are more than 8 amusement park that can visit by them which is will give the variety to the tourist to come for the theme park in Taiwan.

In 1991, Universal Studios reported an attendance increase of 52%, which it attributed to its new ride inspired by the popular movie Back to the Future (Formica and Olsen 1998). Similarly, the leading Dutch theme park the Efteling, They witnessed a 30% increase in number of visitors during the opening year of its first rollercoaster attraction in 1981, the Python.

Same goes in Malaysia, the amusement park will be attract by the character that they have, for example the Nickelodeon Lost Lagoon in Sunway, The Ice Age and Titanic for Century Fox Genting and Hello Kitty and Thomas Town in TAR PH Holdings in Puteri Harbour. This character will attract and influence people to come and enjoy the park.

The ticket attendance also will be rely with the content, design, layout and wow factor that the park given. Without that, the park cannot be sell and the revenue of the company also be decrease. The ticket will be influence by the themepark itself.

1.3 BACKGROUND OF THE COMPANY

1.3.1 Company Background

TAR & H Holdings Berhad or we call Themed attractions Resort and hotel is a company who develop the attraction and hotel in Malaysia. They was the investment company incorporate to develop, manage, and operate the hospitality to the park and hotel. They are established by the Malaysian Government strategic investment fund which is Khazanah Nasional Berhad. TAR&H serves as a catalyst for the leisure and the tourism industry by bringing premier world class hotel, resort, golf courses and attraction to the region.

They have more than one branch that they work on it. One of their branch is the Desaru Coast which is Malaysia first integrated luxury destination. Next, the Legoland Malaysia which is the sixth Legoland park in the world. Other than that, they have KidZania Kuala Lumpur and KidZania Singapore as an indoor family education and entertainment park. At the south region they also have indoor theme park which is call Sanrio Hello Kitty and Thomas town as the main character of the park. For the hotel industry all their hotel has been awarded between four to five star hotel which is Hotel Jen located at the luxury waterfront Puteri Harbour in Nusajaya along with the winning The Datai Langkawi and the first Els Club in Southeast Asia which is in Desaru and Langkawi. They also partnership with the Hard Rock Hotel which is linked together with their project which is the Desaru Coast.

The main focus of my branch is in Sanrio Hello Kitty Town and Thomas Town in Puteri Harbour. For the Sanrio Hello Kitty Town they are focus for the family experience which is they can play the Friendship Land with the playground, ride the tea cup ride, make some activity in Wishful Studio which is related to the Hello Kitty routine. Other than that, they also have Hello Kitty in Oz which is create a magical imagination of the Hello Kitty. They also have a amazing show such as the Candy Prade and Meet and Greet session with the character.

Then, For the Thomas Town the legendary Thomas and Friends has been making tracks to great destination for over 65 years and now #1 blue engine and his friends are in Puteri Harbour, Nusajaya. In this area they offering the rides to be explore such as ride the Thomas train at the Knapford railway station and try the Bumping Buffers Steamies & Diesels Bumper Cars. The other Thomas's Friends also offer the ride such as Bertie the Bus, Harold's Helitours, Colin Crane Drop, Windmill ride or enjoy and chill out at the Sodor Island.

When purchase the Thomas Town ticket, the audience also can Meet The Other Character at the other level such as meeting Bob the Builder, Pingu the Igloo, Angelina the Ballerina and Barney in the house as an extra character. The audience can feel the excitement which is they can meet the all the different character in one building.

1.3.2 Company Logo



Figure 1.1 Company Logo

1.3.3 Vision

To be a leader in world-class destinations and resorts, elevating Malaysia's leisure and tourism industry.

1.3.4 Mission

- 1) Creating sustainable value through our destination investments
- 2) Long term commitment to performance, our stakeholders and the environment.