



**A STUDY ON CUSTOMER PREFERENCES TO STAY
AT NEW PACIFIC HOTEL**

**ERMI SHARLIDA BT SUHAIMI
2004652981**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

NOVEMBER 2006

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.....

First and foremost, a million gratitude goes to Allah SWT who the Most Merciful and the Most Passionate. Peace and salutation be upon to the Holy Prophet Muhammad and his purified Ahlul Bayt. All praise is due to Allah the Almighty, which give me strength and ability to face the challenge of completing this research, which entitled “A Study on Customers Preferences to Stay at New Pacific Hotel” successfully.

Beside that, I am also would like to express a thousand thanks and appreciation especially to my respected advisor, Encik Md Noh bin Ab Majid for his constructive comments, advice and guidance in the preparation of this research. He is the one who is very sincere and not stingy to share his knowledge in order to guide me from the beginning to the last in how to finish this paper work in properly mannered. Without doing this thesis I am sure that I will not knowledgeable in this field and will not experience this interesting chapter by myself. This unforgettable moment will be remembering in my future undertaking and always being my path when I facing the real world of working. Very special thanks also to Tuan Hj. Zainuddin bin Zakaria for his willingness to be my second examiner; and also as the BBA Coordinator for my Practical Training. Furthermore, I would like to extend my gratitude to the Sales Manager of New Pacific Hotel - the respected Pn. Mahani bt Hj Yusoff; for granting me the permission to undergo my practical training at New Pacific Hotel.

Before I forget, my special gratitude goes to my lovely and beloved husband, Mr Zuki bin Hamzah, who is always supported me with spirit and give me a full commitment since I did this research. Without his bless, I am sure that I cannot finish this research with flying colors. Here, I would like to say that, he is the best thing that had been happened in my life. Furthermore, I would like to extend my thanks, love and high appreciation to my respected and beloved parent; En. Suhaimi bin Hj Harun and Pn Zureda bt Mat Yusoff who were always encouraged me to be the best and supported me from my back.

CHAPTER ONE

INTRODUCTION

1.1 COMPANY BACKGROUND

For preparing this thesis in properly manner, I have done my practical training at New Pacific Hotel, Kota Bharu. First and foremost, this hotel is located in the heart of Kota Bharu which takes only 10 minutes drive to Sultan Ismail Airport and a walking distance to all public Transport Terminals. It is also very close to several places commonly visited by tourists who came to Kelantan such as Pasar Siti Khadijah, Bazaar Buluh Kubu and shopping complex.

This hotel can accommodates up to 325 guests which includes all types of rooms such as Deluxe for single, Twin Deluxe Sharing, Triple Standard Deluxe and Connecting Room. It also offers different types of suite with different charges and specialties such as Royal Suite, Executive Suite, and Studio Suite. All the rooms are equipped with sufficient amenities to fulfill the needs of the guests. The hotel also has 5 big halls and 3 small halls that can be used by the guests for seminars or formal functions. All the 5 big halls can accommodate up to 100 to 350 persons except for the Pacific Ballroom which can accommodate only 500 to 1000 persons for a one time. The entire banquets are set up either in Classroom style, theatre style, Board style, U-Shaped style or any other preferred by the guests.

Beside the banquets, New Pacific Hotel also offers several types at specialties commonly chosen by ordinary guest such as Chinese and Thai Cuisines, Hi Tea and Malay Cuisines and International Buffet. For swimmer lover, indoor pools for kids and adults can be found at the first floor of the hotel. The guests, for sure will be happy staying at the New Pacific Hotel with all the facilities offered for them.

TABLE OF CONTENTS

<i>Subject</i>	<i>Page</i>
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
Chapter 1 Introduction	
1.1 Background of New Pacific Hotel	1
1.2 Background & Scope of Study	2
1.3 Problem Statement	3
1.4 Objective of the Study	4
1.5 Significance of the Study	5-6
1.6 Theoretical Framework	7-8
1.7 Hypothesis	9
1.8 Limitation of the study	10
Chapter 2 Literature Review	
2.1 Price	11-12
2.2 Customer Preferences	13
2.3 Customer Satisfaction	14-15
2.4 Service Quality	16-23
2.5 Perceptions	26
2.6 Promotion	27
2.7 Food Services	27
Chapter 3 Research Methodology & Design	
3.1 Data Collection	28
3.2.1 Primary Data	28
3.2.2 Secondary Data	30
3.4 Sampling Design Process	
3.4.1 Sampling Technique	30
3.4.2 Target Population	31
3.4.3 Sampling Framework and Sampling Size	32

3.5	Procedure For Data Analysis	
3.5.1	Reliability Analysis	35
3.5.2	Frequencies Analysis	36
3.5.3	Cross Tabulation	62
3.5.4	Hypothesis Testing	71

CHAPTER 4: DATA ANALYSIS AND FINDING

4.1	Introduction	33
4.2	Reliability Analysis- Scale (Alpha)	
4.3.1	Introduction	35
4.3	Frequencies Distribution	
4.2.1	Demographic Profile	36
4.2.2	Price	50
4.2.3	Quality of Services	53
4.2.4	Food Services	58
4.2.5	Location	59
4.2.6	Promotion	
4.4	Cross Tabulation	62
4.4.1	Cross Tab 1	64
4.4.2	Cross Tab 2	65
4.4.3	Chi Square 1	66
4.4.4	Chi Square 2	67
4.4.5	Correlation 1	68
4.4.6	Correlation 2	69
4.4.7	Correlation 3	70
4.5	Hypothesis Testing	
4.5	Introduction	71
4.5.1	Hypothesis 1	73
4.5.2	Hypothesis 2	74
4.5.3	Hypothesis 3	77
4.5.4	Hypothesis 4	77
4.5.5	Hypothesis 5	78