



UNIVERSITI TEKNOLOGI MARA

MODELLING IMPORTANCE PERFORMANCE ANALYSIS (IPA)  
TO ANALYSE THE IMPORTANT ATTRIBUTES IN LUXURY HOTELS

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## AUTHORS'S DECLARATION

We declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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## ABSTRACT

Tourism continues to assume a key role in the Economic Transformation Programme (ETP) to propel Malaysia into a high-income nation by the year 2020. This EPP supports the Tourism National Key Development Area (NKEA) goal of attracting high-yield tourists by ensuring the optimal mix and quality of hotels which provide high-quality service where the Government has introduced several tax incentives to encourage investment into 4- and 5-star hotels, supporting the growth of the hotel industry. The purpose of this study is to examine the guest perceived attributes on luxury hotel in Kuala Lumpur, Malaysia by using Importance Performance Analysis (IPA). Pilot test was conducted before the questionnaires were distributed to the guests who staying at the luxury hotels in Kuala Lumpur. Data obtained was analyzed using Statistical Packages of Social Science (SPSS) and Importance Performance Analysis was being used to determine the most importance attributes that luxury hotels need to develop. From this study, it provides an opportunity to recognize, in ranking order, features that are considered important by the guests staying in luxury hotels.

*Keywords : ETP,EPP, NKEA, Luxury hotel attributes, Kuala Lumpur, Malaysia, Importance Performance Analysis, Guest satisfaction*

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