UNVEILING FACTORS INFLUENCING GUEST INTENTION TO REVISIT LUXURY HOTEL IN KOTA KINABALU, SABAH

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ABSTRACT

This research is an attempt to identify the competitive strategy used in luxury hotel in Kota Kinabalu Sabah which is focusing to Sutera Harbour Hotel (Pacific Sutera and Magellan Sutera). Over 320 questionnaires were distributed during the study and 292 were returnable. The researcher identified that there are five (5) independent variables involved in this study which are hotel ambience and staff courtesy, food and beverages product, staff presentation and knowledge, reservation services and also overall value for money. In the findings, it is shown that Revisit Intention have a perfectly positive relationship with the dependent variable. Respondents involved in this study are the guest who visited Sutera Harbour Hotel.