



“SUSTAINABILITY OF OUTDOOR DINING AT JESSELTON POINT  
FERRY TERMINAL IN KOTA KINABALU, SABAH”

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## **Abstract**

This project paper is a study on the factor involved on how to sustain the outdoor dining at the Jesselton Point Ferry Terminal that will benefit the company in charges of Jesselton Point Ferry Terminal, customer, and the tenants at the Jesselton Point Ferry Terminal. This study is also to help the Company in charges of Jesselton Point Ferry Terminal, and tenants on how to improve the performance and services provided towards the public customer.

This study is conducted during the internship programme which is within the five (5) months time and interview and questionnaires are chosen to be the mode of instrument to collect the data which was distributed to selected groups of customer at the Jesselton Point Ferry Terminal.

Finding of this study is analyzed using Statistical Package for the Social Science (SPSS). From the result of the analyzed, I can conclude what are the factor can contribute to sustain the outdoor dining at the Jesselton Point Ferry Terminal.