



CUSTOMERS' PERCEPTION TOWARDS 5 STAR HOTELS IN
KOTA KINABALU CITY: LOCALS AND FOREIGNERS PERSPECTIVE

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ABSTRACT

This study is conducted to understand the perception of customers that can help towards the development of a hotel thus attracting new customers as well as sustaining the existing customers. Sets of 200 questionnaires will be prepared and will be distributed evenly to locals and foreigners with the help of Sabah Tourism Board and Only In Borneo Tours Sdn Bhd a travel agency and also by approaching respondents on the streets. Data collected will be extract by using SPSS and will be interpret further by using charts or tables. This paper is theoretical thus the results cannot be verified until research is conducted. To maintain the accuracy for the research, the total respondent will be divided equally, 100 to locals and 100 to foreigners. The study will be useful to the hotel industry and academicians whom are interested on the customer's perception and from there construct marketing plan or business strategy to develop their organizations. Recommendation towards organizations and future researcher will be pointed out soon after the final analysis has been obtained.