



A STUDY ON EFFECTIVENESS OF MARKETING
STRATEGY TOWARD USUKAN COVE LODGE

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TABLE OF CONTENT

No.	CONTENT	pages
	ACKNOWLEDGEMENT	iv
	LIST OF TABLES	v-vi
	LIST OF FIGURES	vii-viii
	ABSTRACTS	ix
	CHAPTER ONE	
1.0	INTRODUCTION	1-12
	1.1 Company Profile	1
	1.2 Background of Study	7
	1.3 Scope of Study	7
	1.4 Problem Statement	8
	1.5 Research Objective	9
	1.6 Research Question	9
	1.7 Limitation of Study	10
	1.8 Significant of Study	10
	1.9 Definition of Term	11
	CHAPTER TWO	
2.0	LITERATURE REVIEW	13-23
	2.1 Literature Review	13
	2.2 Theoretical framework	22
	CHAPTER THREE	
3.0	RESEARCH METHODOLOGY	24-29
	3.1 Data Collection Method.	24
	3.2 Research design	26
	3.3 Research Sampling	27

No.	CONTENT	pages
	3.4 Data Analysis Procedure	28
CHAPTER FOUR		
4.0	FINDING AND ANALYSIS	28-64
CHAPTER FIVE		
5.0	CONCLUSION AND RECOMMENDATION	65-66
	BIBLIOGRAPHY	67-69
	APPENDICES	70-75

ABSTRACT

Purpose – This study is aims to determining the effectiveness of marketing strategy of Usukan Cove Lodge. In order to measure the effectiveness of the marketing strategy, further study needed meet the objective of study. This study also provides recommendation in improving the UCL services and earns positive perception by the visitors

Design / Methodology / Approach - Questionnaires were designed in measuring the effectiveness of current marketing strategy and the visitors perception towards UCL. This questionnaire distributed to respondent whose were visited the UCL. The questionnaire created of two sections which section A was demographic questions (gender, age, marital status, and occupation) and section B was perception questions.

Findings – The finding shows on the perception towards UCL service rendered and the effectiveness of marketing strategy of UCL. All data gathered from respondents analyzed and SPSS used to help the researcher analyzed the results. The results stated in chapter four.