



THE POTENTIAL OF KINABALU HOSTEL AS  
PART OF CORE BUSINESS OF SABAH  
SPORT BOARD

MOHD HANIF BIN HARIS  
2008308119

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH

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## **ABSTRACT**

The purpose of this study is to investigate the potential of Kinabalu Hostel as part of core business of the Sabah Sport Board. The model was developed on the basis of existing theoretical model focus on marketing and hospitality. The result, factors influencing satisfaction and revisit intentions will act as an input to improve Kinabalu Hostel and Sabah Sports Board performance.