



**THE IMPORTANCE OF MARKETING COMMUNICATION IN  
IMPROVING SERVICE QUALITY IN KUCHING 4 – STAR  
HOTEL**

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# CHAPTER 1

## 1.1 INTRODUCTION

According to Tourism and Culture Minister Datuk Seri Mohamed Nazri Abdul Aziz, by 2020 Malaysia is estimate to earn that amount from the targeted thirty-six million tourist arrival under the Malaysia Tourism Transformation Plan (MTTP), (The Borneo Post, and November 10, 2013). During visit Malaysia Year 2014, the total tourist arrivals highest especially come to Kuching Sarawak. According to data from the Ministry of Tourism Sarawak, the state recorded RM6.62 billion in total tourism receipts in 2010, RM7.91 billion in 2011 and RM8.57 billion in 2012, (The Borneo Post, and November 10, 2013). That why, for the demand 4 star hotels in Kuching also increase. In Kuching have are many choose four star hotel such as, John's place, Aviva Gateway, Imperial Hotel, Grand Margherita Hotel, Merdeka Palace Hotel & Suites, Batik Boutique Hotel, Citadines Uplands, Damai Beach Resort, Hilton Kuching, and The Ranee Boutique Suites.

Besides that, recovered by the term marketing communication that also specify one of the key areas of marketing. Additionally, "marketing communication is a conversation between a brand and its audience and it is the collective term for all the communication functions used in marketing a product or service", (p.165) (Ibid). According to Keller, (2001), further defines "marketing communication as the means by which firms attempt to inform, persuade, incite, and remind consumers directly or indirectly about the brands they sell". As well, can be explained in all definitions, communicating a message is the heart activity in marketing communication. According to Duncan, (2002), the marketing communication activity is to form and send a message as their communication tools to a receiver through various channels.

Marketing communications is a management process through which an organization engages with its various audiences. Through understanding an audience's communications environment and organizations seek to develop and present messages

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter will discuss the definition marketing communication, services quality, customer satisfaction and independent variables as marketing communication.

According to, K. Lane Keller, (2001), marketing communications define as by which firms attempt to inform, persuade, incite, and remind consumers, directly or indirectly, about the brands they sell. Perhaps no area of marketing has seen more dramatic changes over the years than marketing communications. As a result, the challenges presently faced by marketers in designing, implementing, and evaluating marketing communication programs are markedly different from those faced by marketers 20 or 30 years ago.

According to, Fill,C., (2002), marketing communication or promotion is one of the elements of the marketing mix and is responsible for putting the marketing offer to the target market. It is the planned and integrated communication activity that communicates with an organization's stakeholders. The effective marketing communication can make the service quality four stars hotels more efficient to conduct the hotel industry in business. Because the effectiveness of the process marketing communication can determined the communication environment, can make mood of the people involved in the process and the opinion formers and opinion leaders.

Marketing communications is a management process through which an organization engages with its various audiences. Through understanding an audience's communications environment, organizations seek to develop and present messages for their identified stakeholder groups, before evaluating and acting upon the responses. By

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

The purpose of this research is to understand the dimension of marketing communication and the importance marketing communication in service quality in Kuching four stars hotels. This research is to identify the effectiveness dimension marketing communication to customer towards the services quality offered by four stars hotels. Thus will help the four stars hotels improve the service quality hotel based on dimension of marketing communication and this determine the level of customer satisfaction.

#### **3.2 RESEARCH DESIGN**

This study is a quantitative method using a survey research. The design was meant to determine the dimensions of marketing communication in four star hotels in Kuching and service quality hotel. According to, Fraenkel, Wallen and Hyun, (2012), quantitative research is “a research that explains the phenomena through the gathering of numerical data which will be analyzed by using statistic tools”.

#### **3.3 SAMPLE**

The sample of this study is approximately total of 100 respondent were chosen. According to, Neuman, (2003), defined subject selection as “the criteria and principles used for the purpose of the suitability of the insertion of issues in research protocol”. This study involved the procedures of probability sampling on choosing the respondents. Probability sampling is referred on fundamental theoretical distributions of clarifications or distributions of sampling, the best known of which is the normal curve (Charles Tedd lie, 2007).