



THE IMPORTANCE OF SATISFACTION TO CAPTURE  
CUSTOMERS ATTENTION ON EVENT MANAGEMENT  
IN NOVOTEL HOTEL

MOHD SHAHRIR ULAWAH BIN ANI  
2011831452

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

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## CHAPTER 1.0: INTRODUCTION

All over the world have their own services regard to their hospitality industries. It is bring a lot of benefits to the countries because hospitality's services also distribute on each of the countries' economies. In order to get customers, businesses, travelers' attention, the hospitalities industries should have their own uniqueness compare to others.

Event Management also included in hospitalities services. This service can help the hotel increase their occupancy monthly. Strong sales person needed to sales the function room on the hotel in order to increase their monthly occupancy. Novotel Hotel provides a variety service that can fulfill the customers need and want. As a titled in four star hotel they need to maintain the status by providing and deliver a good services to its customers.

In the hospitalities industries, employers' skill is very important in order to capture the customer's attention. Customers will bring positive word of mouth to other customers if they satisfied with the employ's skill. All of these are include of the serving of customers, how they threaten the customers and the way they help the customers in term of the information before, during and after they arrival and departure time.