



**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT
INFLUENCES CUSTOMER'S BRAND PREFERENCES IN HOTEL
INDUSTRY**

NUR AZLINDA BINTI ROSLI

2014940135

**Submitted in Partial Fulfilment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**Bachelor of Business Administration (Hons) \\
Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

2017

ACKNOWLEDGEMENT

In the name of ALLAH, the most gracious and the most merciful with Selawat and Salam to Prophet Muhammad S.A.W., Alhamdulillah, all praise to Allah for giving me the ease to do all my jobs during my internship and be able to complete this research on time. The internship opportunity I had with Intekma Resort and Convention Centre was great, it gave me chance for learning and to develop my skill. Therefore, I consider myself very lucky to be part of the organization that genuinely want to provide student with preparation before facing the reality of working environment. I am also grateful for having a chance to meet so many wonderful people especially Mr Shahrin and Miss Raihana, who's in charge to took care of me during the internship period, their input and knowledge that been shared is much appreciated.

I want to express my deepest thanks to my thesis advisor Dr. Akmal Aini Binti Othman for taking part in useful decision, giving me advices and guidance for my research. She gave me clear direction to complete my projects, even though she is being extraordinarily busy with her duties, she took time out to hear, guide and keep me on the correct path. I choose this moment to acknowledge her contribution gratefully.

Next, I would like to thank to my lecturer Madam Jaslin Binti Dahlan as our thesis coordinator that always helps all final year student for completing the research. A million thanks to her for being so nice, patient and kind in dealing with my queries and problems during this semester. A deepest gratitude to University Technology Mara (UITM) for providing me with a good environment and facilities to complete this project.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to my parent and family for being understanding and always gave moral support throughout this research. Without their support and care, I may have had major difficulties to complete this research.

Not be forgotten, I want to say thank you to all my friends that involve directly and indirectly who willing share the experience, time and commitment. Thank you again.

TABLE OF CONTENT

TITLE PAGE.....	ii
DECLARATION FORM.....	iii
LETTER OF SUBMISSION.....	iv
ACKNOWLEDMENT.....	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURE.....	ix
LIST OF TABLE.....	ix
ABSTRACT.....	x
CHAPTER 1: INTRODUCTION.....	1
1.1 COMPANY PROFILE.....	1
1.2 BACKGROUND OF THE STUDY.....	4
1.3 RESEARCH PROBLEM/PROBLEM STATEMENT.....	6
1.4 RESEARCH QUESTION.....	8
1.5 RESEARCH OBJECTIVE.....	8
1.6 SIGNIFICANT OF THE STUDY.....	9
1.7 SCOPE AND LIMITATIONS.....	10
1.7 DEFINITIONS OF TERMS.....	11
CHAPTER 2: LITERATURE REVIEW	
2.1 INTRODUCTION.....	12
2.2 OVERVIEW ON CUSTOMER RELAIONSHIP MANAGEMENT.....	12
2.3 PHYSICAL ENVIRONMENT.....	14
2.4 EMPLOYEE BEHAVIOUR.....	15
2.5 CUSTOMER SERVICE.....	16
2.6 SOCIAL NETWORK INTERACTION.....	18
2.7 CONCEPTUAL FRAMEWORK.....	20
2.8 HYPHOTESIS DEVELOPMENT.....	21

ABSTRACT

In all companies need a good relationship with customers to achieve the advantages of the other competitors. Each customer has a disparity of tastes and desire, as hotel companies who want to succeed in the industry to understand the needs and desires of customers. Customer Relationship Management, CRM is an effective initiative for the hotel to influence customer choices and change their purchase intention. Customer Relationship Management including managing facilities for customers, meet customer needs, achieve customer high ratings by providing high skill staff, comfortable and welcoming environment, and efficient customer service. Although the Intekma hotel is only 3-star, customers will expect only a high class service from the hotel management, it is hotel management jobs to attract them to prefer the hotel and retain them for future business growth. Moreover, the high competitiveness in industry and increasing customer complaint can definitely affect the brand preference among customer toward Intekma Resort.

This study indicates two objectives, which to determine the dominant element in Customer Relationship Management that influences the brand preference among customer in hotel industry and to investigate the relationship between customer services, employee behaviour, physical environment and social network interaction with the consumers' brand preferences.

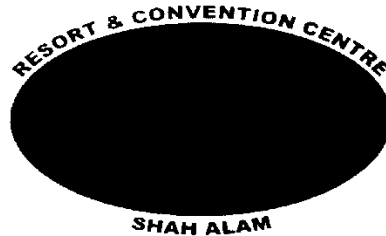
This study was conducted to answer the research objective by distributing randomly 100 questionnaires among guest and visitor of Intekma Resort, the researcher may acquire a more accurate result as all the respondent has experience the hotel services. A multiple regression analysis, correlation analysis, descriptive analysis was done to figure out the objective of this study.

Overall, the finding shows that all independent variables which were physical environment, employee behaviour, customer service and social network interaction has had positive relationship with the dependent, but only two is significant for this study which are physical environment and social media interaction.

This study is needed for the Intekma Resort management to focus on the dominant factor influences the brand preference in hotel industry and use the result to improve the services to meet the customer expectation and fulfilling their need and wants,

CHAPTER 1: INTRODUCTION

1.1 COMPANY PROFILE



INTEKMA Resort & Convention Centre is rated 3 star by Malaysian Association of Hotels (MAH). Wholly owned by Universiti Teknologi MARA and managed by UiTM Hospitality Management Services Sdn Bhd. IRCC nature of business is providing hospitality services. In 2004, UiTM Holdings started to take over INTEKMA as one of their subsidiaries. Till right now, INTEKMA is 100% operate under UiTM Holdings

INTEKMA Resort & Convention Centre started its operation on 28th September 1997. Their existence is to fulfil the market needs as a preferred hotel and apartments concept in the heart of Shah Alam, a perfect place for business, convention, leisure and social events.

INTEKMA Resort & Convention Centre is ideally located close to prime shopping and business areas such as Shah Alam City Centre (SACC), Plaza Alam Central, Plaza Masalam and Kompleks PKNS. It is also located close to recreational facilities and entertainment such as Wet World, Taman Bukit Cahaya Seri Alam and I-City. INTEKMA Resort & Convention Centre is within 45 minutes' drive away from the Kuala Lumpur International Airport (KLIA) and 45 minutes from the capital city of Kuala Lumpur. Nearby to commuter stations which connects the resort to various shopping areas and city centre. A 'Resort Within the City', famous for its warm hospitality

One of INTEKMA main features are its banquet hall named Dewan Sri Bestari. It deals multipurpose meeting and banquet facilities with seating capacity of 1300 delegates. INTEKMA also have the 6 Cendekia and Bersantap room which also available for functions, small get together or team-building session.

INTEKMA provide five types of room to be served to customers which is 2 different type of the so called Premier Deluxe, Premier Executives, 2-Room Suite and Executive Suite. The resort also provide basic customers need when they stay at there such as free Wi-Fi access,