



PROJEK PELAJAR

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**A STUDY ON  
CUSTOMERS' PERCEPTION TOWARD  
IMPERIAL INTERNATIONAL HOTEL'S  
CUSTOMER RECEPTION SERVICE**

Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration

PROJEK PELAJAR

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## **Chapter 1: Introduction**

Imperial International Hotel is one of the hotels that are new to the market. This hotel is managed by the Panji Hotel Management with the sister hotel Radius International Hotel. Imperial International Hotel is located at Warisan Square building, in Kota Kinabalu city, Sabah. Since Imperial International Hotel is still new, it is formally launched its operation on late of the year 2007. As usual, of course they do have rules and guidelines or even code of conduct emphasized to their employee by the superiors during their training but it may be different from the customers view. On top of this, Panji Hotel Management are a subsidiary to another company which is Panji Keagungan. This company are owned and managed by bumiputra people. The top three players are as follows,

Datuk Mahrufs Mohd Zakaria. Holds a Bachelor in Business Management (United Kingdom) Advance Diploma in Management (United Kingdom). Diploma graduate in Development Administration (United Kingdom). He has worked 10 years with State Government of Sabah. The last post he held in the government was as Assistant Secretary (Development) at Ministry of Works State Government of Sabah and mainly responsible in planning, development and financial administration at the ministry. Later in 1988, he formed his own company, Panji Keagungan Berhad and now, he is the major shareholder of the company. He is involved in all aspects of administration and operation of the company.

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