

Title of Thesis	Key Factors To A Successful Hotel Operation Based On Customers' Perception In Miri
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## **ABSTRACT**

In recent years, it is evident that the hotel industry has been growing, especially in the cities where there are tend to be more tourists. This causes the increase in competition among hotel operations, which leads each hotel owners to come up with ideas to improve their own services and facilities in order to compete with other competitors. It is known that what ensure a successful hotel operation is the loyalty and increase of customers over the years. Therefore, undeniably customer satisfaction is the key factor to ensure a successful hotel operation.

The purpose of this study is to explore what are customers' perceptions towards the factors that determine a good hotel operation. 50 random public who act as hotel customers in general are selected as samples to complete the questionnaires which are analyzed using quantitative method.

The research highlights the major findings from this research with proper analysis of the data collected. In addition, recommendations are made to act as the insight of several factors to improve hotel operation through service quality. Furthermore, the research also suggests future possibility to explore other aspects which might further enhance customer satisfaction.