

Title of Thesis	CUSTOMER EXPECTATION ON ENTERTAINMENT CENTERS WHICH IS CINEMAS IN MIRI
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ABSTRACT

Entertainment center such as cinemas in Miri are getting popular among the local of Mirians. This because of the brands name from the West Malaysia which are GSC Lite Cinema and TGV Cinemas. Before this popular top cinemas from the peninsula come into Miri City, there was a low class cinema which was call as Star Cineplex offering their niche products and services to the citizen of Miri but was pull down by their competitors with the competitors top notch facilities and the high class products and services.

The studies reveal that most of the respondents prefer to go to the TGV Cinemas rather than the GSC Lite Cinema who came in to Miri first to compete with Star Cineplex. The results show that most of the respondents love to watch action and adventure movies because of the cinemas sound system. Moreover most of the respondents are students and have income lower than One Thousand in their pockets.

From the results, the researcher will have to suggest several recommendations base from the findings that they found from the data analysis. Base on the findings, the recommendations are a suggestion on how to improve the findings with some good explanations.

As the future research of my current research on the entertainment centers which is cinemas is to suggest better futuristic type of cinemas for the consumers to enjoy better visionary type of cinemas by moving the large hall of cinemas into a very small rooms of cinemas. Lastly as a future researcher can also do some research not only in Miri but by expending the research a foreign country or the neighboring state such as Singapore or Kota Kinabalu.