

Title of Thesis	A Study of Factors that Affecting Customer Satisfaction among Tourists toward Budget Hotels in Miri
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ABSTRACT

Over the years, there are few researchers have studied on factors that affecting customer satisfaction among tourists toward hotel in Malaysia rather than in Miri such as budget hotels in Miri. This research is study on the factors that affecting customer satisfaction among tourists toward budget hotel in Miri. In Miri City, most of the area have at least one budget hotel. Budget hotels are hotel that rated three-star, two-star, one-star, three-orchid, two-orchid or one-orchid. An outlet's rating depends on its services rather than the number of rooms it has or the room prices it charges. A survey was conducted for data collection. All the data was collected by using survey questionnaires, which is quantitative research method. Microsoft Excel spreadsheet would be used after the data were collected. From the research, six major findings had been found. Primary data are collected using partially self-designed and partially adopted from the past research. The samples comprised 50 young adults in Miri. This research topic can help budget hoteliers get the useful information about these influencing factors that can strive in the highly competitive field in order to satisfy tourist needs. It is very important to let every business to have a clear basic knowledge to satisfy their customer needs. Besides, throughout this research, it can help budget hoteliers that they may have a better understanding of what the influencing factors are tourists emphasize. Several recommendations were provided gives a chance for hotel agencies to enhance their competitive advantages and improve tourism

in Miri. Thus, based on our research, readers can gain much knowledge on the factors affecting customer satisfaction among tourists toward budget hotel in Miri. Last but not least, this research indirectly created several areas that could be carried out for future research on the findings. Some of the examples are further research can further explore the factors affect customer satisfaction among tourists toward budget hotels in between east and west Malaysia.