



**CUSTOMER FRUSTRATION INCIDENT AND
FRUSTRATION BEHAVIOR FOR PRIORITY PLUS
PROGRAM AT CONCORDE HOTEL SHAH ALAM**

**SITI DALEELA BT MOHD WAHID
2003478141**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Siti Daleela Binti Mohd Wahid, (I/C Number: 840313-14-5238)

Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally, overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 28/4/06

LETTER OF SUBMISSION

28 April 2006

Puan Zaihan Abd Latip

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi Mara

78000 Alor Gajah

MELAKA

Dear Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER FRUSTRATION INCIDENT AND FRUSTRATION BEHAVIOR FOR PRIORITY PLUS PROGRAM AT CONCORDE HOTEL SHAH ALAM" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely



SITI DALEELA BINTI MOHD WAHID

2003478141

Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The goal of the study is to reconfirm the “coffee talk” among the staff about this program. The staffs wonder whether this program needs to uphold or not in the future. The study interested to examine the negative effect of loyalty programs from the perspective of frustration theory. It seeks to develop a model of customer frustration based on frustration theory. For the methodology, firstly, frustration will be differentiated into two variables: frustration incident and frustration behavior. Secondly, a descriptive study and survey question among the members of Priority Plus Program is conducted. A correlation analysis will be used to identify the significant relationship between the variables. (Frustration incident and frustration behavior). Thirdly, the findings of the study are used to develop a system of hypotheses that generate a specific model of customer frustration in Priority Plus Program.

For findings, there are three components of frustration incident (refusal of reward, reduction of reward and delay of reward) that were triggered by the Priority Plus Program lead directly to frustration behavior like protest and avoidance is identified. These also affect the perception of the relationship. In conclusion, Priority Plus Program tend to be uphold the program in order to fulfill the requirement of the loyal customer and avoid frustration among them.