DETERMINANTS OF BUILDING CUSTOMER LOYALTY IN D'IMPIAN INN HOTEL PARIT RAJA

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MELAKA**

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MODE B

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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2011

LETTER OF SUBMISSION

29TH APRIL 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **'DETERMINANTS OF BUILDING CUSTOMER LOYALTY IN D'IMPIAN INN HOTEL PARIT RAJA'** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

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ABSTRACT

In future success in business, it relies on delivering a unique and complete holiday experience. The critical success for the hotel industry is building customer loyalty. It brings customer experiences, service quality, customer value and customer satisfactions are major determinants of customer loyalty. Hence the hotel industry like other industries is realizing the significance of customer centered philosophies with the overall goal in terms of customer satisfaction is to stay as close to their customers as possible.

The objective of the study is to examine the relationship between customer loyalty as dependent variables and customer experiences, service quality, customer value, and customer satisfaction as independent variables. The customer experiences have been defined as functional clues, mechanic clues, and humanic clues. This variable will be investigated in relation to their impact on customer loyalty. 5 Likert scales were used to gauge the responses. Some of the major limitations of the research include time consuming of data gathering and analysis, self selecting sample, and survey administration.

Overalls, these findings and recommendations can be used by the company to ensure their performance increase and customer will prefer their company.