



***CUSTOMER LOYALTY TOWARDS
TERENGGANU EQUESTRIAN RESORT***

MOHD AZRAF BIN ZAKARIA

2008426328

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

MAY 2011



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohd Azraf Bin Zakaria, (I/C Number: 861112-46-5115)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree*
- 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*

Signature: _____

Date: _____

LETTER OF SUBMISSION

May 3rd, 2011.

*The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandararaya Melaka*

Dear Sir,

SUBMISSION OF PROJECT PAPER

*Attached is the project paper title “**CUSTOMER LOYALTY TOWARDS TERENGGANU EQUESTRIAN RESORT (TER)**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.*

Thank you

Yours sincerely

.....
*MOHD AZRAF BIN ZAKARIA
2008426328
Bachelor of Business Administration (Hons) Marketing*

ABSTRACT

Customer loyalty is one factor the successful of the organization to achieve competitive advantages in the business. There are five types of factors that contributed customer loyalty which are facilities, location, services offering, physical environment and employees. High motivation among employees, well maintained facilities, good information regarding location and provide quality services can make the customers become loyal to the organization.

The aim of this study to investigate the relationship of the independent variables: facilities, location, services offering, physical environment and employees toward customer's loyalty at Terengganu Equestrian Resort, (TER), Terengganu Darul Iman. Data were collected from 50 respondents and they are randomly selected from customers at TER.

The study revealed the independent variables that contribute to the customer's loyalty. The descriptive statistic was use to discuss on the profile of respondents, Cronbach's Alpha was use to test the reliability coefficient all independent variables and dependent variables while Pearson Correlation matrix was use to see the strength of interrelated that present independent and dependent variables among all mentioned.

Results obtained from the Pearson Correlation analysis revealed that the five factors which are facilities, location, services offering, physical environment and employees were strongly related to customer loyalty. Achievement of facilities was moderately positive related to customer loyalty and location was also found to be positive. Services

offering also show the positive result and moderate related to customer loyalty. It also same happen to physical environment with moderate and positive correlation with customer loyalty. The ranking show employee is weak but also positive related to customer loyalty.

Finally, the study recommends among other things that the organizations should provide the facilities can accommodate large number of customers, provide several signboard that give information about TER, hire contractor to ensure the environment well maintained and give their staff extensive training toward managing customer and how to build a good relationship with customers.