



**CUSTOMER SATISFACTION AMONG INTERNATIONAL TOURISTS
TOWARDS LOCAL SERVICE PROVIDER AT BANDAR HILIR,
MELAKA.**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

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“DECLARATION OF ORIGINAL WORK “

I, **NURAMIRAH BINTI MOHD KOYAH**, (I/C Number: **920119-01-5560**) AND

I, **SITI KARIMAH BINTI IBRAHIM**, (I/C Number: **920915-04-5226**)

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 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: *NurAmirah*

Signature: *SitiKarimah*

Date: 07 July 2014

LETTER OF SUBMISSION

Lecturer of UiTM Campus Bandaraya Malacca City
Faculty of Business Management
University Teknologi Mara
110, Off Jalan Hang Tuah,
75300, Melaka

Dear Mrs,

SUBMISSION OF PROJECT PAPER

Here is the research project paper titled “**Customer Satisfaction among International Tourists towards Local Service Provider at Banda Hilir, Melaka**” that has been research in order to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You.

Yours sincerely,

NurAmirah

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Yours sincerely,

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ABSTRACT

This research is mainly focus on the service quality dimensions that includes tangible, reliability, responsiveness, assurance and empathy that influence tourist satisfaction at Bandar Hilir, Melaka. The objectives of this study are to identify the elements of service quality that gives impact on tourist perception towards service provider and also to define level of satisfaction towards tourists about service provider in Bandar Hilir Melaka. Besides that, in order to determine the most influence elements in service quality that gives satisfaction towards tourists in Bandar Hilir Melaka. From the result of this research will shows that whether the tourists that comes to Bandar Hilir satisfied or not towards the service that provide by service provider and how well the service quality dimensions influence the tourists satisfaction at Bandar Hilir, Melaka. Therefore, this research has been set up and been carried out to test and reveal the answer of this research objectives.

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