



**CUSTOMER BEHAVIOR IN DEVELOPING CUSTOMER
RETENTION AT SERI MALAYSIA HOTEL JOHOR BAHRU**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UiTM MELAKA CITY CAMPUS

“DECLARATION OF ORIGINAL WORK”

I Nur Nadiah Binti Mohd Abbas, (I/C Number: 870903-01-5350)

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: _____

Date: _____

LETTER OF SUBMISSION

November 2010

Nor Azman Bin Harun
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CUSTOMER BEHAVIOR IN DEVELOPING CUSTOMER RETENTION AT SERI MALAYSIA HOTEL JOHOR BAHRU” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

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ABSTRACT

It is important for the company in retaining the customer to have the service at their company. Customer retention is important in evaluating the performances of the services provided. This study will reveal on how customer behavior will influence customer retention towards the company.

The objective of the study is to know the level of customer retention at Seri Malaysia Hotel Johor Bahru, to determine the most influence factors that will affect customer retention, to identify the relationship between customer behavior and customer retention at Seri Malaysia Hotel Johor Bahru, to identify correlations between customer behavior and customer retention and to identify the recommendations to attract customer retention at Seri Malaysia Hotel Johor Bahru.

The results of the research were obtained by using six methods which was reliability test, frequency distribution, correlation analysis, hypothesis testing, chi-square and backward regression. The process of analyzing and interpreting of the data was presented through tables and all objectives are well defined.

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