



**PERCEPTIONS TOWARDS SERVICE QUALITY AND IMPACT
ON REPATRONAGE INTENTION AT MELAKA RIVER
CRUISE**

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“DECLARATION OF ORIGINAL WORK”

We, NORSYAFIQAH BINTI ROSLI, (I/C Number: 901001-04-5322) and NORASMAH
BINTI MOHD NOOH,(I/C Number: 900303-01-5036)

Hereby, declare that,

1. 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.
2. This project paper is the result of our independent work and investigation, except where otherwise stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

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Date: _____

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LETTER OF SUBMISSION

27 June 2013

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“PERCEPTIONS TOWARDS SERVICE QUALITY AND IMPACT ON REPATRONAGE INTENTION AT MELAKA RIVER CRUISE”** to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

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Bachelor of Business Administration (Hons) Marketing

Yours sincerely,

NORASMAH MOHD NOOR

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ABSTRACT

This study focuses on “ Perception towards Service Quality and Impact on Repatronage Intention” and objective is to identify whether the service quality used by Melaka River Cruise give impact towards customer repatronage intentions on Melaka River Cruise. This research is design to determine the suitability of service quality that can help to improve the service of Melaka River Cruise. The questionnaire was distributed randomly of 70 respondents. Based from useful 70 questionnaire analyzed, the service quality has relationship between customer repatronage intentions and Melaka River Cruise can improve their services to influence of the positive cruise experience towards customers.