



**THE RELATIONSHIP BETWEEN SERVICE QUALITY (SERVQUAL) AND
CUSTOMER SATISFACTION TOWARDS CUSTOMER RE-PATRONAGE
INTENTIONS IN JOHOR BAHRU TOURISM**

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“DECLARATION OF ORIGINAL WORK”

I, Nur Afifah Binti Johari, (I/C Number: 900525-01-6392)

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 is the result of our 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:
(Nur Afifah Binti Johari)

Date:

LETTER OF SUBMISSION

MARCH 2015

The Head of Program
Bachelor in Business Administration (Hons) Marketing
Faculty of Business Management
Bandaraya Melaka
Melaka

Dear Miss/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “THE RELATIONSHIP BETWEEN SERVQUAL AND CUSTOMER SATISFACTION TOWARDS CUSTOMER RE-PATRONAGE INTENTIONS IN JOHOR BAHRU TOURISM” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM)

Thank you,

Yours Sincerely,

NUR AFIFAH BINTI JOHARI
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ABSTRACT

Malaysia is one of Southeast Asia's top travel destinations. Malaysia tourism is important sector of the Malaysian economy. Unfortunately, many incidents happened in 2014 that affected Malaysia tourism sector, but the number of tourist increased in 2014 as compared to previous year. This study is to determine the relationship between SERVQUAL and Customer Satisfaction towards Customer Re-Patronage Intention in Johor Bahru tourism. The three main independent variables will describe in the literature and research framework. Data was collected through survey questionnaires. A convenience sampling under non-probability sampling was chosen. The researcher employed descriptive analysis to provide accurate and valid representation of the factors or variables that pertain or are relevant to the research question and mean has been used in this study. Based on data obtained, the SERVQUAL and customer satisfaction a significant towards customer re-patronage intention. SERVQUAL has a strong relationship with customer re-patronage and assurance are more impact on customer under SERVQUAL.