



**THE EFFECT OF CUSTOMER RETENTION PROGRAMS
ON RE-PATRONAGE INTENTION:
A CASE OF MUAR TRADERS HOTEL**

**NURULAIN BINTI ATAN
2008278292**

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

NOVEMBER 2010

**THE EFFECT OF CUSTOMER RETENTION PROGRAMS
ON RE-PATRONAGE INTENTION:
A CASE OF MUAR TRADERS HOTEL**

NURULAIN BINTI ATAN

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, BANDARAYA MELAKA**

2010



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORKS”

I am, NURULAIN BINTI ATAN (I/C Number: 870521-23-5374)

Hereby, declare that,

1. This project paper has not previously accepted in substance or any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
2. The result from this project paper consist my independent work and research except some information stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

9th November 2010

The Head of Program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
75200 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

I am authorized to do a Project Paper on **“The Effect of Customer Retention Program and Re-patronage: A Case of Muar Traders Hotel”** as part of the requirement for Bachelor Business Administration (Hons.) Marketing. I hereby enclosed the final project paper for your perusal.

Thank you.

Yours sincerely,

NURULAIN BINTI ATAN
2008278292
Bachelor of Business Administration(Hons.) Marketing

ABSTRACT

As market growth slows or as markets become more competitive and level of switching costs increases, firms are more likely to attempt to maintain their market share by focusing on retaining current customers. Customer retention has been advocated as an easier and more reliable source of superior performance. This research utilized a convenience methodology to improve customer retention, and the researcher has helped the firm identifying the factors that contribute to retain customer and initiate a variety of strategies to accomplish this objective. Four customer retention program tools that contribute to re-patronage intention of the customers that had been identify by researcher consists of privilege cards, greeting cards, charity works and free spa.

The finding highlights the effectiveness of the retention program tools used by Muar Traders Hotel. The researcher also identified the causes that lead to the decrease of the firm customer retention rate and come out with few recommendations. By implementing the recommendations, the researcher optimism that it will help the firm to better upgrade its performance and any area that is not running well in their management for future use.