

THE RELATIONSHIP BETWEEN SUPPLEMENTARY SERVICES AND CUSTOMER
SATISFACTION AT INTEKMA RESORT & CONVENTION CENTRE (IRCC)

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FACULTY OF BUSINESS MANAGEMENT
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MALACCA CITY CAMPUS

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MALACCA CITY CAMPUS

“DECLARATION OF ORIGINAL WORK”

I, Siti Nur Ain Binti Pardi (I/C Number: 890216-10-5336)

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: 7 Jan 2014

LETTER OF SUBMISSION

January 2014

Course Coordinator (BM220),
Department of Marketing,
Universiti Teknologi MARA,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Enclosed here with is my project paper entitled **“THE RELATIONSHIP BETWEEN SUPPLEMENTARY SERVICES AND CUSTOMER’S SATISFACTION AT INTEKMA RESORT & CONVENTION CENTRE (IRCC)”** for your kind perusal.

It is very much believed that this thesis will fulfill the requirement necessary for the completion of the course, Bachelor in Business Administration (Hons) Marketing.

Your kind acceptance and recognition will be much valued and highly appreciated.

Thank You.

Yours sincerely,

.....

SITI NUR AIN BINTI PARDI

2010120513

BBA (HONS) MARKETING

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ABSTRACT

The title of this research is “The Relationship between Supplementary Service and Customer’s Satisfaction at INTEKMA Resort & Convention Centre”. The purpose of this research is to see the relationship between the variables. There are three independent variables involve in this research which are hospitality, safekeeping of customer’s belonging, and providing information to customers. The dependent variable in this research is about customer’s satisfaction. In order to achieve this research, the hypothesis focuses on the objective to identify whether there is relationship between hospitality, safekeeping of customer’s belonging and providing information to customers towards customer’s satisfaction at INTEKMA Resort & Convention Centre (IRCC). In gathering the data, a set of questionnaire was distributed to customers at IRCC. Questionnaires were distributed to 150 respondents at IRCC. The frequency analysis, reliability test, descriptive analysis, Pearson’s correlation method and multiple regressions was used for data analysis. The result shows that three independent variables which are hospitality, safekeeping of customer’s belonging, and providing information to customers have significant relationship with the customer’s satisfaction at IRCC. The result also shown that one of independent variables which is hospitality become the most effective element of supplementary service towards customer’s satisfaction at IRCC.