



ENHANCING CUSTOMER LOYALTY AT NAZA TALIYYA MELAKA

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JANUARY 2014

LETTER OF DECLARATION

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

“DECLARATION OF ORIGINAL WORK”

I, SITI SURAYA FAREHA BT MOHD TAUPET, (890324-59-5344)

Hereby, declare that:

1. This project paper has not previously been accepted in substance or any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
2. The result from this project paper consist my independent work and research excepts some information that 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

07th January 2014

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Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**ENHANCING CUSTOMER LOYALTY AT NAZA TALYYA MELAKA**” to fulfil the requirement as needed by Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

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ABSTRACT

Customer loyalty is important in any business. For hotel industry, it will imply higher market share and ability to demand relatively higher prices. Besides, it ensures the future income to the hotel. The customer perceptions are the elements that used in evaluating the customer loyalty towards the organization. This study focused in perception on customer in term of hotel image, physical quality, staff service and value for money. All this elements used as an independent variable and dependent variables is customer loyalty. The main objective of this research is to identify the level of customer loyalty towards Naza Talyya Melaka. Second is to identify the relationship between customer perceptions and customer loyalty. Third is to identify the most influential factor toward customer loyalty at Naza Talyya Melaka. This research is conducted at Naza Talyya Melaka and 65 respondents have been asked randomly using questionnaire to gain feedback to the hotel.

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