



**FACTORS THAT INFLUENCING CUSTOMER SATISFACTION
TOWARDS MELAKA RIVER CRUISE (MRC)**

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“DECLARATION OF ORIGINAL WORK“

I, NUR FARADILA BINTI SAAD, (I/C Number: 870731-05-5216)

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:_____

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LETTER OF SUBMISSION

3rd May 2011

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“FACTORS THAT INFLUENCING CUSTOMER SATISFACTION TOWARDS MELAKA RIVER CRUISE”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely

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ABSTRACT

This research was carried out to identify the factors that influence customer's satisfaction towards Melaka River Cruise from the customer view point. This study was based on non probability sampling and convenience sampling design to gather all the information regarding customer's satisfaction towards Melaka River Cruise (MRC). The data was collected through the distribution of questionnaires.

200 questionnaires were distributed to the respondents in order to get their feedback. After the questionnaire survey was collected and analyzed, the frequency counts and percentage of data were computed. All the data will be compute into Statistical Package for Social Science (SPSS). Using the SPSS, the data collected will be interpret more predict to examine the relationship between dependent variable and independent variables.

There are significant and positive relationships between the responsiveness, access and assurance factors with customer satisfaction where majority are agreeing and satisfied with Melaka River Cruise service. The result indicates assurance factor has a strong relationship with customer satisfaction which represent the percentage of 77.8% followed by responsiveness and access factor with 62.4% and 54.9% respectively. Recognizing the problems by Melaka River Cruise will give a general guidance to improve the products and customer service given as well as gaining customer satisfaction while enhance the overall product and service.