



**THE RELATIONSHIP BETWEEN THE 4PS MARKETING MIX
OF MELAKA DUCK TOUR TOWARDS
DOMESTIC TOURIST SATISFACTION**

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DECLARATION OF ORIGINAL WORK



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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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.

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A handwritten signature in black ink, appearing to be 'Aini' followed by some initials, written over a horizontal line.

Date: 02/07/15

ABSTRACT

Customer satisfaction is one of the most important aspect in delivery the services towards the customers. The study focuses on the most attributes marketing mix towards the tourist's satisfactions. This aim of this study is to determine the most attributes marketing mix and the customer satisfactions towards the Melaka Duck Tours products and services. This study has two research questions to be answered. Furthermore, to analyze the data, the researcher used the SPSS software version 21. In additions, according to the results, the most attributes of marketing mix is product (0.950), followed by place (0.939), price (0.930) and promotion (0.905). The researcher has distributed 200 sets of questionnaires, but only 195 sets are returned and only 190 questionnaires are completely answered. The researcher also includes recommendations for future research which can be very beneficial to Melaka Duck Tours.

Keywords: Marketing Mix; Customer Satisfaction; Melaka Duck Tours

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