

**THE RELATIONSHIP OF SERVICE QUALITY  
TOWARDS CUSTOMER LOYALTY AT MELAKA  
INTERNATIONAL TRADE CENTRE (MITC)**

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## **1.1 Introduction**

This chapter will provide the overview of the research, which title “The Relationship of Service Quality towards Customer Loyalty at Melaka International Trade Centre (MITC)”. The main objective of this research is to study in depth and measuring the level of customer loyalty towards Melaka International Trade Centre (MITC) by using service quality as the instrument. In addition, it is to support that using service quality is suitable and effective in evaluate the customer loyalty level in the service company especially in Meetings, Incentives, Conventions, and Exhibitions (MICE) centre.

## **1.2 Background of the Company**

Melaka International Trade Centre (MITC), located at Ayer Keroh is another main Meetings, Incentives, Conventions, and Exhibitions (MICE) centre in Malaysia. It was officially launched by Y.A.B. Datuk Seri Hj. Mohd. Ali Bin Mohd. Rustam in June 2003 with objective playing a vital role in generating the trade development and achieving the vision of Melaka Maju 2010. With the existence and expansion of MICE industry, it is believe that Melaka community may gain benefit and high acknowledgement with the function provided by MITC.

MITC is not just a MICE centre, it also serve a place as the platform and venue for the all business purpose such as concerts, convocation, business matching, product launching, and etc. MITC is envisioned to be the International Trade Centre whereby exporters and importers from all over the world can congregate to establish new trade and business links and strengthen existing ties. The prestigious and prominent of MITC is a MICE service provider for national and international organizers with the fully equipped,