

**“A STUDY OF THE 4P’S IN DETERMINING
CUSTOMER SATISFACTION OF TAMAN MINI
MALAYSIA & MINI ASEAN (TMMA)”**

HANI MARDHATI BINTI MOHAMAD

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UNIVERSITI TEKNOLOGI MARA
MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Hani Mardhati Binti Mohamad, (I/C Number: 841219055118)

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: 28/4/2008

LETTER OF SUBMISSION

26TH APRIL 2008

The Head Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75200 MELAKA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **"A STUDY OF THE 4P'S IN DETERMINING CUSTOMER SATISFACTION OF TAMAN MINI MALAYSIA"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



HANI MARDHATI BINTI MOHAMAD

2005367803

Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

As one of the attraction for tourism in Melaka that continuously competing with its neighborhood, Ayer Keroh is still a tourist complex that presents all the attraction of Melaka. It is always a question to the management of Taman Mini Malaysia & Mini ASEAN on what way or strategy that is the most effective, match the perception and provides satisfaction to their customers. The purpose of the study is to identify customer satisfaction towards TMMA by using the 4p's, to identify which factor that mostly influence the customer satisfaction and to give suggestion and recommendation to TMMA regarding their 4P's in order to meet customer satisfaction. 50 questionnaires are distributed to visitors and tourist at TMMA but only 43 questionnaires are returned. From the findings, revealed that TMMA is good in giving satisfaction to its customer using its product, price, place and promotion. The results also found that all the marketing mix are accepted and have relationships with customer satisfaction. Place have strong relationships with customer satisfaction compared to other with correlation coefficient equal to 0.614 and $p=0.000$. All the hypotheses results are quantitative where they are significant at 0.01 level (2-tailed). After completing this research, the results showed that TMMA needs to focus on maintaining its place advantages and in promoting the place through price and its products.