



THE FACTORS INFLUENCING ON CUSTOMER RETENTION IN
TOURISM INDUSTRY OF MELAKA

IZZATUL ANIS BINTI ZAMRI

2016354025

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS

(INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2019

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Submitted in Partial Fulfillment of the Requirement for the Bachelor of
Business Administration with Honours

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JANUARY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATINAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Izzatul Anis Binti Zamri, (I/C Number: 961019-04-5464)

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 specially acknowledged.

Signature:

Date: 4th January 2019

Izzatul Anis Binti Zamri

LETTER OF SUBMISSION

Madam Nurul Azlinda Binti Chek Talib
Lecturer of UiTM Melaka Kampus Bandaraya Melaka
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
75300 Melaka

Dear Madam Nurul Azlinda,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**The Factors Influencing on Customer Retention in Tourism Industry of Melaka**” to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Izzatul Anis Binti Zamri

2016354025

ABSTRACT

Customer retention or customer revisit has been highlighted as an important research topic in competitive market of tourism destinations. Despite the considerable number of research on customer retention, it remains clear why people undertake repeat visits and what is the factor influence the respondents to be a repeat visitor.

This research aims to identify factors influencing on customer retention in tourism industry of Melaka. The results of this study indicated that “cost” was the most factor influenced on customer retention in Melaka. Concerning their perception on customer retention, the study revealed that respondents were intent to revisit and recommended Melaka as a holiday destination to others.

KEYWORDS: Customer retention, repeat visitor, tourism industry, Melaka