



**A STUDY ON FACTORS INFLUENCING CUSTOMER SATISFACTION
AMONG LOCAL TOURISTS TOWARD BUDGET HOTELS IN BANDARAYA
MELAKA**

NURFATIN KAMILA BINTI ARIFEN

2016329027

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGY MARA

MALACCA CITY CAMPUS

JULY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Nurfatina Kamila Binti Arifen (I/C Number: 950519-10-6530)

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: _____

LETTER OF SUBMISSION

Madam Geetha A/P Muthusamy
Lecturer of UiTM Malacca City Campus,
Faculty of Business Management,
Universiti Teknologi MARA,
Jalan Hang Tuah,
78000 Melaka.

Dear Madam Geetha A/P Muthusamy,

SUBMISSION OF PROJECT PAPER (MKT 672)

Enclosed here is the project paper entitled “A Study on Factors Influencing Customer Satisfaction among Local Tourists toward Budget Hotels In Bandaraya Melaka” to fulfill the requirement as needed by the Faculty of Business and Management, University Technology MARA (UiTM).

Thank you.

Yours sincerely,

Nurfatin Kamila Binti Arifen

2016329027

TABLE OF CONTENT

Title Of Page	I
Declaration of Original Work	II
Letter of Submission	III
Acknowledgement	IV
Table of Contents	V
List of Tables and Figures	IX
List of Abbreviations	X
Abstract	XI

CHAPTER 1: INTRODUCTION

1.0 Introduction	1
1.1 Background of Study	2-3
1.2 Problem Statement	4-5
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Definition of Term	7-8

ABSTRACT

The number of budget hotel in Melaka is increasing nowadays. Budget hotel that provides simple rooms and meals at lower cost has become an alternative for the customer who just wants to have a room with a bed and shower. Although there are researches examine the relationship between the SERVQUAL model and customer satisfaction in hotel industry Melaka. However, the customer satisfaction in budget hotel is seldom examined by researchers. Thus, the objective of this research is to determine the factors that affect the affecting the customer satisfaction in budget hotel Melaka. In this research, SERVQUAL model is used to identify the five dimensions that influence the customer satisfaction in budget hotel. Besides, another factor namely price will be added in this study to examine the customer satisfaction in budget hotel. Furthermore, this study will contribute significantly to the hospitality industry as the result can be used to improve the service performance of budget hotels in Melaka.

Keywords: Customer Satisfaction, Service Quality(SERVQUAL), budget hotels.