



**SERVICE QUALITY DIMENSIONS: TOURIST SATISFACTION TOWARDS HERITAGE
TOURISM IN A FAMOSA, MELAKA**

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“DECLARATION OF ORIGINAL WORK”

I, Norkhairunnisa binti Mad Sabi (I/C Number: 910911-04-5190),

Hereby, declare that,

This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees.

This research paper is the result of my independent work and investigation, except where otherwise stated.

All verbalism extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

January 2014

The Head of Programmed

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**SERVICE QUALITY DIMENSIONS: TOURIST SATISFACTION TOWARDS HERITAGE TOURISM IN A FAMOSA, MELAKA**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NORKHAIRUNNISA BINTI MAD SABI

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ABSTRACT

This study focuses on “Service Quality Dimensions: Tourist Satisfaction towards Heritage Tourism in A Famosa, Melaka” and generally, the objective of this research is to find out the degree of satisfaction of the tourist towards the service quality of heritage tourism in A Famosa, Melaka. This research also developed to identify the tourist profiling, the relationship with the reliability, assurance, tangibles, empathy and responsiveness towards tourist’s satisfaction, service quality dimension that most important for tourist’s satisfaction and to identify appropriate recommendation to increase tourist’s satisfaction. The populations of this research were 6,889,134 people and from that, 120 questionnaires were distributed equally at A Famosa, Dataran Pahlawan, Christ Church, Museums, Proclamation of Independence Memorial and Tourist Information Centre. Based from useful 120 questionnaires analyzed, researcher conclude that the service quality dimensions have significant relationship with tourist satisfaction but certain area can be improve in order to increase the tourist’s satisfaction towards heritage tourism in A Famosa Melaka.