



اَوْنِيُوْ سِيْتِي تِي كُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PERCEIVED VALUE TOWARDS MELAKA RIVER CRUISE INFLUENCING  
CUSTOMER RETENTION**

**RAFIDAH BINTI A. RAOF**

**2010273656**

**HASNIDA BINTI RAMLI**

**2010966915**

**BACHELOR OF BUSINESS  
ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA  
MALACCA CITY CAMPUS**

**JUNE 2013**



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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**  
**UNIVERSITY TEKNOLOGI MARA**  
**MALACCA CITY CAMPUS**  
**“DECLARATION OF ORIGINAL WORK”**

**I, RAFIDAH BINTI A. RAOF, (I/C Number: 900110-01-6702)**

**I, HASNIDA BINTI RAMLI, (I/C Number: 880218-06-5252)**

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 our independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and source of our information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## LETTER OF SUBMISSION

28<sup>th</sup> JUNE 2013

The Head of Programme  
Bachelor of Business Administration (HONS) Marketing  
University Teknologi Mara  
Malacca City Campus  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/Madam

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**PERCEIVED VALUES TOWARDS MELAKA RIVER CRUISE INFLUENCING CUSTOMER RETENTION**” to fulfill the requirement as needed by Faculty of Business Management, Bachelor of Business Administration (Hons.) Marketing, University Teknologi Mara

Hopefully, this report meets your requirement and expectation.

Thank you.

Yours sincerely,

RAFIDAH BINTI A. RAOF

2010273656

Bachelor of Business Administration (Hons.) Marketing

HASNIDA BINTI RAMLI

2010966915

Bachelor of Business Administration (Hons.) Marketing

## TABLE OF CONTENT

<b>CONTENTS</b>	<b>PAGES</b>
ACKNOWLEDGEMENT	i
ABSTRACT	ii
LIST OF TABLE	iii
 <b>CHAPTERS:</b>	
CHAPTER 1: INTRODUCTION	
1.1 INTRODUCTION	1-2
1.2 BACKGROUND OF COMPANY	3
1.3 BACKGROUND OF STUDY	4-7
1.4 PROBLEM STATEMENT	8-13
1.5 RESEARCH QUESTION	14
1.6 RESEARCH OBJECTIVE	15
1.7 HYPHOTESIS	16
1.8 SIGNIFICANT OF STUDY	17
1.9 SCOPE OF STUDY	18
1.10 THEORITICAL FRAMEWORK	19
1.11 LIMITATION OF STUDY	20
 CHAPTER 2: LITERATURE REVIEW	
2.1 INTRODUCTION OF LITERATURE REVIEW	21-22
2.2 DEPENDENT VARIABLE	23
2.2.1. CUSTOMER RETENTION	24-26
2.3 INDEPENDENT VARIABLE	
2.3.1. PHYSICAL EVIDENCE VALUE	27-29
2.3.2 PROCESS VALUE	30-31
2.3.3 PERSONNEL VALUE	32
2.3.4 IMAGE VALUE	33-36

## **ABSTRACT**

This paper presents an exploratory research on perceived values towards customer retention in Malacca River Cruise. Customer perceived value has a subjective nature, since it means an evaluation judgment. In the literature review, it has been noted that the value received by customer has a number of components that determine its significance. The literature has also highlighted the existence of a relationship between perceived value and customer retention. The perceived values related to values of Physical Evidence, Process, Personnel and Image categorized as Independent Variables in this study are important factors influencing the dependent variable which is Customer Retention. Customer retention is an indicator for a business to measure how loyal the customers are and it is important to business since satisfied retained customers tend to spend more, cost less and make valuable references to new potential customers.

The objective of this research paper is to determine the significant relationship of each independent variable (physical evidence value, process value, personnel value and image value) and dependent variable (customer retention). Totally, 100 copies of questionnaires have been distributed to the tourists/respondents at Taman Rempah and Muara Jetty and their surround areas. The method of collecting data is Convenience Sampling Method with non-probability technique. The collected data are analyzed using statistical program tool which is SSPS 21. Data are presented into Table of Correlation and Regression Analysis. The results from the analysis show only Physical Evidence, Process Value and Image Value are having the significant relationship with customer retention while Personnel Value have no significant relationship between customer retention even though the mean of Personnel Value are high as compared to other variables . Therefore, three objectives of this research are supported by the hypotheses. Whereby the hypotheses are accepted as the three variables (physical evidence value, process value, personnel value and image value) have significant relationship with customer retention. Finally, recommendations are proposed to improve services of Malacca River Cruise.