



**“A STUDY ON THE CUSTOMERS’SATISFACTION
TOWARDS HOMESTAY PROGRAM IN
KELANTAN”**

**WAN PATIMAH BT WAN HAMZAH
2006138989**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA BANDARAYA
MELAKA**

NOVEMBER 2008

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

I, WAN PATIMAH BT WAN HAMZAH, (I/C Number: 840905-03-5630)

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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement.

Signature: _____

Date: _____

LETTER OF SUBMISSION

November 11, 2008

The Head of Programme
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
75300 Melaka.

Dear Sir, Madam

SUBMISSION OF PROJECT PAPER

Attached is the research proposal titled “**A STUDY ON THE CUSTOMERS’ SATISFACTION TOWARDS HOMESTAY PROGRAM IN KELANTAN**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

(WAN PATIMAH BT WAN HAMZAH)

2006138989

Bachelor of Business Administration (Hons) International Business

TABLE OF CONTENTS	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
LIST OF TABLES	iv
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTERS	
1. INTRODUCTION	1
1.1 Background of the Company	6
1.2 Background of the Homestay	7
1.3 Problem Statement	13
1.4 Research Questions	15
1.5 Objectives of the study	15
1.6 Research Hypothesis	16
1.7 Significance of the study	17
1.8 Theoretical Framework	19
1.9 Scopes and Limitations of Study	20

ABSTRACT

This research was conducted to study the customer satisfaction toward Homestay Program in Kelantan. The objective of this research is to determine the factors that influence customer satisfaction towards Homestay Program in Kelantan. This study also was conducted to identify what are the most and least influencing factors for customer satisfaction towards Homestay Program in Kelantan. Finally, the purpose of this study is to recommend some idea and suggestion to improve the level of customer satisfaction toward Homestay Program in Kelantan. The researcher had distributed the questionnaire among 100 customers of Homestay Program in Kelantan. Service quality, environment, ambience of building, owner courtesy and price value are the independent variables that being selected by the researcher. After collecting the data and analyze it, the result shows that there is relationship between service quality, environment, ambience of building and owner courtesy with the customer satisfaction towards Homestay Program in Kelantan. The result also shows that there is no relationship between price value and customer satisfaction toward Homestay Program in Kelantan. By conducting this research also, the researcher hopes that Ministry of Tourism, Kelantan State Action Council and the owner of the Homestay Program can improve the level of customer satisfaction toward Homestay Program in Kelantan.