

**A STUDY OF DETERMINANT OF Y GENERATION VACATION
PREFERENCES**

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JUNE 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Nur Hayati Nabilah Binti Shaharani, (I/C Number: 900108-07-5068)

Hereby, declare that:

- This work has not previously has been accepted 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

JUNE 2015

The Head of Program
Bachelor of Business Administration (Hons)
Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER (BM220)

Attached is the project paper titled “A study of Determinant for Y Generation vacation preferences” to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Regards,

.....

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The purpose of this research is to study the determinant of Y generation vacation preferences. The factors of choice for destination (dependent variable) include cost, number of days and purpose of holidays (independent variable). A questionnaire related to these variables was constructed and 335 copy of questionnaire were distributed to Universiti Teknologi MARA (UiTM) student. The data collected for this survey were then tested by using SPSS system version 21.0 for the process of analyzing and interpreting. Pearson Correlation Matrix was used to generate output according to research question and research objectives. From the output, it shown that cost (0.927) has the highest relationship with determinant for vacation preferences and the other factor which is purpose of holidays show high relationship. This topic was chosen as the researcher wants to know what is/are the determinant/s that will influence student's vacation preferences decision making.