

UNIVERSITI TEKNOLOGI MARA

**RELATIONSHIP BETWEEN SERVICE QUALITY
AND CUSTOMER LOYALTY AT BANGI
WONDERLAND WATER THEME PARK**

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AUTHOR'S DECLARATION

I, Wan Ahmad Faiz Bin Wan Mohamad hereby declare that this thesis is the result of my own investigation, except where otherwise stated. Other sources are knowledge by proper citation giving explicit references and a bibliography is appended. Neither the Universiti Teknologi MARA (UiTM) nor the Faculty of Sports Science and Recreation, UiTM is liable to be blamed for any false report or any disclosure of classified made by me.

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ABSTRACT

Customer loyalty was influenced by the perceived quality and affected to the loyalty. This study was aimed to determine the relationship between service quality and customer loyalty. The survey using questionnaires approach to 334 of customers at Bangi Wonderland Water Theme Park. The respondents were chosen using convenience sampling. For the purpose of this study, the questionnaire was adopted and adapted from Parasuraman (1988) for service quality and Han, Kwortnik and Wang (2008) for customer loyalty. The statistical analysis that the researcher used is Pearson correlation. The current study has indicated that, there is a significant relationship between service quality and customers' loyalty ($r=.548^{**}$, $n=334$, $p<0.05$) The results obtained in this study depict, there is a significant relationship between service quality of service provided and customers' loyalty. This finding will help the facility manager to manage all of service quality dimension in order to attract customer to come to the centre.

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