



UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS

INVESTIGATION OF SERVICE QUALITY
TOWARDS CUSTOMER SATISFACTION AT MELAKA RIVER CRUISE

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DECLARATION OF ORIGINAL WORK



BACHELOR OF SCIENCE (HONS) IN TOURISM MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

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ABSTRACT

Melaka is one of the heritage cities that recognized by UNESCO and received millions of tourist all over the world to feel the enjoyment of the attraction and historical trails in this state. Melaka River Cruise is one the attraction in Melaka and number one icon that must experience in this heritage city by the tourist. This attraction give the exposure to the customer about the new experience at this heritage city at the same time educate them along the historical trails river in the world. By increasing number of tourist at Melaka River Cruise it is may contributed the level of service quality performance towards customer satisfaction of their services. The researcher carried out self-administered questionnaire to obtain result on the customer satisfaction by using the descriptive study. The measurement of customer satisfaction used in this study adapted by Bitner, Faranda, Hubbart and Zeithaml (1997) while adapting the SERVQUAL dimension from Parasuraman, Zeithaml and Berry (1985). It is proven that among the all dimensions of SERVQUAL assurance is the strongest predictor that affects customer satisfaction.

Keywords: *Service Quality, SERVQUAL, Customer Satisfaction, Melaka River Cruise, Descriptive Study*

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