

**AN EXPLORATORY STUDY OF CUSTOMER
SATISFACTION TOWARDS HOMESTAY PROGRAMME
IN KAMPUNG PULAI, MELAKA**

**SOFINAH BINTI YUSSOFF
2006819707**

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of the Requirement for the
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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Sofinah Binti Yussoff, (I/C Number: 860101-15-5002)

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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:  _____

Date: 14/04/2009 _____

LETTER OF SUBMISSION

14 APRIL 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 off Jalan Hang Tuah
73500 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“AN EXPLORATORY STUDY OF CUSTOMER SATISFACTION TOWARDS HOMESTAY PROGRAMME IN KAMPUNG PULAI, MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



SOFINAH BINTI YUSSOFF
2006819707

Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Satisfaction is the customers' evaluation of a product or service in terms of whether product or service has met their expectations. Although satisfying customers may not be the ultimate goal for business, customer satisfaction is essentially associated with the financial performance. Therefore, it is important to understand customer expectation in purpose to deliver the right products or services over time. This research is about an exploratory study of customer satisfaction towards homestay programme in Kampung Pulai, Melaka. Service attributes are terms to be studied which includes programme, activities, facilities, food, service provider, place, and amenities and be investigated whether or not those attributes have significant relationship with customer satisfaction.

The survey is conducted at Homestay Kampung Pulai, Melaka. Data obtained using the method of secondary data. There have 50 respondents is selected as sample size. Respondents are required to answer the questionnaires that include the statements regarding relationship between service attributes and customer satisfaction towards the Homestay Programme in Kampung Pulai, Melaka. After necessary data has been collected, all data and information will be coded, analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 14.0 has been required in order to analyze the data. The results are in the form of reliability testing, descriptive, frequency, and correlation. Based on this research, the result indicates that there are significant relationship between all the elements of service attributes as stated above. Additionally, based on the mean and standard deviation, the first rank that gives the highest significant level according to their relationship with customer satisfaction is facilities. It is followed by food, service provider, amenities, place, programme, and lastly the seventh one is activities.