

ASSESSING THE RELATIONSHIP BETWEEN MARKETING MIX AND
LOYALTY TOWARDS SATISFACTIONS

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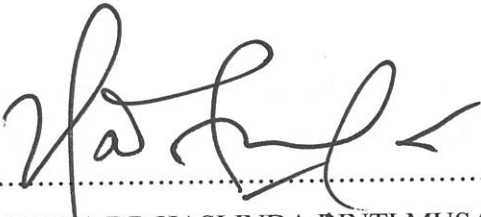
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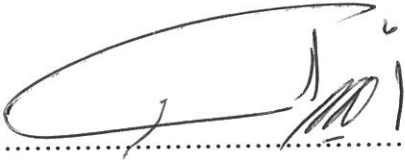
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DECLARATION

I hereby declare that:

- 1) This undergraduate research project is the end result of my very own work and that due acknowledgement has been given in the references to ALL sources of facts be they printed, electronic, or personal.
- 2) No element of this lookup undertaking has been submitted in assist of any application for any other degree or qualification of this or any different university, or other institutes of learning.
- 3) The phrase be counted of this research file is 24 335 words.

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Thanks for your assist when I need it the most.

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PREFACE

This research project is submitted as an achievement of the requirement for the pursuit of the Undergraduate of Bachelor of Technopreneurship (Hons). This study finds out about only confined 28 weeks to accomplish. I am chosen “Relationship between Marketing Mix towards Customer Satisfaction and Customer Loyalty” as my topic in this research. The six impartial variables which tested in this task are tangibles, empathy, responsiveness, and customer perceived value, word of mouth and revisit intention. While the established variable for this learn about is client delight amongst tourists toward tourism enterprise in Malacca and Penang.

At this moment, tourism industry is viewed as one of the largest industries in the international economy from the element of invested capital and the revenues of overseas currencies. This is due to the fact due to the principal function that plays in the development of societies and international locations socially and economically and also due to the a number benefits and benefits that it has achieved for society thru a range of investments directed in the direction of the tourism sector. Thus, most international locations focal point on tourism, particularly developing countries, due to its function in growing and supporting the national economy. Malaysia is country which has executed independence for the previous sixty one years. It is a country of extensive culture, socioeconomics and complexity of all form. Malacca and Penang are considered as one of these Malaysia’s states whose financial system depends on the zone of tourism, because it is characterized via its gorgeous range of tourism products, no matter its small area, that acknowledged as a city with an honored past hidden. It is come to be popular vacation spot amongst the tourists, which is prosperous in historical and cultural heritage attraction. These sites offer gaining knowledge of opportunities to quite number visitors. Although being among the smallest states but when it comes to history, Malacca and Penang are the wealthiest. Hence, the main objective of this research is to look at factors that affecting client satisfaction amongst tourist toward tourism industry in Malacca and Penang. Service first-class mannequin and extra unbiased variable named phrase of mouth will be used to find out about the research gap.

ABSTRACT

Every year the government spent a lot of cash to beautify the cultural and heritage tourism things to do in Malacca and Penang. Moreover, tourism players in Malacca and Penang are closely advertising the destination to capture greater tourists. Although there are researchers that observe the relationship between the provider quality model and consumer pride in tourism enterprise in Malacca and Penang, but the goal of this find out about is to determine the factors that affect the affecting the customer pleasure in tourism enterprise in Malacca and Penang. In this research, provider high-quality mannequin is used to discover the 5 dimensions that affect the purchaser satisfaction in tourism industry in Malacca and Penang. Besides, another element particularly word of mouth will be brought in this learn about to take a look at the client pride in tourism industry. Furthermore, this study will be make a contribution considerably to the hospitality enterprise as the end result can be used to enhance the carrier performance of tourism enterprise in Malacca and Penang.

Abstrak

Setiap tahun kerajaan membelanjakan beberapa banyak wang untuk meningkatkan aktiviti pelancongan budaya dan warisan di Melaka dan Pulau Pinang. Selain itu, industri pelancongan di Melaka dan Pulau Pinang sangat menggalakkan destinasi untuk menarik lebih ramai pelancong. Terdapat beberapa penyelidik yang meneliti hubungan antara model kualiti perkhidmatan dan kepuasan pelanggan dalam industri pelancongan di Melaka dan Pulau Pinang. Oleh itu, objektif kajian ini adalah untuk menentukan faktor-faktor yang memberi kesan kepada kepuasan pelanggan dalam industri pelancongan di Melaka dan Pulau Pinang. Dalam kajian ini, model kualiti perkhidmatan digunakan untuk mengenal pasti lima dimensi yang mempengaruhi kepuasan pelanggan dalam industri pelancongan di Melaka dan Pulau Pinang. Selain itu, satu lagi faktor iaitu perkataan mulut akan ditambah dalam kajian ini untuk mengkaji kepuasan pelanggan dalam industri pelancongan. Tambahan pula, kajian ini akan menyumbang secara signifikan kepada industri pelancongan kerana hasilnya dapat digunakan untuk meningkatkan prestasi perkhidmatan industri pelancongan di Melaka dan Pulau Pinang.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 is the introductory chapter with the goal to supply an overview to the tourism industry in Malacca and Penang. Besides that, it also highlights the research objectives, research problem, research questions, and the settings.

1.1 Background of the Research

The tourism industry is viewed as one of the greatest industries in the global financial system from the issue of invested capital and the revenues of overseas currencies. This is due to the fact on the fundamental function that performs in the improvement of societies and countries socially and economically. Furthermore, it is also due to the variety of blessings and advantages that it has completed for society via a number of investments directed in the direction of the tourism sector. Thus, most international locations centre of attention on tourism, mainly developing countries, due to its position in growing and helping the national economy. Malaysia is a united states which has executed independence for the past 61 years. It is a use of significant culture, socioeconomics and complexity of all form. Malacca and Penang are regarded as one of these Malaysia's states whose financial system depends on the tourism, due to the fact it is characterised by way of its extraordinary diversity of tourism products, no matter even its small area, which that recognized as a town with an honoured previous hidden. It is become popular vacation spot among the tourists, which is prosperous in historic and cultural heritage attraction. These points of interest provide studying possibilities to number visitors.

Although being among the smallest states however when it comes to history, Malacca and Penang are the wealthiest. According to Syakir Amir et al., (2018), the state was once as soon as a port-of-call for ships and has developed over 600 years of buying and selling and cultural exchanges between East and West in the Straits of Malacca. Malacca had also end up a fantastic buying and selling empire and also an assembly factor for each seafaring state such as Arabs, Indians, South Americans, Chinese, Deutsch and Portuguese via the stop of the fifteenth century. The superb historical of Malacca has attracted a tremendous number of site visitors to visit the state. Every yr the government spent a lot of money to enhance the cultural and heritage tourism activities in Malacca and Penang. Moreover, tourism players in Malacca and Penang are heavily advertising the vacation spot to seize greater tourists. According to Ritchie (2018), schooling and gaining knowledge of are a key element of nature-based tourism, or ecotourism and tourism legacy. Education permits humans to decorate the knowledge, skills, values, attitudes and consents wanted to protect and improve the environment. Besides that, in

accordance to Abdul Rahman (2018), tourism is not only just for entertainment and fun, but it's time to advance a greater intensive educational tourism, mainly for the development of humanity, personality, and identity.

Therefore, in accordance to Heskett et al, (2018), customer loyalty can have positive impact to the company's overall performance and profitability. Hence, Heskett also thinks that the agencies with higher number of the loyal clients are regarded to have competitive advantage over the others. Besides that, (Reichheld, 2018), Wright and Sparks (2018) and (Zeithaml, 2018), harassed that the customers with excessive level of loyalty are inclined to increase purchases, pay premium charge and furnish wonderful word-of-mouth, for this reason the relationship between loyalty and profitability are established.

1.2 Problems Statement

In this paper, the selection trouble related to the tangibles, empathy, responsiveness, purchaser perceived value, word of mouth and revisit intention translated into a research problem. Conformed to the competition in these days tourism marketplace, there have been many advertising strategies for provider companies to graph and implement. Day by day, the opposition has been elevated more and more in tourism market. However, most of the journey enterprise is much less concerned about the significance of the customer pleasure in their industry. Therefore, tourism provider needs to compete in diversifying the advertising and marketing approach in order to stay profitable. They do not longer recognize how the loyalty can create and fortify the patron loyalty among tourists. So today, with the growing focus of the significance of consumer retention and loyalty, the tourism industries now apprehend the importance of service since the consumer loyalty and dissatisfaction on the tourism offerings additionally will affect the pattern of subsequent behaviour.

The number of buyers that flip into web sites and other associated web sites to make any critiques and complaints about tourism services has increased nowadays. According to Ohiagu (2018), by using the internet conversation, it is considered as a source of mass and interpersonal communication. The patron complaint that the traveller web site is dirty, moreover the equipment that supplied also malfunction. Since that, the problem unresolved due to cleaner and technicians' providers are now not accessible at night. Due to that issue, J.D Power (2018) stated, an unresolved problem will lower the client pleasure rating from 1 000 to 573.

The thinking is that to recognize the needs and wants of clients as properly as the adjustments in their wants over the time, which would permit the tourism industries to come to be greater patron centred and as a result remain worthwhile over the time. It is a huge query for the tourism industries to have their loyal customers. Since then, we need to have the answer to following questions:

- i. To what extend the tangibles, empathy, responsiveness, and purchaser perceived value, word of mouth and revisit intention affect the consumer loyalty in the direction of tourism enterprise in Malacca or Penang?
- ii. If the groups prefer loyal customers, the clients have to be satisfied? The enterprises have to comprehend what the customer's wishes and wishes from them.
- iii. Is the consumer pleasure playing a necessary position in influencing the patron loyalty closer to the tourism enterprise in Malacca or Penang?

Furthermore, industries should have to furnish the top services to entice more and greater customers. Keeping in view of the above, the foremost problem of learn about is: are the customers relaxed with the aid of the offerings supplied by using the tourism industries in Malacca City and Penang City. On the bases of these problems, the essential targets of the find out about have been framed.

1.3 Research Objectives

The objectives of this research are defined actually to make sure that the real choice hassle is address. This lookup has six predominant objectives:

- i. To determine the relationship between tangibles and patron pleasure amongst travellers towards traveller sites in Malacca and Penang.
- ii. To determine the relationship between empathy and purchaser satisfaction among travellers towards visitor websites in Malacca and Penang.
- iii. To determine the relationship between responsiveness and customer satisfaction among vacationers towards tourist websites in Malacca and Penang.
- iv. To determine the relationship between clients perceived value and patron pride among travellers towards vacationer web sites in Malacca and Penang.

- v. To determine the relationship between phrase of mouth and purchaser delight amongst travellers toward vacationer web sites in Malacca and Penang.
- vi. To determine the relationship between revisit intention and purchaser delight amongst tourists towards traveller websites in Malacca and Penang.

1.4 Research Questions

The essential find out about query has been built as comply with which want to be performed by researcher. Below are the questions:

- i. Does tangible affect customer delight among neighbourhood travellers toward visitor sites in Malacca and Penang?
- ii. Does empathy have an effect on patron satisfaction among local tourists towards tourist web sites in Malacca and Penang?
- iii. Does responsiveness affect purchaser pleasure among nearby vacationers towards tourist sites in Malacca and Penang?
- iv. Does customer perceived value affect client satisfaction among nearby tourists towards tourist websites in Malacca and Penang?
- v. Does word of mouth affect purchaser satisfaction amongst nearby tourists toward traveller sites in Malacca and Penang?
- vi. Does revisit intention affect client satisfaction among nearby tourists toward tourist websites in Malacca and Penang?

1.5 Scope of Study

This study about will discuss on the factors toward consumer delight to motivate them to be loyal to a destination by way of making revisit and willing to suggest the traveller locations to others. Through this study, researcher also will be discussing about the impact of advertising combine and loyalty.

The scope of this study will be among travellers in Penang City and the neighbourhood of the Core Zones of Malacca due to the fact it is a central centred of tourism activities in the state, which are the Christ Church, along the Malacca River, Independence Park, the Porte De Santiago, Old Quarter of Malacca, Taming Sari Tower and accommodations. This world heritage area is divided into three parts, which is Core Zone, Buffer Zone, and Heritage Village. The division in the area is due to the reality that there are many areas of appeal and constitutes as a cross with the aid of the neighbourhood authority to focal point all their energies into protection and conservation. By the way, Malacca city is currently under the management of the Malacca Historical City Council.

1.6 Limitation of Study

This study had associated with several limitations, which is first and foremost, selected goal crew is limited. This study solely aims on precise age team which is younger adults' respondents who are neighbourhood vacationers as nicely as buyer who visiting Malacca and Penang. As the results, the findings can cause the bias and absolute tiers of response will be ignored.

1.7 Summary

Chapter 1 provides a basic understanding of the study of the relationship between marketing mix and loyalty towards customer satisfaction among tourists in Malacca City and Penang City. Further discussion of this research will be carried out in Chapter 2.