THE RELATIONSHIP BETWEEN MEMORABLE EXPERIENCE, TRAVEL SATISFACTION, AND TOURIST EXPECTATIONS ON REVISIT INTENTION AMONG TOURISTS IN MALAYSIA

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A report submitted in partial fulfilment of the requirements for the Degree of

Bachelor of Entrepreneurship (Tourism) with Honors

Faculty of Hospitality, Tourism and Wellness
UNIVERSITI MALAYSIA KELANTAN

2023

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ACKNOWLEDGEMENT

TABLE OF CONTENT

CHAPTER 3: METHODOLOGY

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

This research aims to examine the relationship between memorable experiences, travel satisfaction, and tourist expectations on revisit intention among tourists in Malaysia. It is discovered memorable experiences, travel satisfaction, and tourist expectations were the major reason that affected tourists' revisit back to a destination. Tourists around Malaysia were targeted respondents, and 200 respondents successfully responded through the online survey. Data collected was analyzed by using Statistical Package for Social Science (SPSS) version 29.0. SPSS Statistical addresses the entire statistical analysis process such as planning, data collection, analysis, and reporting for better decision-making and performance. The Pearson correlation coefficient was used in this research to investigate the relationship between memorable experiences, travel satisfaction, and tourist expectations toward revisit intention. The result shows a significant effect of memorable experiences, travel satisfaction, and tourist expectations toward revisit intention. Through this study can understand that most tourists will revisit a destination for different reasons.

Keywords: Revisit intention, memorable experiences, travel satisfaction, tourist expectation, tourist

ABSTRAK

Penyelidikan ini bertujuan untuk mengkaji hubungan antara pengalaman yang tidak dapat dilupakan, kepuasan perjalanan, dan jangkaan pelancong terhadap niat melawat semula dalam kalangan pelancong di Malaysia. Pengalaman yang tidak dapat dilupakan, kepuasan perjalanan dan jangkaan pelancong dalah sebab utama yang menjejaskan lawatan semula pelancong ke sesebuah destinasi. Pelancong di sekitar Malaysia menjadi responden sasaran, dan 200 responden berjaya menjawab melalui tinjauan atas talian. Data yang dikumpul dianalisis menggunakan perisian Statistical Package for Social Science (SPSS) versi 29.0 SPSS Statistical menangani keseluruhan proses analisis statistic seperti perancangan, pengumpulan data, analisis dan pelaporan untuk membuat keputusan dan prestasi yang lebih baik. Pekali Korelasi Pearson digunakan dalam penyelidikan ini untuk mengetahui hubungan antara pengalaman yang tidak dapat dilupakan, kepuasan perjalanan, dan jangkaan pelancong terhadap niat melawat semula. Pengalaman yang tidak dapat melupakan, kepuasan perjalanan dan jangkaan pelancong terhadap niat melawat menunjukkan kesan yang ketara, Melalui kajian ini dapat memahami bahawa kebanyakan pelancong akan melawat sesuatu destinasi atas sebab yang berbeza.

Kata Kunci : Niat melawat semula, pengalaman yang tidak dapat dilupakan, kepuasan perjalanan, jangkaan pelancong, pelancong

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

The largest and most varied industry in the world is the travel and tourism sector. This dynamic sector is a key driver of revenue, employment, private sector expansion, and infrastructure development in many countries. When other types of economic development, including manufacturing or the exports of natural resources, are not economically viable, tourism development is encouraged, especially among developing nations worldwide. It's important to discuss the lingo used in this evolving sector. Most dictionaries describe the basic term "travel" as "the act of moving," but in the context of the tourist sector, it has a distinct meaning. According to Gee, Makens, and Choy (1989, p. 12), travel is defined in this book as "the act of going outside one's neighbourhood for business or pleasure but not for commuting or travelling to or from job or school." The generation of economic value as a result of travel activity is also necessary with regard to the travel sector.

For more than 20 years, the tourism curriculum has been under development. Technical or vocational schools were where the history of tourism education began (Airey, 2004; Lo, 2005; Inui, Wheeler, & Lankford, 2006). Both undergraduate and graduate tourism programmes have grown and developed over the past few years. The tourism industry's explosive growth and demand are to blame for this development.

1

Universities and academic institutes so started or increased their tourism programmes. Based on the initial focus on technical/vocational and knowledge and skill development, tourism education has continued to evolve. Many undergraduate-level tourism curricula were shifted under the umbrella of hotel and hospitality management in order to meet the increased demand from the tourism-related economic sector. In addition, the programme included lessons on business knowledge and abilities.

The sector's contribution to ASEAN's overall GDP in 2015 was 12.4%, exceeding both the global average of 9.8% and the Asian average of 8.5%. This substantial percentage is the result of a number of factors, including ASEAN's cultural history and natural attractions, improved tourism infrastructure, reasonably priced connections, a rising middle class, and geographical proximity to China and India. Since 1992, the area has been presenting itself as a single travel destination. It undertook initiatives including the liberalisation of aviation, enhanced road and rail connections, and mobility of the skilled tourist personnel in order to raise tourism standards and experiences. In 2017, Singapore suggested working with other ASEAN members to promote Southeast Asia as a cruise destination. Then, in January 2018, ASEAN adopted a Joint Declaration on Cruise Tourism, pledging to hasten development, improve legislation, and increase administrative effectiveness in the tourism sector. ASEAN must address persisting problems including an ineffective infrastructure and uneven immigration and port laws before it can fully benefit from this very promising but still relatively underdeveloped cruise tourist sector. Nevertheless, despite variations in the national and international economy, ASEAN's tourist sector has seen consistent growth (Yong, 2018).

The attractions Malaysia has are at the same level compared with Asian countries like Indonesia and Filipine. Due to the high costs of travelling in Malaysia, especially to the major cities like Kuala Lumpur, Johor Bahru, Kota Kinabalu, and Kuching, this is

2

not surprising (Nik Hashim et al., 2019). Even if the cost to travel in a big city is quite high, that does not prevent tourists from coming and feeling the concrete forest of city tourism that has modern infrastructure, high facilities and a variety of attractions. The tourism sector in Malaysia generated a Gross National Income (GNI) of RM47.2 billion in 2012, placing it as the country's seventh-largest contributor to the economy and the second-largest earner of foreign currency after manufactured goods (Amir et al., 2015). Same as in nature tourism Malaysia provides with variety of flora and fauna, extreme activities waiting tourist to come and experience it with magnificent panorama of island, mountain, lake and waterfall. Variety of food and culture, ethnics attract tourists from outside and inside Malaysia to see and feel themselves.

In the tourist industry, revisit intention is seen as a crucial element for the survival and growth of businesses. Tourists' purpose to return is very important for businesses to expand and succeed. The primary defence is that number of tourists lead to decreased marketing and promotion costs (Chiu, 2012; Kim, 2013). It increases the significance and profitability of the travel and tourism industry and is acknowledged as the secret to effective destination marketing. Additionally, attracting and keeping current tourists is significantly less expensive than bringing in new ones. The key to an efficient destination marketing strategy may therefore lie in lowering marketing and promotion expenditures by promoting repeat business and a positive visitor experience. (Beerli-Palacio & Martín-Santana, 2018).

This study identifies three variables which are memorable experience, social influence, and tourist expectation towards revisit intention. Each of the variables has their own explanation on how it can affect tourists' revisit intention in Malaysia. The number of tourists to Malaysia's tourism destinations can be affected by a number of factors, all of which are significant from a tourism perspective. There must be a reason

3

why tourist having vacation in some visitor attraction more than once. The tourists' satisfaction towards Malaysia are very important which it will lead to increase the economy of tourism in Malaysia. Based on this point, ministry of tourism in Malaysia should know how to increase the amount of tourist and create something where tourist will revisit again once more. Thus, this study aims to look at the factors memorable experience, travel satisfaction, and tourist expectations that affect tourists in Malaysia. All of these factors will be examined to determine how they relate to the revisit goal.

1.2 PROBLEM STATEMENT

There are several problems about memorable experience, tourist travel satisfaction, and tourist expectation in Malaysia. Firstly, Malaysia is a country which have multiracial and multicultural which contains Malays, Indians, Chinese and people of various other ethnicities live together in peace and harmony. One of the most popular tourist destinations in Southeast Asia is Malaysia, and Malaysia tour packages are among the most popular online searches. Numerous thousands of people come to this stunning nation each year to experience it. The world's most fascinating tourist destinations can be found in Malaysia. Everybody can find something to enjoy in Malaysia. Tourists can experiment with various types of diving, travel through untamed forests, savour gorgeous beaches, discover amazing towns, or indulge in mouthwatering Malaysian cuisine (Lau, 2021).

Memorable experiences start from the minute a tourist learns about a destination, continue through their visit, and end when they reflect on the event years later. The

most crucial phase, though, is the experience you have when visiting the location. Following their stay, tourists will tell others about their memories and experiences. The administration of a tourism destination should produce pleasant, pleasurable memories for visitors in order to encourage them to return (Chen, 2020). This is due to the possibility that bad experiences could taint travelers' perceptions of a place. While traveling, a tourist could have both positive and negative experiences pleasant and unhappy (Pavesi, 2016).

The satisfaction of tourists is one of the well-known concerns in tourism. In studies relating to motivational factors, the common variable that is always discussed is how satisfied tourists are. The motivation of tourists and their satisfaction is typically associated with one another. This is due to one of the drivers being able to meet their travel needs. There is always a strong correlation between the characteristics of the destination and overall visitor pleasure. However, the sum of all measurements that can improve tourists' overall experiences throughout their trips to the location must be taken into account when calculating overall satisfaction (Marinao, 2018). Additionally, in terms of marketing, customer happiness is one of the key factors that may be used as a tool to assess the market's performance and gain an advantage. For a place to be promoted quickly and effectively, visitor happiness is crucial. Picking up visitor happiness offers a variety of benefits, including profitability, great press, word-of-mouth, and numerous others that can ultimately help a business reach its objectives (Lemon et al. 2016).

In the context of tourism, an expectation has been defined as a hypothetical environment to which a degree of impression that the setting will occur has been assigned, or as the belief that a specific activity will result in a specific result. Tourists rely far more on their preconceived image, which is not what travelers "know," but what

they "think" or "feel," reflecting the primacy of emotion in expectations (Edwards et al. 2009).

1.3 RESEARCH OBJECTIVES

The target study is aimed at tourists that visit Malaysia. This research will focus on the memorable experience, tourist travel satisfaction, and expectations of tourists visiting Malaysia again.

The study was conducted with the following objectives:

a. To examine the relationship between memorable experiences and revisit intention among tourists in Malaysia.

b. To analyse the relationship between travel satisfaction and revisit intention among tourists in Malaysia.

c. To analyse the relationship between tourist expectations and revisit intention among tourists in Malaysia.

1.4 RESEARCH QUESTIONS

In order to meet the above research objectives, the following research questions were formulated:

Question 1   : What is the relationship between memorable experiences and revisit intention among tourists in Malaysia?

Question 2   : What is the relationship between travel satisfaction and revisit intention among tourists in Malaysia?

Question 3   : What is the relationship between tourist expectations and revisit intention among tourists in Malaysia?

1.5 HYPOTHESIS

Accordingly, to the above considerations, the following research hypotheses are formulated:

H1   : Memorable experiences have a positive relationship with revisit intention.

H2   : Travel satisfaction is positively associated with tourist revisit intention.

H3   : Tourist expectations have a positive relationship with revisit intention.

7

1.6 SIGNIFICANT OF THE STUDY

The research could provide information about how memorable experience, social influence, and tourist expectation can influence the revisit of intention of tourists in Malaysia.

Then, the study can assist tourism players to improve their facilities and service to promote their business and attract tourists. The research can help tourism ministries, travel agencies, hotels, and restaurants to improve their business of what influences tourists to revisit their place and to attract old and new tourists to come. The data and statistics in the study may benefit to guide tourism ministries to make a new improvement in tourism industries to attract tourists in Malaysia.

Besides that, the study can give additional information to students and researchers about their academic study. The study helps researchers to do other research in order to give factors, examples and references that influence the revisit intention among tourists in Malaysia.

1.7 DEFINITION OF KEY TERMS

1.7.1 Revisit Intention

The term "revisit intention" refers to a person's inclination or wish to return to the same place on a later visit (Tosun et al., 2015). Satisfaction, attractiveness, lodging

8

services, cultural contact, and perceived danger are the major factors of revisit intention. When tourists experience a tourist destination positively, they are more likely to be satisfied with it and have a greater desire to return. Tourists who were pleased with the quality of their trip are likely to return to that country or destination in the future. They might also advise others to travel there and bring their friends or relatives together when they come to the place.

1.7.2   Memorable experience

Memorable experience is two different words that have different meanings; however, the combination's meaning is about the feelings. Experience is about knowledge or skill by doing it for a long time, while memorable is something that is important to remember because it's enjoyable and special. When travellers come home, they recall their journey experiences, which gives them a sensation of reliving (Raimkulov et al, 2021). Based on the tourism perspective, the memorable experience happens when the tourist enjoys the activities they do and will remember it when they go back to their home. Memorable experiences happen when there is happiness and enjoyable memories that will be remembered.

1.7.3   Travel Satisfaction

In the subject of tourism studies, forecasting behavioural intention depends greatly on how satisfied tourists are. Referred to as "loyalty," behavioural intention includes intentions to suggest and return to the destination. The likelihood that tourists

will return to the destination is indicated by their intention to do so. When visitors have positive experiences, they often want to return (Sharma, Nayak, 2018). Meng and Han (2018) discovered that visitor contentment with the location during working holidays can have a favourable and considerable impact on visitors' intentions to return and spread the news about the place.

1.7.4 Tourist Expectation

Expectancy theory is based on several traits or qualities that are meant to achieve or lead to a particular result. Expectations are preconceived notions based on prior knowledge of a product's capabilities or characteristics. According to Larsen (2007), the expectation is "a person's capacity to anticipate, form beliefs about, and predict future events and states." As a result, a tourist's expectation is a "preconceived perception of the trip's outcomes" built from a variety of informational sources about the tourist destination, such as brochures, websites, and chatbots. Additionally, customers use expectations as a yardstick to judge the performance of a provider. Thus, a tourist destination's experience depends on the expectations of visitors and is the key factor in making a purchase. As an alternative, prospective travelers already have opinions about travel before buying any tourism-related goods.

1.8 SUMMARY

The first section described the background of the study and explores the impact of tourists revisiting Malaysia. The following section is the problem statement, it addressed the topic of this study which is how memorable experiences, social influence, and tourist expectations influence the willingness of Malaysian tourists to revisit. There are three research objectives and research questions in the third and fourth sections, which are the aim and the questions that appear during the research respectively. Other than that, there are three hypotheses that occur in this study. The study's significance is found in the sixth section, which extracts lessons on research issues that may influence tourists to revisit Malaysia. Lastly, the definition of key terms section has briefly explained the meaning of the tourism terms that are commonly used.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter explains about the relationship between independent variable and dependent variable, which the dependent variable is revisit intention while the independent variables are memorable experience, tourist travel satisfaction, and tourist expectation.

2.2 UNDERLYING THEORY

Without a doubt, a lot of scholarly attention has been paid to figuring out tourists' intentions to return, particularly during the past ten years, as in context of literature regarding tourism and tourism-related topics (An et al., 2019; Loi et al., 2017; Sohn et al., 2016). In the tourist industry, the intention to return is viewed as being crucial to the survival and growth of businesses (Ngoc & Trinh, 2015). Furthermore, according to experts, the Theory of Planned Behavior (TPB) model disregards people's perception of perceived risk, which has recently emerged as an important element, particularly in tourism-related planning for both domestic and international destinations (Hsieh et al., 2015).

This theory fundamentally contains several components and is thus particularly relevant to our field. First off, this theory's element of destination image state can be linked to our variable, tourist satisfaction. One of the most well-liked tourist attractions in the Southeast Asian nations is Malaysia. As a result, Malaysia has greater popularity than other nations in the fields of cultural, eco-, and natural tourism. Given the distinctiveness of Malaysia, knowing why visitors return is essential to the country's tourism industry as well as its overall economic health. The case of Penang is used as a comparison to the proposed paradigm. Penang is situated in Peninsular Malaysia's northern region. Penang state is the most visited city in Malaysia, with an estimated six million hotel guests in 2012. Penang Hill stands out among Penang's many tourist attractions. For visitors visiting Penang, the Penang State Tourism Board has developed a list of the top 10 "must-dos" (Dwaraka, 2020).

Service quality is the second element mentioned in the theory. Prior studies have already established the connection between satisfaction and perceived service quality. An excellent indicator of satisfaction is perceived service quality. Satisfaction is a term used to describe an emotional response that follows cognitive responses to an experience. It has been demonstrated empirically that contentment has a significant impact on tourists' want to return, and that there is a relationship between satisfaction and the desire to return in tourism studies. It has been empirically proven that visitor satisfaction enhances tourists' willingness to return to the location. This implies that it is quite likely that visitors will decide to go back to the same place if they enjoy it (Jebbouri et al,. 2022).

2.3 REVISIT INTENTION

2.3.1   Definition of Revisit Intention

This research focused on the tourism business, thus it is essential to first have a firm grasp of the key concepts or particular order to narrow the area. Tourists are persons who "travel to and stay in locations beyond their typical surroundings" for leisure, commerce, or other reasons, according to the United Nations World Tourism Organization (UNWTO). According to this definition, a trip must last longer than 24 hours and no longer than a year to qualify as tourism. Additionally, there are two different types of tourism: domestic tourism, which takes place within a single country, and international tourist, which involves travel outside of a single country. Tourism is one of the main economic drivers in many countries, and it typically attracts a wide range of companies that are made specifically to cater to travelers from other locations (Manoor et al., 2020).

The intention of returning to a destination at a later time is referred to as revisit intention. According to Oppermann (2000), a tourist's loyalty to a place is demonstrated by his or her desire to visit it again as well as by their willingness to suggest it to others. Repeating tourists are anticipated to be more likely than first-timers to select the same destination in the future, and people who have visited a variety of places in the past may feel more confident as a result of their experiences and may be more likely to return to those tourist destinations (Dolnicar, Coltman, and Sharma, 2013). The fact that the tourists might visit other locations makes it impossible to fully trust them. As a result of

14

their whole experience with advertising, price, core products, amenities, and front staff when they were on their first vacations, revisit intention can be generated.

In the tourism industry, revisit intention is important and it influence the industry progresses. A tourist who was pleased with the standard of their trip will plan to go back to that specific country in the future. When they return to the destination, they might also recommend the country or place to each other and invite their family and friends along. On the other hand, tourists can use social media platforms like Twitter and Instagram to contribute details about their experiences and their destination. Since more people have access to the internet these days, they contribute to the quicker distribution of exact locations or countries (Pai et al., 2021).

2.3.2 Antecedents of Revisit Intention

In order to develop tourism, accommodations serve as both an infrastructural requirement and a tourism product (Cong, 2016). In order to accommodate tourists' basic needs such as sleep and rest as well as their desire to have fun, a system of accommodations must be created (Truong & King, 2009). In other terms, "accommodation products" refers to all products and services offered to meet tourist needs from the time a tourist contacts a hotel, motel, or resort until the required services are used and the customers check out (Cong, 2016). Since tourists usually seek out regional cuisine that is unavailable to them at home, food and drink are viewed as essential components for educating and luring visitors to any area. 2017 (Cong & Dam) Therefore, accommodation and dining alternatives are significant when selecting a destination for tourists, and according to some authorities, Kozak and Kozak (2001),

they are the most crucial aspects of a visitor's stay. The possibility that tourists will promote the service and return is further increased by their pleasure with the lodging and food options.

2.4 MEMORABLE EXPERIENCE

Memorable Tourism Experiences (MTE) are important antecedents of future behaviours especially in tourism industries. The tourism and hospitality industries are fundamentally built around tourist experiences. Based on Carissa (2020), from a tourism standpoint, memorable encounters are enduring and valued in memory. Memorable experiences are known as a personal feeling and depending on one's mood at a certain moment. Memorable experience also known as a memory of visitors, particularly their feelings and emotions experienced during a tourism activity. MTEs are those encounters that can be remembered and recalled after a journey and are crafted with care from tourist experiences.

2.5 TRAVEL SATISFACTION

Comparison of expectations before and after visiting a site is how Oliver (1980) defined contentment (Ramseook-Munhurrun, et al., 2016). Due to its power to form customer loyalty and affect future behaviour, customer satisfaction has been identified

as a critical aspect in the success of all industries (Som & Badarneh, 2011; Adetola, Adewumi, & Olonimoyo, 2016). (Ohn & Supinit, 2016).

As stated by Carù and Cova in 2003, tourists' satisfaction is the joy they derive from engaging in or interacting with tourism-related activities. These experiences that visitors had while participating in tourism-related activities are considered essential in setting the place apart from its rivals (Walls, Okumus, Wang, & Kwun, 2011). According to Choo et al. (2016), one of the key variables influencing tourists' intention to make future purchases and return is their level of satisfaction, as this may result in adverse future behavioural intentions (Zeithaml and Bitner, 2000).

2.6 TOURIST EXPECTATION

A tourist's thoughts and sentiments regarding a tourism good or service based on what they require from it and anticipate being done are known as their expectations (Parasuraman et al., 1991). This customer expectation is regarded as a crucial factor in judging the quality of a tourist destination because it is one of the main features of a tourist destination that it is run as a business that serves the wants of its tourists.

Poria et al. use the terms "established performance," "ideal performance," and "desired performance" to describe expectations (2006). Understanding tourist expectations is essential for effective destination marketing because they affect travelers' decisions regarding where to travel, how much they will spend on goods and services, and whether they will return to the area in the future. It is widely acknowledged that when vacationers select a location, tourist have expectations, and

17

those expectations influence how satisfied they feel during and after their vacation (Yoona & Uysal, 2005). Understanding tourist expectations can also assist a destination become more appealing to tourists and improve the sustainability of its offerings, such as goods and services.

2.7 RELATIONSHIP BETWEEN MEMORABLE EXPERIENCE, TOURIST TRAVEL SATISFACTION, TOURIST EXPECTATION AND REVISIT INTENTION

2.7.1 Relationship between Memorable Experience and Revisit Intention

Memorable experiences are important because only remembered experiences would influence tourist future decision-making. Based on Zhang (2018), tourists base future travel plans on past experiences and recollections when making decisions. This shows how memorable experiences play a big role to attract tourists to come again and visit the place. For example, a specific activity provides a memorable occasion for visitors and it becomes one of the awaited events every year. Tourists that have a strong memorable experience will be waiting to come again and participate in activities or coming to certain places that give them memorable memories. Adding the concept of a memorable experience in the ethnic minority tourism context, positing the importance of scenery experience in driving tourists' satisfaction and subsequently strengthening tourists' intention to revisit and referrals. An enjoyable experience that people will remember for a long time will significantly increase their likelihood of returning.

18

2.7.2 Relationship between Travel Satisfaction and Revisit Intention

Travel Satisfaction is Past research has established a strong correlation between tourist satisfaction and behaviour intentions (Liu & Jang, 2009; Ryu & Han, 2010; Canny, 2014). Tourist satisfaction is regarded as one of the key antecedents of post-purchase behavioural intentions since it significantly enhances consumers' understanding of the good or service. Additionally, it may make customers more deliberate about returning in the future (Oliver, 1980). If restaurants leave a good impression on visitors, they are more likely to return (Sukalakamala & Boyce, 2007). Numerous studies have demonstrated that raising visitor satisfaction levels is necessary to enhance intentions for repeat visits and recommendations in addition to serving as a predictor of customer loyalty (Han & Ryu, 2006; Nam & Lee, 2011).

2.7.3 Relationship between Tourist Expectation and Revisit Intention

Tourist Expectation is the pleasure or appointment created by a tourist's expectation of a tourist destination versus the actual perception. It will influence tourist destination selection, consumption of travel products and services, whether to re-visit, and other options. Tourists are a narrower category of people who visit a place for pleasure and interest, often while on vacation. If tourists have low expectations, they are less inclined to go somewhere on vacation and do something. Yi et al. (2018) and Sofield et al. (2018) investigated how expectations are influenced by the perception of tourism (2017). Accessibility to first-rate facilities, tourism attractions, amenities, and supplementary services are all part of the study's overall picture (Yusuf et al., 2018; Zabkar et al., 2010). If the conclusion of the experience and expectation makes the

19

visitor feel fulfilled, the tourist is satisfied; if not, the visitor is disappointed. This theoretical model is broadly accepted by tourism scholars. Additionally, he contends that the perception or sense of "good" tourist expectations results from the positive correlation between those expectations and actual experiences.

2.8 CONCEPTUAL FRAMEWORK

The proposed framework of tourist revisit intention is shown in Figure 2.1. The model establishes a direct relationship between factors that influence tourists' intention to return. This study will look at three variables. Based on prior studies, memorable experiences, tourist travel satisfaction, and tourist expectations will be associated with revisit intention. Figure 2.1 depicts the relationship between the variables.
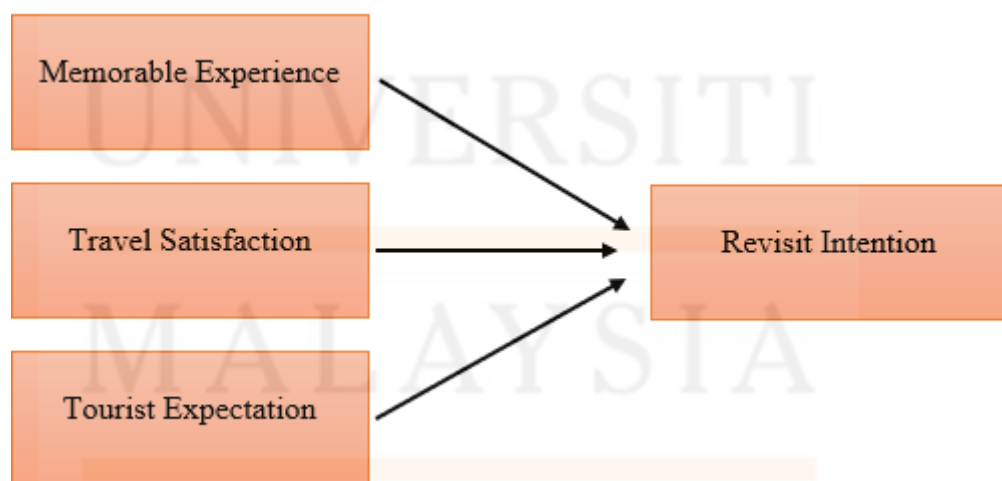
Figure 2.1: Conceptual Framework of Memorable Experiences, Travel Satisfaction, and Tourist Expectation towards the Tourists' Revisit Intention

2.9 SUMMARY

The number of tourists and revisits of the same tourist on that destination is famous and attractive that fulfill the need and want of tourists. From the relationship above, it can be surely that memorable experiences, The intention of tourists to return to a destination can be influenced by their travel satisfaction and expectations. The more attractive the destination, the more tourists will come and the potential for the tourist to revisit the place again is higher. To attract the tourist to revisit the destination, a few renovations, and improvement the better quality the place can influence tourists to enjoy the trip and revisit again to the same destination.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Methods that are used to help complete this study will be explained in this chapter. The methods consist of research design, target population that will be chosen to take part in this research, the sample size that is needed, sampling method and data collection to help ease the process of data collecting, research instrument and data analysis to conclude the result. The purpose of this chapter is to provide a clear explanation that tourists enjoy the trip and revisit Malaysia to achieve the objectives of this study.

3.2 RESEARCH DESIGN

According to Zikmund (2016), the research design is defined as a master plan specifying the methods and procedures for collecting and analyzing the needed information. This study will use quantitative research among local tourists in Malaysia. A descriptive study design helps to address the research question and fulfill the research objectives.

3.3 TARGET POPULATION

When a specific group or individual is involved in research to create a statistical sample for a specific study, this is referred to as the population. The data will be examined by the researcher based on the study variables. As a result, any selection of individuals brought together by a common characteristic can be referred to as a population (Casteel & Bridier, 2021). This study will focus on local tourists in Malaysia where the target population involves 66 million (Domestic Tourism, 2021).

3.4 SAMPLE SIZE

According to Taherdoost (2016), a random sample must be large enough to allow generalisations to be made without bias or sampling errors. What is sufficient depends on several variables that frequently baffle people doing surveys for the first time. This is because, in this case, it is the absolute size of the sample that matters, not the proportion of the study population that is sampled, in relation to the complexity of the population, the researcher's goals, and the sorts of statistical manipulation that will be utilised in data analysis. A table for determining sample size for a particular population based on Krejcie & Morgan (1970) was created to close the current gap. The sample size of local tourists to revisit their intentions in Malaysia in 2022 is 384 respondents (Domestic Tourist).

Table 3.1: Sample Size

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size. S is sample size.

Source: Krejcie & Morgan (1970)

The Table is constructed using the following formula for determining sample size:

Formula for determining sample size

$$s = X^2 NP(1 - P) \div d^2(N - 1) + X^2 P(1 - P)$$

$s =$ required sample size.

$X^2 =$ the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

$N =$ the population size.

$P =$ the population proportion (assumed to be .50 since this would provide the maximum sample size).

$d =$ the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

Source: Krejcie & Morgan (1970)

Figure 3.1: Formula for determining sample size

3.5 SAMPLING METHOD

A method statement is used for perceived risk. One of the primary ideas in consumer behaviour is perceived risk, which has been demonstrated to be an influence in both consumer and purchasing behaviour (Bauer, 1960; Cheung, Wu, & Tao, 2013). Probability sampling and also the non-probability sampling are type of sampling methods. Each population has a probability of being elite when the first sort of sampling technique mentioned above is used. Most often, it is employed in quantitative research. Quantitative analysis and non-probability sampling techniques will be applied in this investigation. Instead of verifying a hypothesis based on a small number of large populations, these analyses aim to create a better understanding of a community

25

(McCombes, 2021). In this study, the 4 non-probability sampling methodology was selected as an appropriate sample strategy.

In this study, convenience sampling will be used. Convenience sampling will be helping researchers to collect data. It's the most commonly utilised sample technique because it's incredibly quick, simple, and cost-effective (Fleetwood, 2020). Because of the advantages and application of multiple sampling approaches in circumstances when there are big populations, this method was chosen for this investigation.

3.6 DATA COLLECTION

Data could be an assortment of facts, figures, objects, and others that are gathered from completely different sources. Company collect knowledge to form higher choices. While not knowledge, it might be tough for organizations to form applicable choices, then knowledge is collected at numerous points in time from completely different audiences (Bhat, 2020).

Primary data is generated by the man of science themself, surveys, interviews, and others are specially designed for understanding and determination the analysis downside at hand (Wagh, 2021).

Use of this study was a quantitative strategy. The over-18-year-old domestic tourist population was the study's target group. The samples were chosen based on a set of requirements, such as that domestic visitors must have previously visited any Malaysian place. During the summer break, the data collection process was carried out in

Kelantan. On the basis of the table from Krejcie and Morgan (1970), the domestic tourist was contacted, and a total of 384 replies were gathered.

The questionnaire designed to gather information from domestic tourists has three sections. Demographic questions were asked in Part A of the survey. Part B's inquiry centred on noteworthy encounters, traveller pleasure, and expectations for the visit. Not to mention, section C focused on a query with a recurring goal. The tools used in the previous study, such as those from Chew and Jahari (2014), Deng and Ritchie (2018), and Artuger, were adopted and modified (2015).

Before beginning the actual data collection process, this study tested its reliability and validity. It is necessary for the researchers to demonstrate how they plan to establish the accuracy and validity of their study and the data they have gathered. While validity is primarily concerned with the validity and plausibility of the study, reliability is more concerned with the repeatability of the finding.

The purpose of this analysis was identified within the covering letter within the form distributed to the respondents. Therefore, the respondents can perceive the motive and purpose of this study, so it permits respondents to produce additional correct info. The questionnaire was distributed to 384 respondents of revisit intention in any destination in Malaysia.

3.7 RESEARCH INSTRUMENT

Any tool a scientist employs to gather, measure, and analyse data is a research instrument. The study investigation's participants provided the subject-specific data. These instruments are most frequently used in the social sciences, health sciences, and education to evaluate patients, clients, students, teachers, and employees. A checklist, a test, a survey, or an interview guide are all examples of research tools (Collins, 2021).

Form questions are used to gather information from responders. On a probe form, there are both closed-ended and open-ended questions (Bhat, 2020). In order to help researchers gather the necessary data from the respondents, questionnaires were created. Questionnaire design refers to the organization of the questions used to gather the survey's data. In this study, structured questions are employed since they are simple to respond to. Questionnaire design is the process of creating the questions that will be used to gather the data for the surveys. This study aims to determine whether there is a connection between the want to return, memorable travel experiences, travel satisfaction, and visitor expectations. Figure 3.1 illustrates how the Likert scale will be utilized as an assessment.
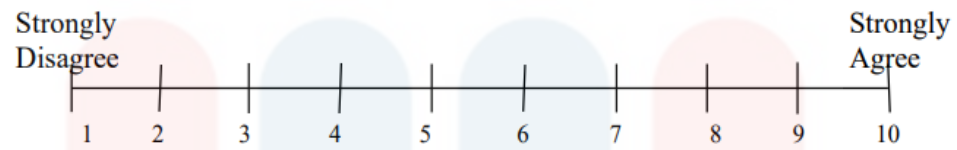
Figure 3.2: Measurement of Likert scale

Table 3.2: Source of Measurement

Variable	Source of Measurement Items
Revisit Intention	Harun et al., (2018)
Memorable Experience	Amir et al., (2015)
Tourist Travel Satisfaction	Lee et al., (2011)
Tourist Expectation	Solís-Radilla et al., (2019)

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3.7.1 Revisit Intention

A tourist continuing an activity or returning to a venue can be interpreted as having the purpose to revisit a tourist attraction. Items to measure the consumer revisit intention are shown in Table 3.3.

Table 3.3: Items to Measure Tourist Revisit Intention

ITEM NO	STATEMENT
1	I would say positive things about this destination to other people.
2	I will encourage others to visit.
3	I have a strong intention to visit this destination.
4	I will visit this destination rather than any other tourist destination.
5	I will visit this destination in the next 12 months.

3.7.2 Memorable Experience

Memorable experience refers to one that is remembered and recalled in vivid detail and includes both positive and negative aspects. Whenever people experience a happy feeling when visiting a place, they will want to revisit it again. Items to measure the consumer memorable experiences are shown in Table 3.4.

Table 3.4: Items to Measure Memorable Experiences

ITEM NO	STATEMENT
1	When I travel to interesting locations, I have fantastic memories.
2	I will never forget my visit to this location.
3	When I return home, I'll recall the memories I made here.
4	When I thought back on the place I had been, I want to go there once more.
5	I wish to return to a location that I once visited.

31

3.7.3 Travel Satisfaction

Traveler satisfaction, which is measured by the level of enjoyment felt as a result of such events, is a favourable perception or emotion that travellers build or gain by participation in leisure activities (Chen & Tsai, 2007). The following Table 3.5 lists the items used to gauge traveller satisfaction among tourists.

Table 3.5: Items to Measure Travel Satisfaction

ITEM NO	STATEMENT
1	Overall, I am satisfied with the decision to visit this destination.
2	My choice to visit this destination was a wise one.
3	As a whole, I am happy with this trip.
4	I think next time bring the whole family here is very enjoyable trip too.
5	I will be a regular tourist in destination for every year.

3.7.4 Tourist Expectation

Tourist expectations of tourism destinations and services form prior to the actual experience. Exposure to knowledge and information about destinations and services, either orally or visually, shapes expectations. Items to measure the tourist expectations of revisit to Malaysia are shown in the table below.

Table 3.6 Item to Measure Tourists' Expectations of Revisit

ITEM NO	STATEMENT
1	During the holiday, I hope to relax at beautiful places.
2	During the holiday, I hope to interact with locals and learn about cultural aspects.
3	During the holiday, I hope to meet with famous people and interact with companions and tourists with similar interests.
4	During the holiday, I hope to visit the historical landmarks.
5	During the holiday, I hope to have fantastic experiences and to visit a pristine environment.

3.8 DATA ANALYSIS

Data analysis is performed to better understand the relationship between the dependent variables (DV) of revisit intention and the independent variables (IV) of a memorable experience, tourist travel satisfaction, and tourist expectation of revisit to Malaysia. There are numerous applications for data in all local tourist revisit intentions in Malaysia. Data analysis is a technique for evaluating information gathered. It generally refers to the analysis of data generated by the application of analytical skills in order to identify patterns, correlations, or trends.

In this study, the research generally obtained may be helped to analyze using the (SPSS). It is statistical analysis software intended for interactive, rather than batch, statistical analysis. This software is a well-known statistical system capable of presenting complex data modification and testing with a straightforward approach and user-friendly software. The software used could collect virtually any type of information in order to summarize reports with tables, charts, and distribution graphs. This software will assist us in learning more about the data and drawing conclusions based on our requirements.

3.8.1   Descriptive Analysis

The first type of analysis is descriptive analysis. It helps to show the data that has been collected and be summarized in a constructive way to fulfil the terms of every condition of data. Descriptive analysis will show the dependent variable mean values

34

with the standard deviation. According to Sloman (2010) descriptive analyses identify events that are correlated with the occurrence of some target response. In other words, descriptive statistics make the process easier to simplify a large amount of data. This will help show the highest mean among the independent variables which is, memorable experience, tourist travel satisfaction and travel expectation. Mean is often used to run mathematics or find out statistics in a collection of data or numbers. It is an important model data set and shows the least amount of error from other values in the data set. This calculator will help to measure the centre of the numerical data set. The way to calculate the mean is by adding all the values in the data set and then will be divided by the number of values in the data set.

In meta-analyses, the sample mean and standard deviation is two statistics that are frequently utilised, but some studies also use the median, minimum and maximum values (Luo et al.,2018). Standard deviation is a way to measure how related the data is to the mean. There will be one of two categories of results that will show when achieving the result. The first one is low standard deviation which means that the data are gathered around the mean and the second category is standard deviation indicates that the result is more spread out. The mean and standard deviation will help to identify the relationship that influences the revisit intention among tourists in Malaysia.

3.8.2 Reliability Analysis

Researchers study the right properties of measurement scale also the item that composes the scale and that is why reliability analysis will be used. It is important as it will ensure that the measurement that is obtained in one sitting is both representative and stable over time. Having a questionnaire distributed through an online

35

questionnaire. It is based on the opinion or understanding of the respondents of the questionnaire. In research, a questionnaire's goal is to collect pertinent data in the most accurate and trustworthy way possible, according to Taherdoost (2016).A questionnaire is one of the easiest ways to gather information from the target population. By using this method, it can also help to bring a firmer structure to any research, which will contribute more to the work that we are doing.

This research will use the Cronbach's alpha test that can calculate the instrument reliability. According to (Cortina, 1993) Cronbach's alpha is among the most important statistics in research which involve test construction and use. According to Cronbach (1951), it is common to see the reliability of instruments used in published science education studies framed in terms of a statistic known as Cronbach's alpha. The Alpha of the Cronbach ranges is from zero to one which below 0.6 are unreliable and above it is accepted. The table for Cronbach's Alpha is divided into 5 categories.

Table 3.7: The Alpha Cronbach Value

Cronbach's Alpha	Interpretation
0.91 - 1.00	Excellent
0.81 - 0.90	Good
0.71 – 0.80	Good and Acceptable
0.61 – 0.70	Acceptable
0.01 – 0.60	Non-Acceptable

(Source: Konting et al., 2009)

36

3.8.3 Correlation of Coefficient

Correlation and coefficient are commonly used to determine the strength between the two quantitative variables. In addition, the relationship between variables is essentially linear. This research has chosen Pearson Correlation because it identifies the memorable experience, tourist travel satisfaction and travel expectation if there is a linear relationship between the two quantitative variables. A relationship between the intensities will reveal a direct or indirect interaction between two or more molecules, or between different biological compartments or molecules (Adler et al., 2010). This will assist in obtaining the outcome for the research.

A correlation of zero shows no linear relationship exists between two variables, correlation coefficient that is less than 1 or more than 1 indicates a perfect linear relationship. A zero value represents the existence of a relationship between the two variables as well as the existence of a linear relationship. The range of potential values is -1.0 to 1.0. It can't be more than 1.0 or less than 1.0. A perfect negative correlation and a perfect positive correlation are both indicated by a correlation of 1.0.

Table 3.8: Rule of Thumb about Correlation Coefficient Size

Coefficient Rage	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.00 to ± 0.20	Slight, almost negligible

(Source: Allen, 2011)

3.9 SUMMARY

The research design and target population, the number of sample sizes we will be focusing on, the sampling technique utilized to get data for the research, data collecting, research tools, data analysis, and descriptive statistics will all be covered in chapter 3. The correlation coefficient and reliability analysis are also included. The correlation coefficient will support the assertion that the two variables local tourists' intention to buy in Malaysia and their trust, convenience, and social influence are related. The data required from respondents will be gathered in this study using the questionnaire method. Local Malaysian visitors have been selected as the population to aid in this study. Probability sampling is the sampling technique that will also be used, and it will allow us to collect all the data and findings required to move on and finish this research.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter also included the reliability analysis, respondents' demographics, descriptive analysis, and Pearson's coefficient analysis. The study's data, which represented the study's findings, came from 200 respondents. After the data had been collected for this investigation, IBM SPSS Statistics version 29 was utilised to analyse the information.

4.2 RELIABILITY ANALYSIS

Reliability analysis was used to assess the surveys' dependability. To validate the accuracy and internal consistency of the data, Cronbach's Alpha analysis was used. According to Hair et al. (2007), the table below displays the Rules of Thumb for Cronbach's Alpha coefficient size.

Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very good
0.9	Excellent

Source: Hair et al. (2007)

Table 4.1 displays the overall consistency (pilot test) for the dependent and independent variables. Before distributing the survey to 200 respondents online, the pilot test was conducted with 30 participants.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Revisit Intention	5	0.934	Excellent
Memorable Experience	5	0.953	Excellent
Travel Satisfaction	5	0.923	Excellent
Tourist Expectation	5	0.947	Excellent
Overall Variables	20	0.975	Excellent

The total Cronbach's Alpha Coefficient for the study's independent and dependent variables is displayed in Table 4.2. The table reveals that the aggregate variables were (0.975) and that all of the variables were higher than the cutvoff value of 0.8. As a result, the conclusion is reliable and applicable for this research.

The Revisit Intention variable, which affected revisit intention in Malaysia, was measured using five questions. Table 4.2 revealed that the question in this section had an excellent Cronbach's Alpha score of 0.934. As a result, the coefficients found for the revisit intention variable's questions were accurate. The following five questions measured the memorable experience that led tourists to revisit intention in Malaysia. This section's Cronbach's Alpha coefficient result, which is 0.953, is considered excellent. The coefficients discovered for the social variable's questions were therefore reliable.

Additionally, five questions were utilised to gauge the level of travel satisfaction that affected revisit intention to Malaysia. The question in this section had an excellent Cronbach's Alpha score of 0.923. The coefficients found for the trip satisfaction questions were accurate as a result. Last but not least, five questions were utilised to measure the tourist expectations that affected revisit intention to Malaysia, and the Cronbach's Alpha result for this section's question was 0.947, which indicated excellent. As a result, the coefficients derived for these questions in gauging the expectations of visitors that affected their decision to revisit intention to Malaysia were also trustworthy.

The study can proceed since it can be inferred that questionnaires are very reliable given that the Cronbach's Alpha charge for the variables was greater than 0.8.

Overall, the reliability showed that the offered questions were easily comprehended by the respondents, proving that the questionnaires were suitable for this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The fundamental analysis of the investigation included the frequency analysis. The survey's Part A collected information about the respondents' age, gender, ethnicity, occupations, marital statuses, frequency of travel, journey times, and desired travel destinations. A table and pie chart with the respondents' demographic profiles were shown.

4.3.1 Age

Table 4.3: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
18-30 years old	85	42.5	42.5
31-40 years old	88	44.0	86.5
41-50 years old	18	9.0	95.5
51 and above	9	4.5	100.0
Total	200	100.0	

42
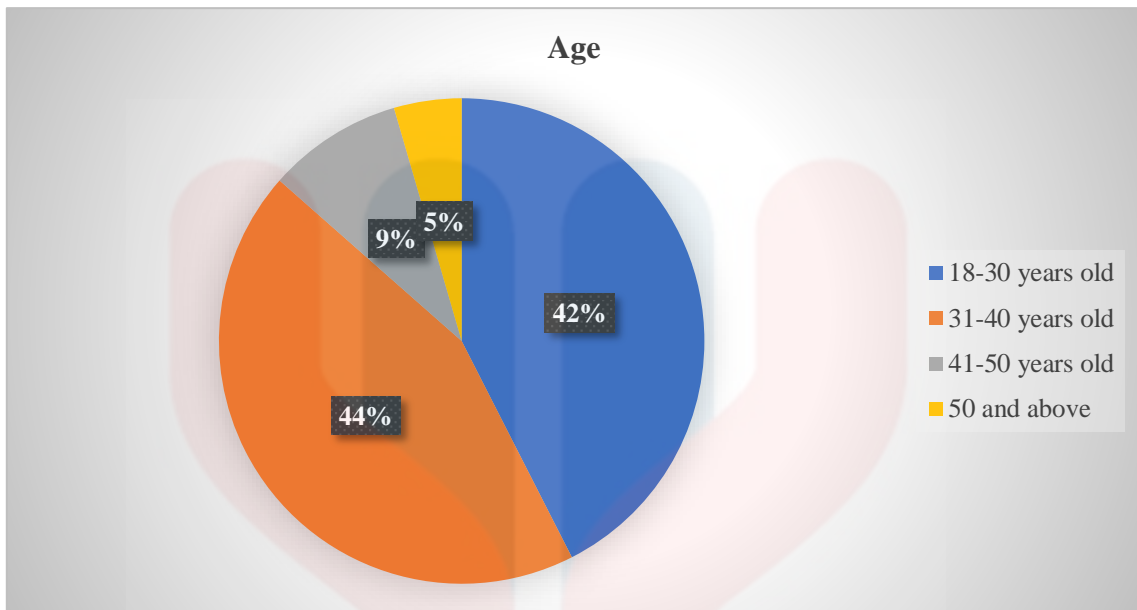
Figure 4.1: Percentage of Respondents by Age

Table 4.3 and Figure 4.1 present a breakdown of the total answers by age. The survey was completed by 200 respondents, with ages ranging from 18 to 30 years old represented by 85 respondents, 31 to 40 years old by 88 respondents, 41 to 50 years old by 18 respondents, and 50 and above by 9 respondents. The majority of respondents (44%) were between the ages of 31 and 40, according to Figure 4.1, followed by respondents between the ages of 18 and 30 (42.5%), respondents between the ages of 41 and 50 (9%), and respondents above the age of 50 (4.5%).

4.3.2   Gender

Table 4.4: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	68	34.0	34.0
Female	132	66.0	100.0
Total	200	100.0	
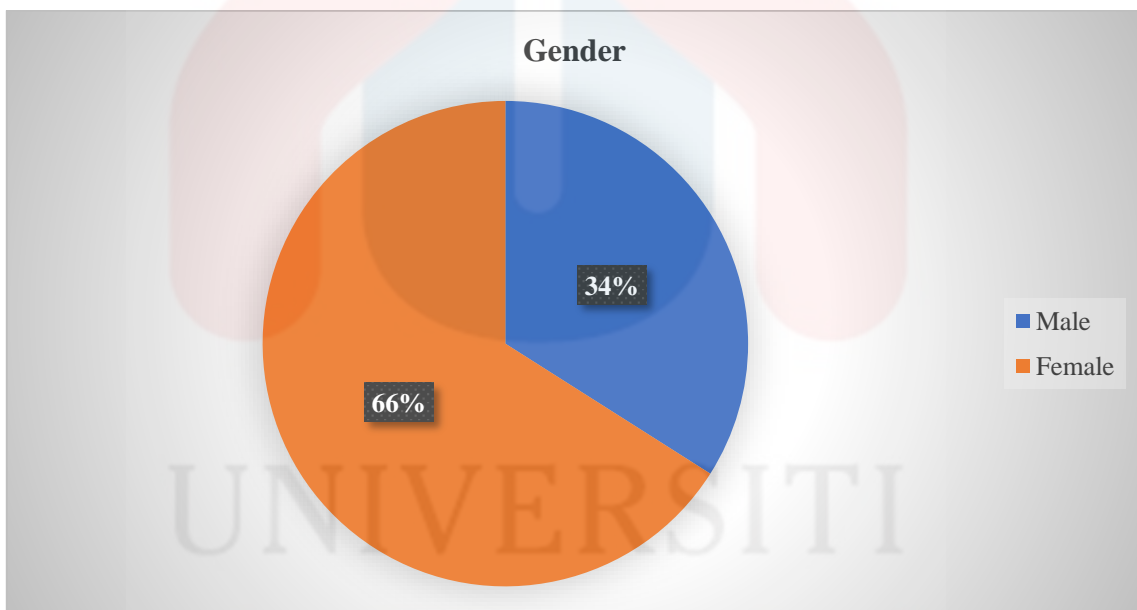
Figure 4.2: Percentage of Respondents by Gender

The respondents' genders were shown in Figure 4.2 and Table 4.4, respectively. 66% of the 200 participants in this study were women, and 34% of the respondents were men. There were 132 female respondents and 68 male respondents.

4.3.3 Ethnicity

Table 4.5: Number of Respondents by Ethnicity

Ethnicity	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	137	68.5	68.5
Chinese	46	23.0	91.5
India	15	7.5	99.0
Others	2	1.0	100.0
Total	200	100.0	
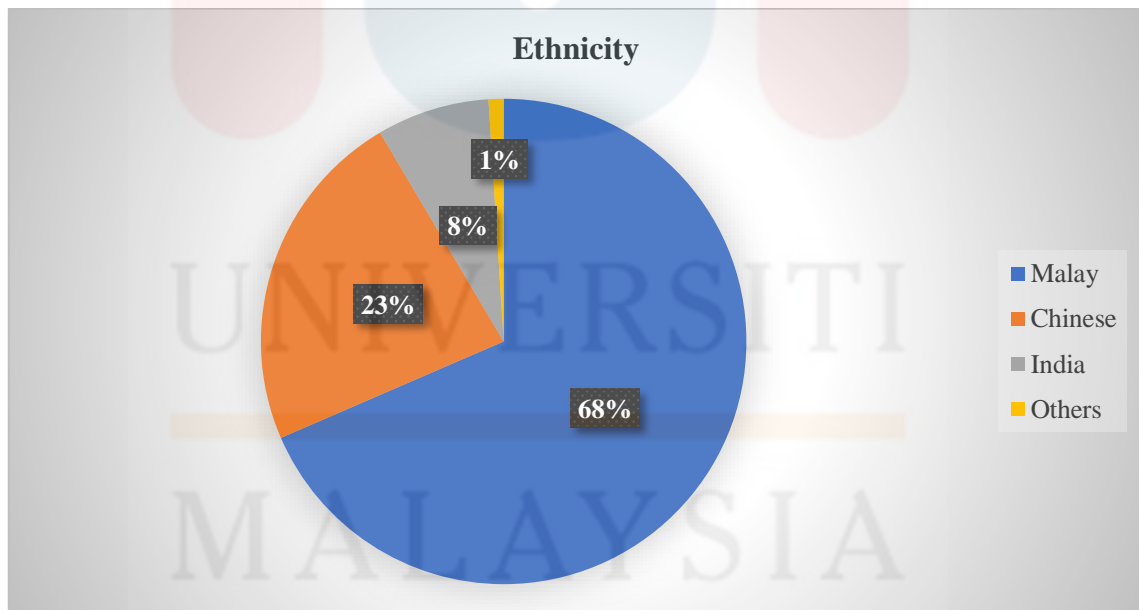
Figure 4.3: Percentage of Respondents by Ethnicity

Table 4.5 and Figure 4.3 both represented the respondents' ethnicity. Of the 200 respondents, 137 were Malay, 46 were Chinese, 15 were Indian, and 2 were other. There were 200 respondents overall. Figure 4.3 revealed that Malay respondents made up the majority (68.5%), followed by Chinese respondents (23%), then Indian respondents (7.5%), and finally, respondents of other religions (1%).

4.3.4   Occupation

Table 4.6: Number of Respondents by Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Civil Servant	11	5.5	5.5
Enterprise Staff	11	5.5	11.0
Freelancer	2	1.0	12.0
Self-employed	11	5.5	17.5
Student	158	79.0	96.5
Others	7	3.5	100.0
Total	200	100.0	
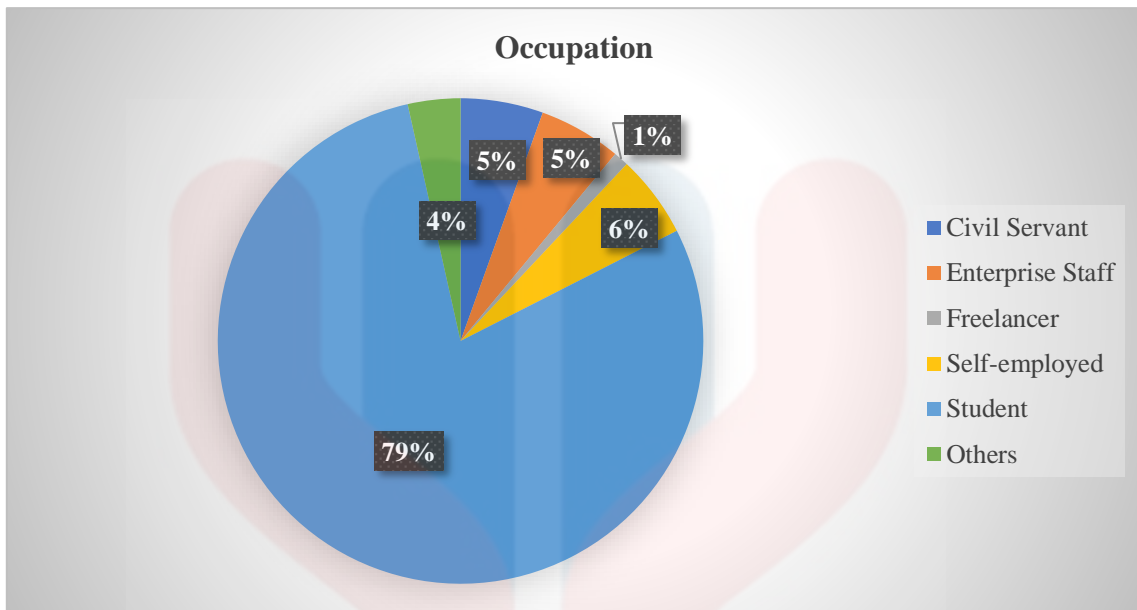
Figure 4.4: Percentage of Respondents by Occupation

Figure 4.4 and Table 4.6 The total number of respondents of different occupations was displayed in Table 4.8 and Figure 4.6. With 158 respondents, students made up the majority of responders (79%), followed by civil servants, enterprise staff, and self-employed which is sharing the same percentage of 5.5% (11 respondents). There were 3.5% (7 respondents) from other occupations, and the least was 1.0% (2 respondents) who are freelancers.

4.3.5 Marital Status

Table 4.7: Number of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Married	32	16.0	16.0
Unmarried	168	84.0	100.0
Total	200	100.0	
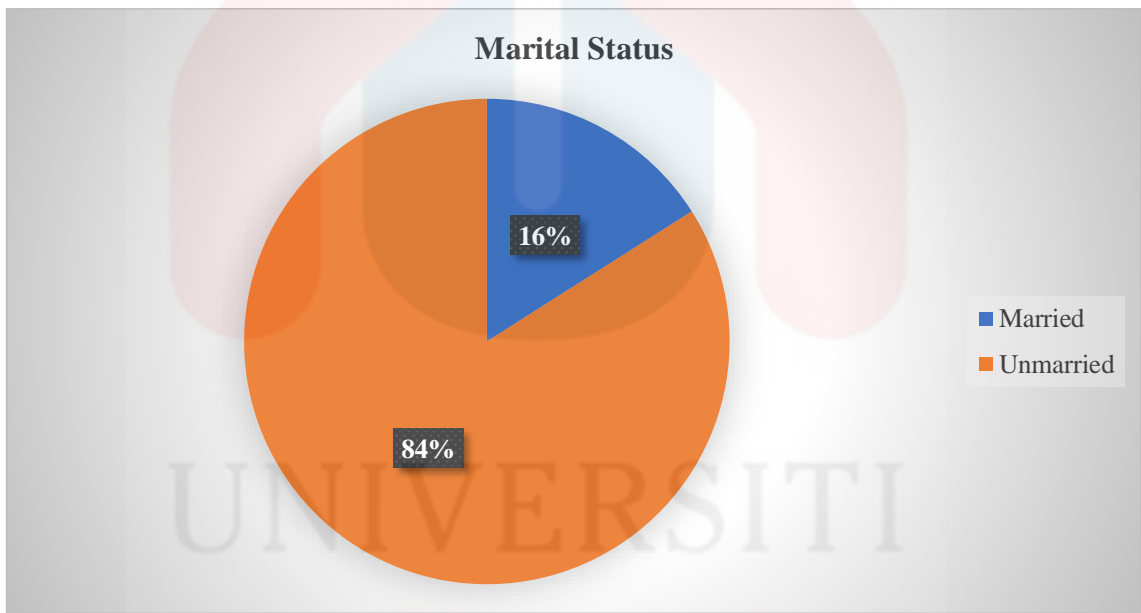
Figure 4.5: Percentage of Respondents by Marital Status

In Table 4.7 and Figure 4.5, the total number of respondents for marital status was shown. The total number of respondents consisted of 32 married respondents and 168 single respondents. In the study, there were 200 participants, of which 84% were single and 16% were married.

4.3.6 Travel Frequencies

Table 4.8: Number of Respondents by Travel Frequencies

Travel Frequencies	Frequency	Percentage (%)	Cumulative Percentage (%)
1-2 times	88	44.0	44.0
3-5 times	32	16.0	60.0
More than 5 times	80	40.0	100.0
Total	200	100.0	
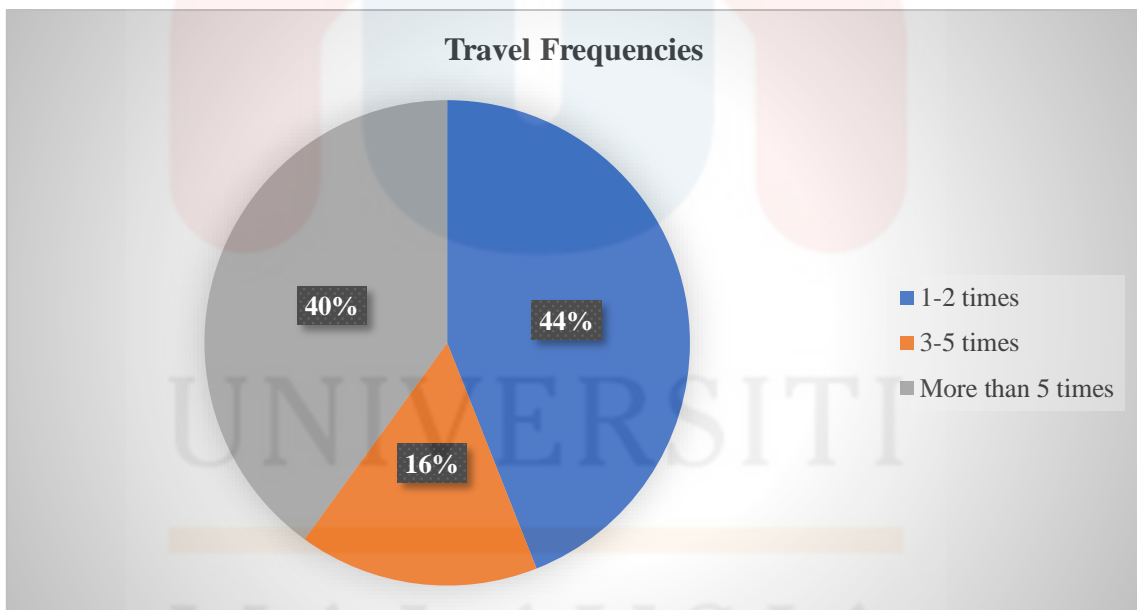
Figure 4.6 Percentage of Respondents by Travel Frequencies

The percentage of respondents by travel frequency was displayed in Table 4.8 and Figure 4.6. From 200 respondents those who travel frequencies 1 to 2 times are 88

respondents with 44.0%. While those travel frequencies 3 to 5 times are 32 with 16.0 %, meanwhile those who travel frequencies more than 5 times are 88 respondents, 40.0%.

4.3.7   Travel Period

Table 4.9: Number of Respondents by Travel Period

Travel Period	Frequency	Percentage (%)	Cumulative Percentage (%)
Anytime	43	21.5	21.5
Semester breaks	61	30.5	52.0
Weekends or Public Holidays	96	48.0	100.0
Total	200	100.0	
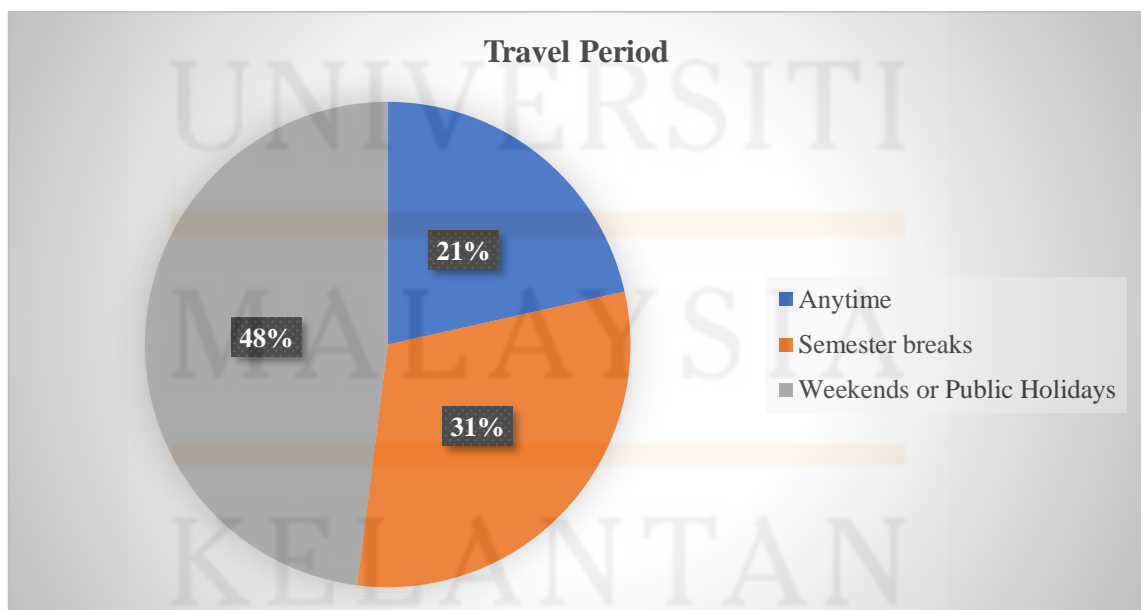
Figure 4.7 Percentage of Respondents by Travel Period

50

Table 4.9 and Figure 4.7 show the overall respondents from the different travel periods. 43 respondents (21.5%) indicated that they would travel any time, 61 respondents (30.5%) who chose to travel during semester break, and 96 respondents (48%) who chose to travel during weekend or public holiday.

4.3.8 Preferred Travel Spot

Table 4.10: Number of Respondents by Age

Preferred Travel Spot	Frequency	Percentage (%)	Cumulative Percentage (%)
Beach Vacation	55	27.5	27.5
Camping Vacation	30	15.0	42.5
City Vacation	55	27.5	70.0
Theme Parks	29	14.5	84.5
Abroad	31	15.5	100.0
Total	200	100.0	
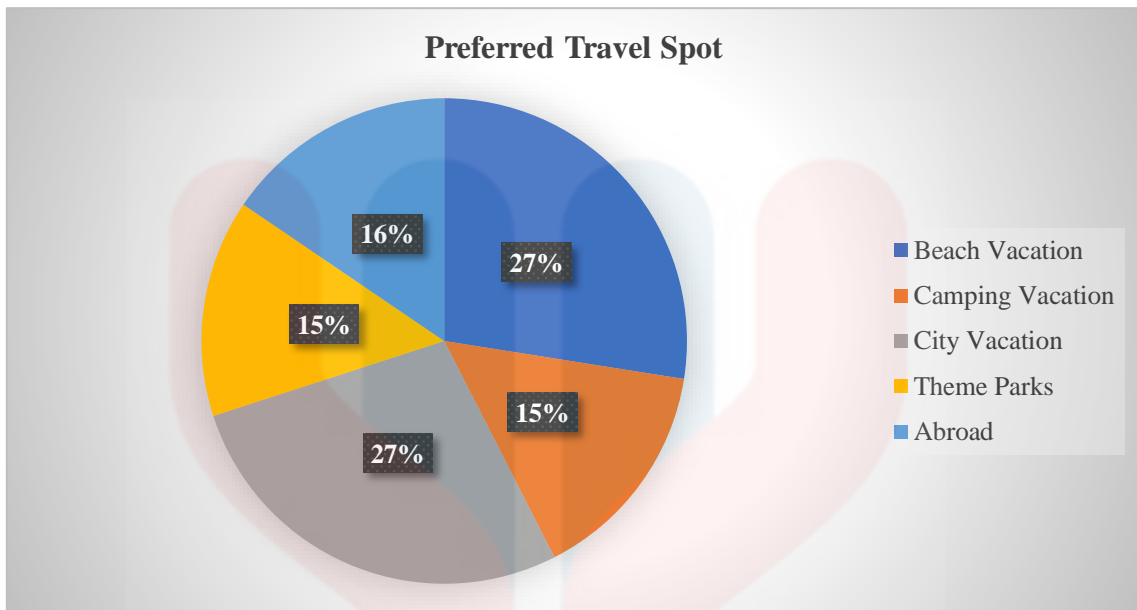
Figure 4.8 Percentage of Respondents by Preferred Travel Spot

In Table 4.10 and Figure 4.8, the total number of respondents from the chosen travel sport was shown. There were 55 respondents (27.5%) who preferred to refer to a beach holiday, 30 respondents who chose to do camping vacation(15.5%), and 55 respondents who preferred to do city vacation(27.5%). Then, 29 respondents chose theme parks as their travel spot (14.5%), meanwhile, 31 respondents chose abroad as their travel spot (15.5%).

4.4 DESCRIPTIVE ANALYSIS

In this study, the mean and standard deviation for the questionnaire items B and C have been evaluated.

4.4.1 Independent Variable and Dependent Variable

Table 4.11: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Memorable Experience	200	8.0260	1.86822
Travel Satisfaction	200	8.4990	1.86844
Tourist Expectation	200	8.2400	1.96077
Revisit Intention	200	8.1990	1.94820

Table 4.11 shows the number of respondents, mean, and standard deviation for the independent and dependent variables. Travel Satisfaction had the highest mean of the independent variables (8.4990), followed by Tourist Expectation (8.2400), and Memorable Experience (8.0260). The dependent variable, Revisit Intention, had a mean of 8.1980.

4.4.2 Memorable Experience

Table 4.12: Descriptive Statistics of Memorable Experience

No	Item Description	N	Mean	Standard Deviation
1	When I travel to interesting locations, I have fantastic memories.	200	8.56	2.044
2	I will never forget my visit to this location.	200	8.55	1.999
3	When I return home, I'll recall the memories I made here.	200	8.49	2.081
4	When I thought back on the place I had been, I want to go there once more.	200	8.45	1.999
5	I wish to return to a location that I once visited.	200	8.46	1.989

In Table 4.12, the mean and standard deviation for the respondent's responses to the independent variable of memorable experiences are presented. The respondents to item 3 agreed that when they return home, they will recall the memories they made there, as indicated by the highest mean value which is 8.27. The lowest mean item 2 with a mean value of 2.57 indicates that the responder was somewhat in agreement, that they thought back on the place they had been, they want to go there once more. While values with standard deviations over one indicated values that were more scattered, the

54

majority of the values in the data set from 200 respondents with standard deviations less than 1 suggested values that were closer to the mean.

4.4.3 Travel Satisfaction

Table 4.13: Descriptive statistics of Travel Satisfaction

No	Item Description	N	Mean	Standard Deviation
1	Overall, I am satisfied with the decision to visit this destination.	200	8.33	2.028
2	My choice to visit this destination was a wise one.	200	8.16	2.093
3	As a whole, I am happy with this trip.	200	8.48	2.020
4	I think next time bring the whole family here is very enjoyable trip too.	200	8.54	2.010
5	I will be a regular tourist in destination for every year.	200	7.69	2.329

Table 4.13 displays the responses to the independent question about travel satisfaction from the respondents in terms of mean and standard deviation. Item 4 had the highest mean value (8.54), which means that the respondents agree that the next time they bring the whole family there is a very more enjoyable trip. The lowest mean was item 5, with a total of 7.69, respondents slightly agreed that they will be regular tourists in that destination every year. With standard deviations less than 1, the bulk of the values in the data set from 200 respondents suggested values that were close to the

mean, but values with standard deviations larger than 1 suggested values that were more unpredictable.

4.4.4 Tourist Expectation

Table 4.14: Descriptive Statistics of Tourist Expectation

No	Item Description	N	Mean	Standard Deviation
1	During the holiday, I hope to relax at beautiful places.	200	8.54	2.066
2	During the holiday, I hope to interact with locals and learn about cultural aspects.	200	8.23	2.196
3	During the holiday, I hope to meet with famous people and interact with companions and tourists with similar interests.	200	7.82	2.314
4	During the holiday, I hope to visit the historical landmarks.	200	8.15	2.271
5	During the holiday, I hope to have fantastic experiences and to visit a pristine environment.	200	8.25	2.114

The independent variable, tourist expectation, is represented by the mean and standard deviation in Table 4.14. The respondents agreed they hope to relax at beautiful places during a holiday; and item 1 had the highest mean score of 8.54. The respondents slightly agreed that they wish to meet famous people and interact with companions and tourists who share their interests in Item 3, which had the lowest mean score (7.82). The bulk of the values with standard deviations less than 1 for the data set from 200

respondents showed values that were close to the mean, whilst values with standard deviations larger than 1 suggested values that were more unpredictable.

4.4.5 Revisit Intention

Table 4.15: Descriptive statistics of Revisit Intention

No	Item Description	N	Mean	Standard Deviation
1	I would say positive things about this destination to other people.	200	8.16	2.243
2	I will encourage others to visit.	200	8.36	2.110
3	I have a strong intention to visit this destination.	200	8.27	2.164
4	I will visit this destination rather than any other tourism destination.	200	7.85	2.260
5	I will visit this destination in the next 12 months.	200	7.48	2.548

Table 4.15 presents the mean and standard deviation analysis for the revisit intention independent variable. The respondents agreed they will suggest others to visit, and item 2 had the highest mean score of 8.36. Item 5 had the lowest mean value (7.48), and respondents just barely agreed that they will visit this destination in the next 12 months. While values with standard deviations larger than 1 showed values that were more erratic, the majority of values with standard deviations less than 1 suggested values that were close to the mean for the data set from 200 respondents.

4.5 PEARSON CORRELATION COEFFICIENT

One of the most important techniques for figuring out the linear relationship between the two variables was the Pearson's correlation analysis. This analysis looked for any connections between the dependent variable which revisits intention and the independent variables which are a memorable experience, travel satisfaction, and tourist expectation. The appropriateness of the association's strength and the significance of the relationship must be determined by researchers.

Table 4.16: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.9 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: P Schober, (2018)

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58

Hypothesis 1: Memorable Experience

H_1 : Memorable experiences have a positive relationship with revisit intention.

Table 4.17: Correlation coefficient for memorable experience and revisit intention

among tourists in Malaysia

		Revisit Intention	Memorable Experience
Revisit Intention	Pearson Correlation	1	.835[**]
	Sig. (2-tailed)		<.001
	N	200	200
Memorable Experience	Pearson Correlation	.835[**]	1
	Sig. (2-tailed)	<.001	
	N	200	200

Table 4.17 showed the 200 examples, the significant value, and the Pearson correlation coefficient. The p-value was <0.01, which was less than the 0.01 threshold for significance. The high positive correlation between memorable experience and revisit intention is indicated by the correlation coefficient of 0.835.

59

Hypothesis 2: Travel Satisfaction

H_2 : Travel satisfaction is positively associated with tourist revisit intention.

Table 4.18: Correlation coefficient for travel satisfaction and revisit intention among

tourists in Malaysia

		Revisit Intention	Travel Satisfaction
Revisit Intention	Pearson Correlation	1	.867[**]
	Sig. (2-tailed)		<.001
	N	200	200
Travel Satisfaction	Pearson Correlation	.867[**]	1
	Sig. (2-tailed)	<.001	
	N	200	200

Table 4.18 showed the 200 examples, the significant value, and the Pearson correlation coefficient. The p-value was <0.01, which is less than the threshold for significance of 0.01. Tourist satisfaction and revisit intention were highly positively correlated, as evidenced by the correlation value of 0.867.

60

Hypothesis 3: Tourist Expectation

H₃ : Tourist expectations have a positive relationship with revisit intention.

Table 4.19: Correlation coefficient for tourist expectation and revisit intention among

tourists in Malaysia

		Revisit Intention	Tourist Expectation
Revisit Intention	Pearson Correlation	1	.823**
	Sig. (2-tailed)		<.001
	N	200	200
Tourist Expectation	Pearson Correlation	.823**	1
	Sig. (2-tailed)	<.001	
	N	200	200

Table 4.19 showed the 200 examples, the significant value, and the Pearson correlation coefficient. The p-value was <0.01, which is less than the threshold for significance of 0.01. Tourist expectations and revisit intention were high positive correlation, according to the correlation coefficient of 0.823.

61

4.6 FRAMEWORK ANALYSIS
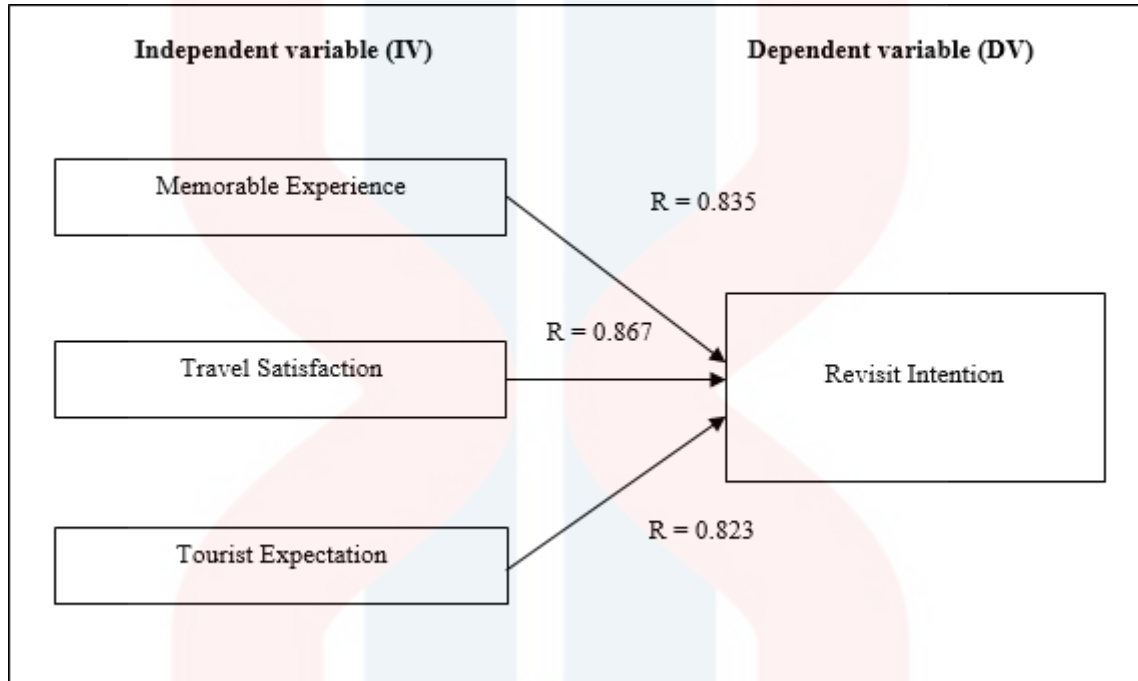
Figure 4.9: Correlation between Memorable Experience, Travel Satisfaction, Tourist

Expectation, and Revisit Intention

The framework and data values for the relevant independent components and dependent variables are shown in Figure 4.9. The dependent variable (Revisit Intention) was significantly correlated with three independent variable (Memorable Experience, Travel Satisfaction, and Tourist Expectation). The Pearson correlation with the greatest value is 0.867 between travel satisfaction and revisit intention. The lowest Pearson correlation score, which is 0.823, is between the tourist expectation and revisit intention. Revisit intention and memorable experience have a 0.835 Pearson connection. Therefore, there were only three independent factors that were significantly related to

Malaysian tourists' intention to return, which are memorable experience, travel satisfaction, and tourist expectation.

4.7 SUMMARY

In light of all the correlations between the variables, the inquiry concluded that the three hypotheses in this study are acceptable. The dependent values for a memorable experience are 0.835, travel satisfaction is 0.867, and tourist expectations are 0.823. There exist correlation coefficients with this value for several independent variables. As a consequence, a marginally positive correlation existed between each independent variable and the dependent variable. Additionally, it responds to the study issues of if there is a connection between a memorable experience and revisit intention, between travel satisfaction and revisit intention, and between tourist expectations and revisit intention. To sum up, there is a strong correlation between memorable experiences, travel satisfaction, and tourist expectation with revisit intention.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter, the study's summary, conclusions, and discussion addressing the relationship between memorable experiences, tourist expectations, and revisit intention to Malaysia were covered. Additionally, this chapter emphasised the study's shortcomings and provided a wealth of recommendations for additional research.

5.2 RECAPITULATION OF STUDY

The study's objective was to determine the connection between memorable experiences, travel satisfaction, tourist expectations, and revisit intention. This study aims to identify the relationships between memorable experiences, travel satisfaction, tourist expectations, and revisit intention among Malaysian tourists. In this case, respondents were requested to provide answers to a series of questions in order to gather primary data. To select a sample of 384 respondents, the table created by Krejcie and Morgan (1970) was employed. In addition, the study examined the connection between memorable experiences, travel satisfaction, tourist expectations, and revisit intention. Whether tourists wanted to visit Malaysia again was largely depending on the

64

study's dependent factors. However, a group of independent variables including memorable experiences, tourist satisfaction, and tourist expectations on revisit intention to Malaysia. Individuals make decisions based on their distinctive habits, interests, and perspectives. The factors that went into creating memorable experiences encompassed a wide range, including travel companions, duration of the trip, and cultural context (Coelho, 2018). In terms of travel satisfaction, pleased visitors are more likely to recommend a site, submit positive reviews, and plan future visits, all of which increase revenue and enhance the reputation of the destination (Hsiao, 2019). The set of assumptions or expectations that tourists have before they go or visit a specific destination are referred to as tourist expectations. It includes their own presumptions ambitions, aspirations, and needs in addition to their expectations for their travel experience (Mortazavi, 2022).

This study's sampling population included Malaysian tourists. 200 out of the 384 total replies to the survey were useful and may be examined. This data study included the reliability, descriptive, and Pearson's correlation coefficients. The reliability test was carried out on the independent variables to evaluate the internal consistency of the measurement device. The Cronbach's Alpha ranged from 0.923 to 0.953 for all variable scales. According to Sekaran (2006), they were much over the lowest permitted dependability of 0.6. memorable experience had a Cronbach's Alpha of 0.953, which was regarded as being fairly reliable. This indicated that revisit intention were most influenced by memorable experiences. With 0.947 and 0.923 for Cronbach's Alpha, which indicated that the variables were dependable, tourist expectation and travel satisfaction were preserved for further study.

In this study, the direction and degree of the association between the two variables were explored using Pearson's correlation. According to this finding (r=0.835, n=200, p<0.01), there is a strong, high positive association between memorable experiences and revisit intention. Additionally, there was a strong positive association between travel satisfaction and revisit intention in Malaysia (r=0.867, n=200, p0.01). In Malaysia, there was a high positive to good correlation between tourist expectation and revisit intention (r=0.823, n=200, p<0.01).

5.2.1 Research Question 1: What is the relationship between memorable experiences and revisit intention among tourists in Malaysia?

The findings of this study revealed an outstanding level of correlation between memorable experiences and revisit intention to Malaysia (r=0.385, n=200, p0.01). The results show that memorable experiences and revisit intention have a positive and substantial association relationship. According to Zhang (2018), when making decisions, tourists base their future trip plans on their memories and experiences from the past. If tourists are pleased with a place, they are more inclined to return. On the other hand, if tourists are dissatisfied with their travel experience, they are less inclined to return or promote the place to others. Based on previous study Andler (2010), MAXQDA10 software was used to facilitate the data analysis; results revealed that travellers are much more likely to describe their MTEs (Memorable Experience) as positive tourism experiences.

5.2.2 Research Question 2: What is the relationship between travel satisfaction and revisit intention among tourists in Malaysia?

The findings of this study show that revisit intention in Malaysia is at high positive level correlated with travel satisfaction (r=0.867, n=200, p0.01). The results suggest that travel satisfaction and tourists' intentions to return were positively and significantly correlated. Tourist satisfaction is seen as a crucial predictor of post-purchase behavioural intentions since it improves consumers' comprehension of the item or service. Based on Oliver (1980), it may make customers more deliberate about returning in the future. Sukalakamala and Boyce, (2007) investigated if restaurants leave a good impression on visitors, they are more likely to return. Numerous studies have demonstrated that raising visitor satisfaction levels is necessary to enhance intentions for repeat visits and recommendations in addition to serving as a predictor of customer loyalty (Han & Ryu, 2006; Nam & Lee, 2011). This conclusion seems to be consistent with a prior study that solely looked at the cognitive aspect of travel satisfaction.

5.2.3 Research Question 3: What is the relationship between tourist expectations and revisit intention among tourists in Malaysia?

The findings of this study show that the strength of the tourist expectation among those who planned to return to Malaysia was a high positive level (r=0.823, n=200, p0.01). The results suggest that there was a significant positive relationship between tourist expectation and intent to return. The difference between a tourist's expectation and their actual perception of a destination is known as the tourist

67

expectation. It affects decisions on choosing a destination, using travel-related goods and services, whether to return and other factors. Yi et al. (2018) and Sofield et al. (2018) examined how the impression of tourism influences expectations. The study's overall image includes accessibility to top-notch facilities, tourist attractions, amenities, and supplemental services (Yusuf et al., 2018; Zabkar et al., 2010). This conclusion seems to be consistent with a prior study that simply looked at the cognitive aspect of tourist expectation.

5.3 FINDING AND DISCUSSION

Before being sent to 200 respondents using the online survey technique, the Reliability Test was administered to 30 respondents. The outcomes were excellent, with the memorable experience variable receiving a Cronbach's Alpha value of 0.953, which is the highest, tourist expectation scoring the second highest Cronbach's Alpha value of 0.947, and travel satisfaction scoring the third highest Cronbach's Alpha value of 0.923. Since all 67 variables had Cronbach's alpha coefficients greater than 0.9, they had all attained the bare minimum of dependability.

In the descriptive analysis of the independent variables, situational travel satisfaction (8.4990) and tourist expectation (8.2400) had the highest means. With a mean of 8.0260, the influence of memorable experiences had the lowest mean among the independent components. The dependent variable's mean value was 8.1990. It was possible to get the conclusion that tourist satisfaction had the greatest impact on Malaysian local tourists' intentions to return.

To determine whether the two variables chosen as the study's objectives had a linear relationship, the researchers performed a correlation analysis. Table 5.1 demonstrates a positive correlation between memorable experiences, travel satisfaction, and tourist expectation towards revisit intention among Malaysian tourists.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.835	High Positive Correlation
2	0.000	Accepted	0.867	High Positive Correlation
3	0.000	Accepted	0.823	High Positive Correlation

5.4 LIMITATION

A few restrictions in this study make it challenging for the researchers to complete it. The absence of respondents was one of this study's drawbacks. Due to the fact that not everyone who travels to Malaysia can qualify as respondents who wanted to fill out a questionnaire or receive answers from the researchers, it is challenging to locate a responder. The majority of respondents were likely to ignore the questionnaire and did

69

not take it as a serious matter. The wide range of connections to reach more respondents are difficult. Some of the respondents have difficulty answering questions because of a lack of a dual language. It's possible that a few visitors are unwilling to allow the researcher to invade their privacy.

Next, this study has a variety of limitations. Three key independent variables which are memorable experience, tourist satisfaction, and tourist expectations, as well as the dependent variable, revisit intention, are the main subjects of this study. Other than this variable there are many other factors that influence the revisit intention among tourists in Malaysia. The lack of variables in research is the limitation to the researcher making wider research.

Then, the limitation on this research is using the quantitative method approach. This study focuses on quantitative research and doesn't go much beyond that. The quantitative research that only focuses on If there is no further research on research strategy centred on quantifying data gathering and analysis. It is based on a logical method that emphasises hypothesis testing and is influenced by empiricist and positivist ideologies. If researchers stay on the same method approaches, the other researcher cannot know further about factors that influence the revisit intention among tourists in Malaysia.

The final obstacle of this study is the method of data collection and the small sample size. The data gathering approach being used by the researcher is an online survey. The difficulty of gathering data through interviews is due to time constraints and difficult-to-reach respondents. Because the survey is conducted online, it takes longer for respondents to reply and longer to collect the results. The challenge with conducting larger-scale research is the sample size restriction.

5.5 RECOMMENDATION

Given that domestic tourists in Malaysia were the focus of this study, it proposes that additional research on foreign tourists travelling to Malaysia can be done to determine whether the conclusions are similar. The conclusions of this study might change if they are extended to foreign visitors to Malaysia. To make it simple for respondents and tourists to respond, the researcher should develop a dual-language questionnaire. The researcher needs to take a lot of time, to reach a wide range of respondents and tourists to answer the questionnaire, to be able to achieve a variety of answers.

Next, future researchers are advised to select another three characteristics or another set of variables that affect the buying habits of Malaysian tourists who are locals. Other key elements that are relevant in influencing revisit intentions to Malaysia may have been overlooked in this study. Such as, service quality, social influence, tourist motivation, and destination image. Variety of factors can create a variety of results for the research.

Then, the future researcher should continue the research by using a qualitative method approach. The qualitative method is a sort of study that seeks to collect and analyse non-numerical data in order to acquire a better knowledge of people's social realities, including attitudes, beliefs, and motivation. Different method approaches can provide different results to further research.

Lastly, larger sample size and different data collection methods. This research limited the sample to 200. This amount is considered small and the range of respondents

71

are limited. The further research should have a large sample size from 200 to 300. The size of respondent and answer will be varieties. Additionally, a different technique to gathering data is required. Instead of asking respondents to complete an online scale questionnaire, conduct interviews with them or make some questions for them that are open-ended. This approach can reduce misunderstandings between the researcher and the respondent and produce more helpful solutions.

5.6 CONCLUSION

The researcher must clarify the study's goals in relation to the problem it is addressing at the end of this chapter. This research examines the relationships between the variables of a memorable experience, travel satisfaction, and tourist expectation that influence the revisit intention among tourists in Malaysia. The literature that has been viewed forms the basis for the development of the research framework. Examining the relationships between the independent and dependent variables and each of its constituent parts was the study's main goal. The online survey method used in the study attracted 200 participants. Data were gathered and looked at using reliability analysis, descriptive statistics, and correlation analysis using SPSS software version 29. According to the reliability analysis, the average variance of the variables was 0.975. As a result, the findings can be accepted as reliable for this study. The study's objective is to comprehend how positive travel experiences, tourist satisfaction, and tourist expectation relate to revisit intention in Malaysia. The findings of the study, which examined how memorable experiences, travel satisfaction, and tourist expectation

influence revisit intention among tourist in Malaysia, are acknowledged. In the meanwhile, these results can be predicted in terms of the elements of a memorable experience, travel satisfaction, and tourist expectation which influence tourist revisit intention in Malaysia.

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