EXAMINING RELATIONSHIP BETWEEN TOURISTS EXPECTATION, DESTINATION IMAGE, PERCEIVE QUALITY AND TOURISTS SATISFACTION ON SHOPPING HUB AT ONE UTAMA SHOPPING MALL

BY

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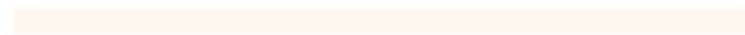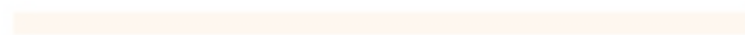Date: **20 June, 2021**   Date: **20 June, 2021**

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Abbreviations	
IV	Independent Variable
DV	Dependent Variable
ATM	Automated Teller Machine
UNWTO	United Nations World Tourism Organization
SPSS	**Statistical Package for the Social Science**
SD	**Standard Deviation**

ABSTRACT

A greater satisfaction is important for the tourism sector, especially within shopping tourism. Therefore, this research aims to identify the relationship between tourists expectation, destination image, perceived quality and tourists satisfaction on shopping hub at One Utama Shopping Mall. The objectives of this study include: i) To identify whether the tourists expectation influence the tourists satisfaction towards shopping hub in One Utama. ii) To examine whether the destination image influence the tourists satisfaction towards shopping hub in One Utama. iii) To investigate whether the perceive quality influence the tourists satisfaction towards shopping hub in One Utama. Data was collected by conducting quantitative approach using questionnaire and distributed among domestic tourists who have come to One Utama. The data analysis used in this study includes the descriptive statistic, the reliability test and the Pearson correlation coefficient. In general, the respondents were pleased with the destination's image and the shopping center's perceived quality. Tourists are likewise pleased with One Utama because their expectations for that shopping district were met. The satisfaction of these tourists leads to the formation of a significant relationship between all of the independent and dependent variables. Consequently, it can be proved through the Pearson Correlation results that there was a very high positive relationship between tourists' expectation (r = 0.847**), destination image (r = 0.842**), perceived quality (r = 0.827**) and tourists' satisfaction towards shopping hub in One Utama Shopping Mall. It signifies that all of the research questions have been answered, as well as the study's hypothesis. The outcomes of this study may provide better suggestions for tourism management and destination operators in One Utama Shopping Mall, in developing better strategies to satisfy travelers.

Keywords: One Utama, Destination image, Expectation, Perceived quality, Tourists satisfaction.

ABSTRAK

Kepuasan yang lebih besar adalah penting bagi sektor pelancongan, terutamanya dalam pelancongan membeli-belah. Oleh itu, penyelidikan ini bertujuan untuk mengenal pasti hubungan antara harapan pelancong, imej destinasi, kualiti yang dirasakan dan kepuasan pelancong terhadap pusat membeli-belah di One Utama Shopping Mall. Objektif kajian ini merangkumi: i) Untuk mengenal pasti apakah harapan pelancong mempengaruhi kepuasan pelancong terhadap pusat membeli-belah di One Utama. ii) Untuk mengkaji sama ada imej destinasi mempengaruhi kepuasan pelancong terhadap pusat membeli-belah di One Utama. iii) Untuk mengkaji sama ada kualiti yang dirasakan mempengaruhi kepuasan pelancong terhadap pusat membeli-belah di One Utama. Data dikumpulkan dengan melakukan pendekatan kuantitatif menggunakan soal selidik dan diedarkan di kalangan pelancong domestik yang telah datang ke One Utama. Analisis data yang digunakan dalam kajian ini merangkumi statistik deskriptif, ujian kebolehpercayaan dan pekali korelasi Pearson. Secara umum, responden berpuas hati dengan imej destinasi dan kualiti pusat membeli-belah yang dirasakan. Pelancong juga senang dengan One Utama kerana harapan mereka untuk membeli-belah itu dipenuhi. Kepuasan pelancong ini membawa kepada pembentukan hubungan yang signifikan antara semua pemboleh ubah bebas dan bersandar. Oleh itu, dapat dibuktikan melalui hasil Korelasi Pearson bahawa terdapat hubungan positif yang sangat tinggi antara harapan pelancong (r = 0.847 **), imej destinasi (r = 0.842 **), kualiti yang dirasakan (r = 0.827 **) dan kepuasan pelancong terhadap pusat membeli-belah di One Utama Shopping Mall. Ini menandakan bahawa semua persoalan kajian telah dijawab, begitu juga dengan hipotesis kajian. Hasil kajian ini dapat memberikan cadangan yang lebih baik untuk pengurusan pelancongan dan pengendali destinasi di One Utama Shopping Mall, dalam mengembangkan strategi yang lebih baik untuk memuaskan pelancong.

Kata kunci: One Utama, Imej Destinasi, Jangkaan, Kualiti Dirasakan, Kepuasan Pelancong.

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CHAPTER 1

INTRODUCTION

1. INTRODUCTION

This chapter will discuss about the background of the study, problem statement, research objective, research question, significant of the study, definition of terms and ended by the summary of this chapter.

1.1. BACKGROUND OF STUDY

Tourism industry is one of the important sector in Malaysia. Tourism is an essential industry to the world economy. There are many reasons tourist travel around the world which is it could be for business purpose, relatives and friends, shopping, holiday and leisure, entertainment, sport or medical treatment. According to Azmi et al., (2019), in the past, shopping was not a major reasons for taking a trip. However, as more people gain economic prosperity, shopping has become a motive for travel. Nowadays, a modern travel itinerary will not be complete without shopping as one of their activities. For instance, buying souvenirs from local stores as memorable is becoming a must for many tourists. Shopping tourism is becoming more and more important in the value chain of tourism. In the decision to fly and the choice of destination, shopping is already a decisive factor. There are new trends of consumption and buying behaviour due to social, cultural and economic shifts across the world (Liberato, Liberato, & Silva, 2020).

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In Malaysia, a total of 239.1 million domestic tourists were registered in 2019, according to Domestic Tourism Survey, (2020), with a growth of 81 percents as compared to the previous year which is 7.7 percents. Domestic tourists carried out 332.4 million trips throughout the country in terms of overall tourism trips, with an average of 1.39 trips per tourist. Thus, visiting relatives and friends (42.3 percent) continued to be most prevalent target for domestic tourists making a trip in 2019, the travelling pattern of domestic tourism in Malaysia. The second primary goal was shopping (35.4%), followed by holiday/ leisure/ relaxation (9.0%), entertainment or participation in special event/ sport (4.0%) and medical treatment/ wellness (4.0%) (Domestic Tourism Survey, 2020).

In addition, shopping mall is one of the tourism industry's most attractive and dynamic generators profit. One Utama Shopping Mall is one of the largest and well-known shopping center in Malaysia. Thus, this study will be carried out to recognize the factor that influence the tourist satisfaction towards One Utama Shopping Hub. One Utama are located at Lot S327, City Center No 1, Lebuh Bandar Utama, Bandar Utama, 47800 Petaling Jaya, Selangor. As stated by Albattata, Yajida, and Khatibia, (2019) One Utama Shopping Mall are listed of 20 largest shopping malls in the world (See Table 1). Overall, Shopping registered the highest percentage share of total expenditure made by visitor for his or her trip with a share of 37.8 per cent (Domestic Tourism Survey, 2020). Thus, this study will be carried out to recognize the factors that influence tourist satisfaction towards shopping hub in One Utama Shopping Mall.

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Table 1.1: List of 20 largest shopping mall in the world

List of 20 Largest Shopping Malls in the World

No.	Shopping Mall	No.	Shopping Mall
1.	New South China Mall, Dongguan, China	11.	Jamuna Future Park Dhaka, Bangladesh
2.	Golden Resources Mall, Beijing, China	12.	The Dubai Mall, Burj Khalifa
3.	SM City North EDSA, Quezon City, Philippines	13.	West Edmonton Mall, Canada
4.	Isfahan City Centre, Isfahan, Iran	14.	SM Megamall, Manila, Philippines
5.	One Utama, Selangor, Malaysia	15.	Berjaya Times Square, Malaysia
6.	Persian Gulf Complex, Shiraz, Iran	16.	High Street Phoenix, Mumbai, India
7.	Central World, Bangkok, Thailand	17.	Mal Artha Gading, Jakarta, Indonesia
8.	Mid Valley Megamall, Kuala Lumpur, Malaysia	18.	SM City Cebu, Philippines
9.	Cehavir Mall, Istanbul, Turkey	19.	King of Prussia Mall, Pennsylvania
10.	Sunway Pyramid, Subang Jaya, Malaysia	20.	Mall of America, USA

However, shopping sector is famous, but there are limited research that have been conducted that on tourist satisfaction towards shopping hub in Malaysia. This research will be conducted to analyze what are the possible antecedent that probably contribute to tourists satisfaction towards One Utama Shopping Hub in Malaysia. This study aims to investigate the relationship between tourist expectation, destination image and perceive quality and as factors that contribute to tourists' satisfaction towards shopping hub in Malaysia. So, this encouraged the researcher to identify the antecedents that influences tourists' satisfaction towards shopping hub in One Utama Shopping Mall.

1.2. PROBLEM STATEMENT

Tourism is one of the most vibrant industries in the world. There are many reasons for people to travel and shopping tourism is also one of the reasons for people to travel. Malaysia is not the only country in which tourists enjoy shopping, there are a few other tourism destinations that have a high rate of shopping tourism such as South Korea (Lee & Kim, 2018), Thailand (Yodsuwan, Pianluprasidh & Butcher, 2018) and China (Kim, 2018). There are cases in which shopping activity is the main agenda for tourists to travel (Wong & Wang, 2018). Although shopping is not the main reason for travelling,

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it is considered to be an important part of any tourists' experience which will eventually leads to a greater satisfaction (Timothy, 2005). Therefore, the aim of this research is to identify whether the tourists expectation, destination image and perceived quality affect the tourists satisfaction.

Customer expectation is very important variable in the service sector (Sadeh, et al., 2012). Expectations are obtained through information from advertisements and word of mouth perceptions from other consumers during their past shopping experiences (Akama & Kieti, 2003) Meanwhile, expectations are obtained through past experience, the tourists' level of previous satisfaction with the service, communication from the service provider such as a promise and the tourists' perceived image of the service (Bosque et al. ,2006)

There are many reasons that could be listed out for the increase in tourists arrival in Malaysia especially in One Utama Shopping Mall. Increasing demand in shopping tourism is due to few factors or the actions taken in order to enhance Malaysia's position as a shopping hub and this is what encouraged to an increase in tourist arrival as well as receipts (Kim, 2015). In 2014, the World Tourism Organization's (UNWTO) first 'Global Report on Shopping Tourism' acknowledge shopping's influential impact on worldwide tourism trends. Therefore, this study carried out to recognize the factors that influence tourist satisfaction towards shopping hub in One Utama Shopping Mall.

There are many factors that could be listed to attract tourists to Malaysia for shopping. Important for the growth of the attraction sub-sector are certain attraction factors, such as attractions with physical activity or entertainment, proper roads, and

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adequate rest stops, which are largely lacking in local industries (Lorna-Dee Dunn, 1999). Among the factor is that Malaysia have variety of product and shops especially in One Utama Shopping Mall. One Utama Shopping Mall have provide entertainment places. This place can give fun and interesting for tourist when they travel. For examples, One Utama Shopping Mall have provide baseball activity, camp activity, futsal court, crossfire activity and Sealantis dive center. Tourists also travel shopping because of the fashion shop that provided. Fashion shops provided must be branded and trending. In One Utama Shopping Mall, the shopping shops provided are Bershka, Forever21, H&M, Monki, and Zara. In One Utama Shopping Mall also have provided restaurant. This restaurant can make the tourist easy to find place to eat during travel. For examples, the restaurants that One Utama Shopping Mall provided is Whist Outpost which is provided cakes and artisanal coffee, Little Fat Duck which is provided affordable French-Italian Pasta and Menya Musashi which is provided the best bowl of ramen. All these varieties of products lead to tourists' satisfaction towards shopping hub in One Utama Shopping Mall.

Comfortable is one of the factors attracting the mall from the buyer's perspective (El-Adly,M.I. (2007). Nowadays, many of the park development forget to add the Universal Design and therapeutic features to their park. This is the important features for the park visitor such as disable people that needs their time and space when their visit the park area. With the features added, this will help the disable people to utilize the park space for the own purpose and self-development. Furthermore, this will improve the social activities towards the park visitors and the environment itself. Materials selection is importance to make the successful park for disable people, the consideration of the materials helps the disable people to interact by their sense, taste

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and touch. The importance of having universal and therapeutic design in park is one of the most important features that should be added when developing it. The space for special needs should be consider based on their abilities on doing any activities in park, it also helps them to blend with normal people. Furthermore, One Utama Shopping Center is well-known place for outsider to come, the additional on the Central Park One Utama can be one of the attraction for the mall user to the park area. The park should be attractive when implementing the universal and therapeutic design approach. With this study, we are able to find out the problem and the opportunities for the park to be develop into a new look and friendly use park for all kind of user especially special needs community.

Among the top priorities of every mall establishment are safety and security both for retailers and visitors. Anything from maintenance failures to accidents and emergencies can negatively affect visitor satisfaction, which in turn results in a drop-in sales (Dubihlela, 2014). Another factor that complicates mall intractability is parking. In recent years, there has been an unplanned increase in housing construction in many areas of Kuala Lumpur coupled with a rise in the number of vehicles on the road, especially motorcycles and micro-buses, which have resulted in more traffic jams and undisciplined driving. All this has contributed to a serious lack of free parking spaces at malls such as One Utama. There is a need to implement a more regulated system for paid parking wherein, for example, the government could charge vehicle owners and generate income that could be used in the future to build more free parking facilities.

Shopping tourism is the main reasons for the tourists arrivals and it is the min factors that contribute to our economy for growth (Department of Statistics Malaysia,

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2018). Although the shopping sector is well known, there is limited research done on tourist satisfaction with shopping hub, especially in Malaysia by examining tourists satisfaction, the relevant government or organization can classify the factors that can help improve products or services or strategies to increase tourist satisfaction in developing tourist destinations to check tourist satisfaction with shopping hub under the tourism industry. Therefore, the determinants of tourist satisfaction in the mall must be explored in more depth. This research was conducted to analyze the possible antecedents that may contribute to tourist satisfaction with shopping malls in Malaysia. Until now, less research has been conducted simultaneously investigating the systemic relationship between tourist expectations, perceived quality, and destination image as factors that contribute to tourist satisfaction with shopping malls in Malaysia. Thus, this research aim to identify antecedents that affect tourist satisfaction with shopping malls at One Utama Shopping Mall.

1.3. RESEARCH OBJECTIVE

The main objective of this research are:

1)   To identify whether the tourists expectation influence the tourists satisfaction towards shopping hub in One Utama.

2)   To examine whether the destination image influence the tourists satisfaction towards shopping hub in One Utama.

3)   To investigate whether the perceive quality influence the tourists satisfaction towards shopping hub in One Utama.

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1.4. RESEARCH QUESTION

There are three research questions have been formed:

1)   Is the tourist expectation affect the tourist satisfaction for shopping hub in One Utama?

2)   Is the destination image affect the tourists satisfaction for shopping hub in One Utama?

3)   Is the perceive quality affect the tourists satisfaction for shopping hub in One Utama?

1.5. SIGNIFICANT OF STUDY

This research which is based on tourists' satisfaction towards shopping hub in One Utama, Malaysia is significant for many individual and institutions specifically to the researcher itself, to the university, to a few organizations and as a direction for upcoming researcher. It is for the reason that, this research will facilitate all those parties to identify and execute the antecedents that persuade tourist satisfaction towards shopping hub in One Utama, Malaysia. There are new discoveries that have been made since no research under tourism scope that have concurrently investigate the conceptual relationship involving tourist expectation, destination image, perceived quality, as factors of tourist satisfaction towards shopping hub in One Utama, Malaysia.

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By allowing the researcher to conduct the research, more organization outside there might get the benefit. The organizations will have the tendency to classify what are the exact antecedents that persuade tourist satisfaction. Through this research the researcher can increase the existing understanding on field of study. Simultaneously, by undertaking this study, researcher can develop their efficiency, knowledge and exposure in the research area. The interrelation among researcher and tourist is formed at some point in the distribution part of questionnaire in shopping hub at One Utama, Malaysia.

Apart from that, this research can give opportunity to the tourism organizations to obtain beneficial knowledge about how to attract the tourist and how to market their business as a tourism destination. The findings and data can be used to generate any other relevant information. This finding will also help the tourism organizations in expanding their market plan in a way which will enhance shopping tourism's prosperity as well as fulfilling needs of tourist.

Finally, carrying out a good research will eventually benefit the university in several ways. Creating a good reference for the upcoming researchers that might want to further their research on tourist satisfaction part is one of the ways. They might use the existing data to get much other detailed information that are relevant to the study. Apart from that, it can be a recent body of information as well as assistance to the upcoming researcher.

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1.6. DEFINITION OF TERMS

1.6.1. TOURISTS SATISFACTION

Tourist satisfaction refers to the degree to which the services experienced during urban travel are elevated and optimistic attitudes towards tourism attitudes (Rust & Oliver, 1994). Perceived success of various tourism sub-sectors, which are attraction and accommodation, in such a complex situation. A deeper understanding of their corresponding impact on tourist satisfaction.

1.6.2. TOURISTS EXPECTATION

Customer with higher expectations tend to shift their perceived performance of a product or service to a level of perceived value, and in turn become satisfied (Wong & Dioko, 2013). That is, the hope of tourists can strengthen the relationship between perceived performance, perceived value and also satisfaction. Because of the impact on tourist destination selections, the consumption of good and services and the decision to revisit, the expectations of tourists are important to understand in successful destination marketing (Stevens, 1992).

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1.6.3. DESTINATION IMAGE

Destination image could be considered in terms of both an attribute based component and a holistic component (Echtner and Ritchie, 2003). Destination images are a topic that is highly researched in the tourism literature because important roles are known to play in travel time that influence destination choices (Heithmann 2011; Tasci Gartner 2007).

1.6.4. PERCEIVED VALUE

Perceived value is characterised as the global customer evaluation of product usage based on expectations of what is gained in return for what is offered (Zeithaml, 1988). Perceived value also reflects the aggregation of benefit that the customer is seeks or experiences, as well as the possible unwanted consequences resulting from them (Kumar & Reinartz, 2016).

1.7. SUMMARY

In this first chapter, addresses the context study discusses the background of the study, problem statement, research goals, research questions and also the significance of the study. Chapter two reviews previous studies related to the current study are reviewed in chapter two. Chapter three discusses the methodology that will be used in this study. Chapter four discusses the data analysis from the questionnaire distributed and chapter five will point out the discussion and conclusion of the research.

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CHAPTER 2

2. LITERATURE REVIEW

2.1. INTRODUCTION

In this chapter, the literature review of past research and hypotheses are discussed. Then, the conceptual framework and followed by summary of the chapter.

2.2. LITERATURE REVIEW

Shopping is an activity in which a shopper seeks for the accessible goods or services offered by one or more merchandisers with the purpose to acquire an appropriate selection of them (Bajs, 2015). However, there is no compromise of judgment that has been gained on shopping tourism. Meanwhile, shopping tourism has been interpreted as travel with the most important reason for shopping (Timothy, 2005). At the same time shopping tourism also defined as "a contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel" (UNWTO, 2018). In some circumstances it may be contemplated as a leisure activity as well as a financially viable one" (Hugo, 2014). There are few factors or variables which lead to tourist satisfaction towards this shopping tourism. The literature review of variables is as mentioned below.

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2.2.1. TOURISTS SATISFACTION

Satisfaction is an action which comprises the spending phase and research of the post-purchase behaviour is essential for the new information improvement (Thano & Kote, 2015). Besides, Fuchs and Weiermair (2003) define satisfaction as a post-purchased behaviour and this statement was then supported by Yuksel (2001) who commenced the nation that customer satisfaction involved effective and cognitive features in three ways which are repurchase, during purchase and after purchase phase in buying goods or receipt services. A similar way of satisfaction has being defined by focusing more on psychological outcome after experiencing a product or service (Erickson & Johansson, 2007). Moreover, satisfactions also been defined as a person's result of the relative significance and the sum level of pleasurable experienced (Han and Jing, 2014). Satisfaction can be concluded as a feeling that can be achieved when the purposes of travelling has been fulfilled.

Peter and Olson (2010) describe tourist satisfaction as the degree to which a product fulfils or exceeds the pre-purchase expectations of a consumer. In terms of tourist satisfaction, it can be seen as an element of purchasing, which is mainly the explanation for pre-travel aspiration and travel experiences (Moutinho and Foster, 2006). Currently, tourism destinations around the world face the toughest rivalry in decades and in the coming years it will get stronger. (Yap, Ahmad, & Zhu, 2018; Zhang, Fu, Cai, and Lu, 2014). To achieve this aim, preserving tourist satisfaction and loyalty is an effective strategy. (Campon-Cerro, Alves, and Hernandez-Mogollon, 2015).

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A greater level of satisfaction of tourists tends to make tourist as loyal tourists (Lobato et al., 2006). Kozak (2003), Lobato et al. (2006) and Prayang (2008) mention that the tourists' total number of reviews regarding quality of a destination is used to measured tourist satisfaction. Some of them have examined the relationship between destination image and tourist satisfaction worldwide (Bigne, 2001; Chen and Tsai, 2007). Bosque et al. (2006) implied that perceptions are generated by experience, the degree of prior satisfaction of tourists with the service, communication such as a commitment from the service provider, and the perceived image of the service by tourists. . In tourism, travel, hospitality and recreation, the number of studies analyzing aspects of customer satisfaction is rising (Kozak & Rimmington, 2000).

2.2.2. EXPECTATION

Tourist expectation also has connection towards tourist satisfaction. Millan & Esteben (2004) and Oliver (1997) define expectations as vital factor of tourist satisfaction. Travellers' expectations will eventually persuade his/her feelings or perceptions regarding the good and services. It cannot be denied that tourists generally will have early impression or expectations of a service ahead of the consumption period (Akama & Kieti, 2003). Expectations will be constantly varying since tourists are alert of alternative service contributors in the developing tourism industry.

Customer expectation are an affective variable in the service sector (Sadeh, 2012). The study of perceptions satisfaction levels is of paramount importance in terms of sustained tourism growth of tourism at the relevant destination concerned (Lather and

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Singh, 2012). Tourist experiences represent all experiences of consumption, and any differences between tourist expectations and the perceived effects of their perceptions are considered quality issues (Sheng & Chen, 2013). They will keep repeating to visit the same place if the experience they had is satisfying. With their experiences, they might influence other to visit the place that they have visited.

Based on Sangpikul (2017), the research is about the belongings of tourists travel experience magnitude towards higher level of tourist fulfilment and destination devotion: the study of an island destination. In this research, they found that not only seaside attractiveness to be the aspect granted to tourists' loyalty, but hospitality of neighbourhood individuals too plays an important rule to uphold loyal tourists and keep the tourists to come. This shows that the superiority of seashore sides and the kindness of neighbourhood individuals are very significant feature in order to endorse islands tourism.

According to Kozak (2011) state that experiences is a reflection of ever-increasing diversity and complexity, and significance and meaning to tourists. This shows that it must generate a lifelong remembrance, must be varies one's product from others competitor, must be involves improvement and must be greatly exclusive. In agreement with London School of Business, "In today's environment of ever more sophisticated consumers, those who deliver memorable customer experiences consistently create superior value and competitive advantage." This statement strongly highlight that experience is very important as it is one of the basis that contributes to tourist's satisfaction (Petrick, 2003).

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The other related research study found is to widen a suitable and consistent dimension scale that will help in consideration of the idea and in improving the efficient management of the outstanding experience. It is widely agreed that tourists have expectations after choosing a holiday destination and that their satisfaction levels are a result of their expectations during and after their holiday time. (Huh, 2006; Korzay and Alvarez, 2005; Yoon and Uysal, 2005). In order to build the attractiveness of destinations and enhance tourist goods and services, knowing their preferences can provide valuable clues. The statistics found is enough to support the dimensional structure of the outstanding tourism experience along with its interior reliability and validity such as content, construct, and convergent (Kim, 2014).

2.2.3. DESTINATION IMAGE

Destination image is also among the variable that contribute to tourist satisfaction towards shopping tourism. Destination image is an intelligent coordination of deliberation, views, belief, visualizations, and idea in relation to a destination (Tasci, 2007). As for Chi and Qu (2008), they classify destination image the same as an individual's intellectual illustration of the understanding, moods, and general view of a specific destination. It is produced as an outcome of connections involving cognitive and affective fundamentals (Lin, 2007). Destination image also described to be a product of the mentality which tries to practice and make a choice out of necessary information from large amounts of data about a destination" (Gertner and Kotler, 2004). It is also categorized the same as an individual's psychological illustration of the information, belief, and general insight of a specific destination (Chi and Qu, 2008).

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Several researchers on destination image enclose that destination image the same as an independent variable persuading numerous tourists performance variables pertaining to not just ahead of visiting a destination, nevertheless for the period of and after visiting a destination. Chin and Qu (2008) Defines the picture of the destination as the mental representation of the information, feelings and overall perception of a specific destination by a person. In addition, Destination image is an interactive system of thoughts, views, feelings, visualizations, and destination intentions (Tasci, Gartner and Cavusgi, 2007).

Numerous researchers agreed that destination image is significant in relations of its possessions on visitor behaviour such as destination preference, judgment production as well as satisfaction (Chen, 2000). Other researcher describes with the intention of the destination image which is not merely an imperative keys to the tourists' travel decision and plans, but also to the tourist fulfilment. This show that the destination image is among the key issues that influences the tourists' satisfaction and it will affected the number of tourists visit one place.

The image is an important aspect in the promotion of tourist destinations, because what distinguishes one destination from another is essential to its success (Carballo, 2015). The image of a destination that a tourist could have can be very personal, since it depends on the individual perception of the destination of each tourist (Bigne, 2001; Gallarza, Saura and Garcıa, 2002; San Martın and Del Bosque, 2008). At the end of this research, they come out with the ideas to enhance the behaviour in which destination image is conceptualises and measured.

2.2.4. PERCEIVED QUALITY

Perceived quality is one more factors of satisfaction for this study. Chen and Tsai (2007) defined perceived quality the same as the "visitors' assessment of the standard of the service delivery process in association with the trip experience that is why, perceived quality is also considered to be one of the important antecedents towards tourist satisfaction. A few along with the numerous researchers who have enclose research on quality and satisfaction that relates to goods and services, has recommended with the purpose of visible quality and satisfaction which ought to be perceived as particular develops.

Based on Saleem (2015) found that consumer satisfaction inclined by product perceived quality and purchase intention. The quality of the manufactured goods that fulfil the need and wants of customers that can actually enhances the production of the goods or services. This research tells that perceived quality expects the stage for the quality of entire goods. The varying technology, changing demands of consumers toward product or services on the daily basis. The perceived standard of service is another precedent of satisfaction for this research. Perceived service quality is dictated by the interpretation of customers, Chen and Tsai, (2007) defines perceived quality as the "visitor's assessment of the standard of the process of service delivery in relation to the experience of the trip.

Perceived quality of a product actually persuades to purchase determination. Consumers might have several opinions or thoughts regarding the goods superiority,

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value and fashions ahead of intention to acquire the product. Acquiring desire increases and decreases simultaneously after the usage of product, since it has direct associations which will influences all the customers. The greater the product quality, the greater will be the buying intent of a customer. The customers acknowledge perceived quality the same as a more explicit concept based on product and service quality. When customer want to purchase product or services, perceived quality has undeviating effect on customer obtaining or buying resolution and product loyalty, specifically throughout the time customers have less or no knowledge of the goods.

Perceived quality of a product turns out to be "the estimation made by the consumer relying on the whole set of basic as well as outer dimension of the product or the service" (Grunert et al, 2001). Tourist in tourism's field has several perceptions about the supremacy of product; it is for the reason that superiority of product certifies the advantages of product consistency, sustainability and longevity. Perceived quality is an essential component for consumer resolution construction since, it is the consumers' opinion regarding an entity's or a service's general supremacy.

Other significant researches also outlined that customers tend to incline their perceived quality headed for the products or services when taking into account of perceived value. Perceived quality is the interpretation of the individual of what they lose and what they lose achieve in return (Hajiha, Shahriari & Vakilian, 2014). The effects of perceived value on user behavior was analyzed by Carlson, O'Cass, and Ahrholdt (2015) and fragmented into different dimensions, such as utilitarian value and hedonic value.

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2.3. CONCEPTUAL FRAMEWORK
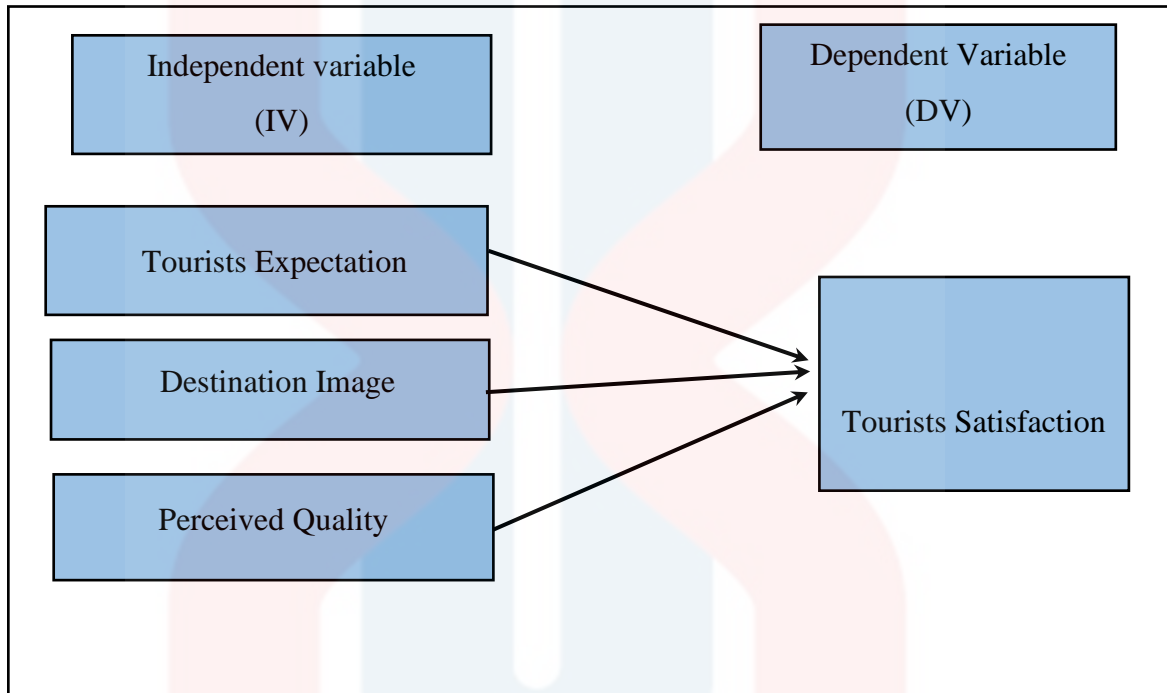
Figure 2.3: Conceptual Framework
Sources : Adapted from Nor Khasimah Aliman, Shareena Mohamed Hashim, Siti Dalela Mohd Wahid & Syahmi Harudin (2014)

This section focuses on conceptual framework of tourists satisfaction towards shopping hub at One Utama Shopping Mall. The figure above provide some key variables which are related to the current study. The independent variable used by the researcher are expectation, perceive quality and destination image. Thus, the dependent variable of this study is tourist satisfaction. The framework used to study is the relationship between tourist expectation, perceive quality and destination image with the tourist satisfaction. Based on prior studies, expectation, destination image and perceived quality were expected to have relationship between with tourists' satisfaction towards shopping hub at One Utama Shopping mall. Figure 2.1 show the diagram related to

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relationship of variables and the further discussion on relationship with independent variable and dependent variable is discussed below.

2.4. DISCUSSION AND RELATIONSHIP BETWEEN VARIABLE

2.4.1. Tourists Expectation in relationship to tourist satisfaction

Tourist expectation will persuade product value, service quality and their repurchase intentions. The expectation of shopping can be referred to as an assumption of consumers imagination about a good service before shopping, Buliah et al., (2018). Other than that, according the United Nations World Tourism Organization UNWTO (1985), Psychological concept use for the customer satisfactions based a pleasant feeling of well-being that arises when one's expectations interact with the experience at the destinations, Agyeiwaah et al., (2016). Thus tourist will judge their expectations level when consuming or purchase item like clothes, beg, and so on and gain satisfaction.

2.4.2. Destination image in relationship to tourists satisfaction

The creation of destination images is a constantly evolving process due to the availability of new knowledge through different methods, such as the experience of visiting the destination (Tegegne, Moyle, & Becken, 2018). In addition, the destination that have a positive destination image affects visitors loyalty, repeat purchase behaviour, satisfaction, love, trust, and positive word of mouth (Lojo, Li, & Xu, 2020). Destination

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image also can stands for impressions of a tourist and these impersonation might be truthful or fake, authentic or fancy. For instance, tourist positive destination image towards shopping hub in Kuala Lumpur which is One Utama shopping Mall will boost their satisfaction and this will enhance more domestic tourist arrival in One Utama Shopping Mall. Thus, it is revealed from previous research along with conceptual framework that there is positive connection that involving the destination image and tourist satisfaction towards a destination such as One Utama Shopping Hub in Malaysia.

2.4.3. Perceived Quality in relationship to tourists satisfaction

Perceived qualities, is expected souvenirs qualifications and the associated attributes that predicts the decision making to purchase which is satisfaction towards purchasing experience (Yiamjanya, 2018). In the mindset of researcher, a few that carried out research on quality and satisfaction that associated to product and service have recommended that perceived quality and satisfaction must be considered as different compositions. Other than that, satisfaction as an emotional response that follows from cognitive responses to service experience example, quality or value perceptions (Zabkar, Brencic, & Ditrovic, 2010). For instance, One Utama Shopping hub has a good quality that will attract tourist to visit as well as they will satisfied with the perceived quality of product and service at there. Thus, this research incisive that perceived quality have significant relationship to tourist satisfaction.

2.5. HYPOTHESIS

According to the framework it cannot be denied that each variable has strong relationship with each other which at the end encourages the researcher to develop three hypotheses as the following:

H1: There is a significant relationship between tourist expectations and tourists' satisfaction for shopping hub in One Utama, Malaysia.

H2: There is a significant relationship between destination image and tourists' satisfaction for shopping hub in One Utama, Malaysia.

H3: There is a significant relationship between perceived quality and tourists' satisfaction for shopping hub in One Utama, Malaysia.

2.6. SUMMARY

In conclusion, this chapter discovers literature on the relationship between tourists' expectations, destination image, perceived quality, and tourists' satisfaction on shopping hub at One Utama Shopping Mall. There are three independent variables involved in this research which are tourists' expectations,destination image, and perceived quality. This research also has involved a dependent variable which is, tourists' satisfaction. This study was adapted and modified from a journal article and the research article has used a conceptual framework which has been constructed. By using the conceptual framework, it is identified if there is a strong connection between expectations, destination image,

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perceived quality, and tourist satisfaction. From the discussion in Chapter 2, it is identified that there is a relationship between tourists' expectation, destination image, perceived quality and tourists' satisfaction towards shopping hub on One Utama Shopping Mall.

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CHAPTER 3

3. METHODOLOGY

3.1. INTRODUCTION

This chapter underlines all the procedure involved in the research. In this methodology chapter, each and every element that being concerned when carrying out this research, starting research design, population, sample size, sampling method and research instrument to data analysis will be mentioned. This chapter will also deliver a detail clarification of the chosen mode of analysis used as well as data collection method.

3.2. RESEARCH DESIGN

Research design can address research problems effectively in a logically by combining the various components of research using technical framework and methods (Adi Bath, 2018). In this research, researcher use quantitative research to collect data. Quantitative research is design to examine the relationship between variable by using numbers and statistics to explain and analyze findings (Kumar, 2013). This research used quantitative research to understand and know the relationship between independent variable which is expectation,destination image, and perceived quality and dependent variable which is tourist satisfaction towards shopping hub in One Utama Shopping Mall. Researcher conduct a survey by using questionnaire to collect number of data and to identify tourists satisfaction towards One Utama Shopping Mall.

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3.3. TARGET POPULATION

According to University of Cambridge, the entire group from which the statistical sample is taken is the population. A group of individuals, thing, incidents, hospital visits, or measurements may be referred to by the community. A population may thus be said to be an aggregate observation of a topic grouped by a common characteristic.

According to The Official Portal Statistics Department Malaysia (2019), in 2019, a total of239.1 million visitors were registered, with an 81 percent growth compared to the previous year (7.7 percent). In this research, the relationship between tourist expectation, destination image, perceived quality and tourists satisfaction on shopping hub at One Utama Shopping Mall. So, the target population of this study is the total of tourists that come to shopping in One Utama Shopping Mall.

3.4. SAMPLE SIZE

The meaning of sample size is the subset of population (Kumar,2013). Refers to Krejcie and Morgan (1970), the sample size of this research is 384. Thus, 384 forms would be spread to the target population to find out the relationship between tourists expectation, destination image, perceived quality and tourists satisfaction on shopping hub at One Utama Shopping Mall.

Table 3.4: Table for Determining Sample Size from a Given Population.

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 : Adapted from Krejcie & Morgan 1970

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3.5. SAMPLING METHOD

It is unlikely that a researcher should be able to gather data from all cases in order to address research questions. There is a need therefore, to pick a sample. The population in the whole set of cases from which the researcher's sample is taken. In fact, researchers do not have the time and resources to analyse the entire population in order to use sampling techniques to reduce the number of cases (Taherdoost, 2016). There are two type of sampling method which is probability and non probability.

In this research, use a non probability sampling method which is by using a convenience sampling. Researcher use convenience sampling technique where sample are chosen from the population solely on the basis of their accessibility to the researcher. Researcher use this sample because these sample are easy to hire, and they did not consider choosing a sample that is representative of the entire population. This sample are use to because it is cost-effectiveness, ease of availability of the sample.

In this method, researcher develop a numeric list of all sample size by using computer program generate random numbers. The target population which is population of Malaysia that are focus on domestic tourists is a sample in this study. The questionnaire was designed by using Google Form and shared through online platform such as social media like WhatsApp, Instagram and Facebook to whole Malaysia. By using Google Form and social media, researcher could get the respondent from the whole Malaysia which is difficult to meet in person.

3.6. DATA COLLECTION

Data collection is an efficient approach to collecting and measure the information from an assortment of sources to get a comprehensive and accurate data. Primary data can be classified as one of the group and the other one acknowledged as secondary data. Throughout this study, both primary and secondary data collection method were used. Primary data usually referred as 'first hand data', original or the data that have been gathered by the researcher for the very first time. For instance, primary data involves questionnaires, surveys, personal interviews and observations. Meanwhile, secondary data involves already existing data like research articles, books and so on.

As for the primary data collection, quantitative research technique will be used which actually involves the real time data. Quantitative research produce statistics throughout the utilization of large scale survey research, by means of methods such as structured questionnaires. Simple random sampling method is used in our primary data collection procedure as it helps to high the accuracy data collected. The questionnaire that related to the objective of study was distributed to 384 domestic tourists. The progression of the research concerned the use of structured questionnaire as much as the data collection tools were concerned. The questionnaire was chosen as a method because it is the quickest way to collect data from the respondent. The set of questionnaire consist into five section that are related to the dependent and independent variable, the answer will be recorded as for the research purpose. Respondents' names will not be used and kept confidential in this study as to protect their identity as well as to ensure their confidentiality.

3.7. RESEARCH INSTRUMENT

Research instrument refers to any tool that may use to collect data, measure and analyse data. Tools that use the general general term that researchers use for measuring equipment (survey, test, questionnaire, etc), to help differentiate between instrument and instrumentation, consider that the instrument is the equipment and instrumentation is the course of action which is the process of developing, testing, and using the equipment (Biddix, 2018).

In this study, questionnaire was distributed to collect data from respondents. The questionnaire separated into five section which is section A, section B, section C, section D and section E. Section A is about demographic of the respondents which is age, gander, race, occupation and income level. Demographic respondent are designed is to get the background information of the respondents. Meanwhile, in section B discussed the question about the dependent variable which is tourists satisfaction towards One Utama Shopping Hub. In section C, section D and section E focused on independent variable which are provide by the researcher. Section C which is focused on the first independent variable, expectation. Meanwhile, the second independent variable in section D is perceive quality and the last section, which is section E are discussed about the third independent variable, destination image.

By using questionnaire the data information about tourist satisfaction towards One Utama Shopping Hub are collected. In addition, in this questionnaire are using 5-point

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likert scale. Thus, likert with 5-point scale was use to measure independent and dependent variable which is align from 1 to 5 likert scale which is 1 represent strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree, Chyung et al., (2017). This survey questionnaire prepared in are bilingual language which is in English and Malay.

Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5

Figure 3.7: Table of measurement of likert scale

3.8. DATA ANALYSIS

Data analysis is where a researcher uncovers the relationships and gains an understanding of what the stuff from the data collection really means and how it is relevant. Data analysis is the basis for answering the "who cares" and "what is really happening" questions in the discussion section of research (Albers, 2017). Data analysis is the most important part for the research because it is help researchers to analyse research questions by collecting data. By using data analysis it can adopted to convert data into the useful information by analyse the relationship between dependent variable and independent variables.

As stated by, Ong and Puteh, (2017) SPSS is a statistical package developed by the IBM company and widely used by researchers or academics worldwide. This statistical package is very user friendly and it is possible to conducted different statistical tests using this software. Thus, for both parametric and non-parametric statistical methods,this

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statistical programme conduct comparative and correlational statistical test in the sense of univariate, bivariate and multivariate analysis.

3.8.1. DESCRIPTIVE STATISTICS

Descriptive statistic is statistical ways to summarize archaeological data, with focus on measures of central tendency which is median, mean, trimmed mean and dispersion which is interquartile range, median absolute deviation, standard deviation in interval scales. It concludes with review of statistical summaries of enumerated data which is number of observations assigned to categories in nominal scales with proportions and medians (Banning, 2020).

In addition, according to Mishra et al., (2019) there are three major types of descriptive statistic which is first, measures of frequency which is frequency and percent. Second, is measures of central tendency which is mean, median and mode. Third is measures of dispersion or variation which is variance, SD, standard error, quartile, interquartile range, percentile, range, and coefficient of variation. That are provide simple summaries about the sample and the measures. A measure of frequency is usually used for the categorical data while others are used for quantitative data.

3.8.2. RELIABILITY TEST

Generally, likert scales used to measure respondents' attitudes by asking which they agree or disagree with a particular question or statement (Sharma, 2016). Thus, in this

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research use a common classical scale which is strongly disagree, disagree, neutral, agree and strongly agree to determine consistency of dependent variable and independent variable. Other than that, Internal consistency of measurements implies the homogeneity of things being tested, and stability refers to a repeated measure that produces consistent results. The internal consistency of independent variables and dependent variable dimension was calculated using their reliability alpha in this study. Generally, established rule of thumb for representing strength of Association using Cronbach's alpha is as follows;

Table 3.8.2: Rule of Thumbs about Strength of Association using Cronbach's Alpha

Cronbach's Alpha	Strength of Association
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha \leq 0.5$	Unacceptable

Sources : Hair et al., (2007)

The reliability coefficient measures how much trues inconsistency contributes to overall experimental or obtained variability. As a result, Cronbach's Alpha analysis was used to ensure the accuracy and interior reliability of the results. Rule of Thumbs of Cronbach's Alpha Coefficient, the reliability test was conducted by using the coefficient size as described by Hair et al., (2007). The reliability coefficient range of less than 0.7

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is considered to be the lowest, indicating that the researcher should adjust or correct the questionnaire. Following the satisfactory completion of the pilot test and conformation of reasonable reliability of 0.7 and above, questionnaires were distributed to 30 target respondents.

Next, referring to table 4.2.1, reliability coefficient for each section can be seen at excellent standards and in accordance with the Cronbach's Alpha Rule of Thumbs. The result for all variables are consistent and acceptable as the coefficient standards are in the range of 0.9 and above which is 0.912-0.962. This is indicates that the variables are free from mistake.

The coefficient alpha that has obtained in the actual reliability test for the first independent variable which is tourists expectation is 0.962. After that, for the next independent variable which is destination image showed coefficient result 0.912. Besides that, independent variable which is perceived quality, the coefficient alpha that obtain was 0.961. lastly, for the dependent variable of the survey which is tourists satisfaction gain 0.959 as results of coefficient alpha. All above, the results obtained are displayed below in table form.

Table 3.8.2 : Coefficient Result

Dimension	Number of Item	Cronbach's Alpha
Independent Variables		
Tourists Expectation	5	0.962
Destination Image	5	0.912
Perceived Quality	5	0.961
Dependent Variable		
Tourists Satisfaction	7	0.959

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No Of Respondent (N) = 30

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3.8.3. PEARSON CORRELATION

Pearson Correlation Coefficient is a measure of the linear dependence between two random variable (real-value vectors). it is historically the first standardised correlation measure and it is now one of the most commonly used relationship metrics. The Pearson Correlation Coefficient of two variables X and Y formally defined as a normalisation factor by the product of their standard deviations Zhou et al., (2016). Pearson Correlation measure the existence given by a p-value and strength given by the coefficient r between -1 and +1 of linear relationship between two variables. It used when its underlying assumptions are satisfied. If the outcome is significant we conclude that a correlation exists (Peter & Mollie, 2014).

Table 3.8.3: Rule of Thumbs about Correlation Coefficient Size

Coefficient range (r)	Strength of correlation
0.90 to 1.0 / -0.90 to -1.0	Very high
0.70 to 0.90 / -0.90 to -0.90	High
0.50 to 0.70 / -0.50 to -0.70	Moderate
0.30 to 0.50 / -0.30 to -0.50	Low
0.00 to 0.30 / -0.00 to -0.30	Little, if any

Sources : Hinkle, Wiersma & Jurs (2003)

3.9. SUMMARY

In order to identify if there are a strong relationship between tourists expectation, destination image, perceived quality, and tourist satisfaction towards shopping hub in One

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Utama, Malaysia, research methodology process have been carried out. So, under Chapter 3, the researcher has illustrated briefly regarding the plans in carrying out this study. The foremost rationale of this research was headed to brief methods of data collection. Quantitative approach which is questionnaire has been used as a measurement tool in order to fulfil this research objective and questions. It cannot be denied that this study provides some methodology information that is needed and that can be used by further research that interested to carry on the similar cases in future. To be concluded, this study is only an idea or draft to help the further research that will be investigated by researcher in order to measure tourist satisfaction towards shopping hub in One Utama where tourist satisfaction tend to lead into successful tourism development and also attracts more people to visit One Utama, Malaysia.

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CHAPTER 4

4. DATA ANALYSIS

4.1. INTRODUCTION

This chapter will explains the finding from the data analysis of the 200 respondents who took part in the survey. First of all, we will discuss about the result of descriptive analysis and the result of pearson correlation were analyze.

4.2. RESULT OF FREQUENCY ANALYSIS

Descriptive analysis was carried out to summarize respondent's profile that had involved throughout the research. Every element in the demographic section are listed blow.

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4.2.1. Gender

Table 4.2.1 Gender of Respondents

Gender	Frequency (n)	Percent (%)
Male	78	39
Female	122	61
Total	200	100
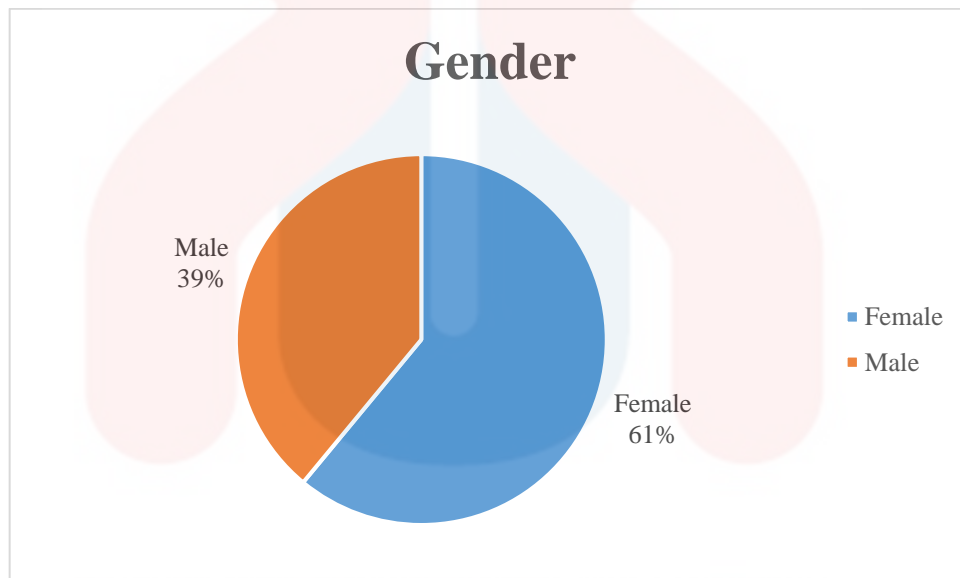
Figure 4.2.1: The Percentage of Gender

Figure 4.2.1 above shows the percentage of gender distributions among the respondents who have answered the survey. The total of respondents is 200, for the gender showed female respondent is the highest which is 61% (n=122) respondents compared to male respondents which is 39% (n=78).

4.2.2. Marital Status

Table 4.2.2 Marital Status of Respondents

Marital Status	Frequency (n)	Percent (%)
Single	130	65
Married	70	35
Total	200	100
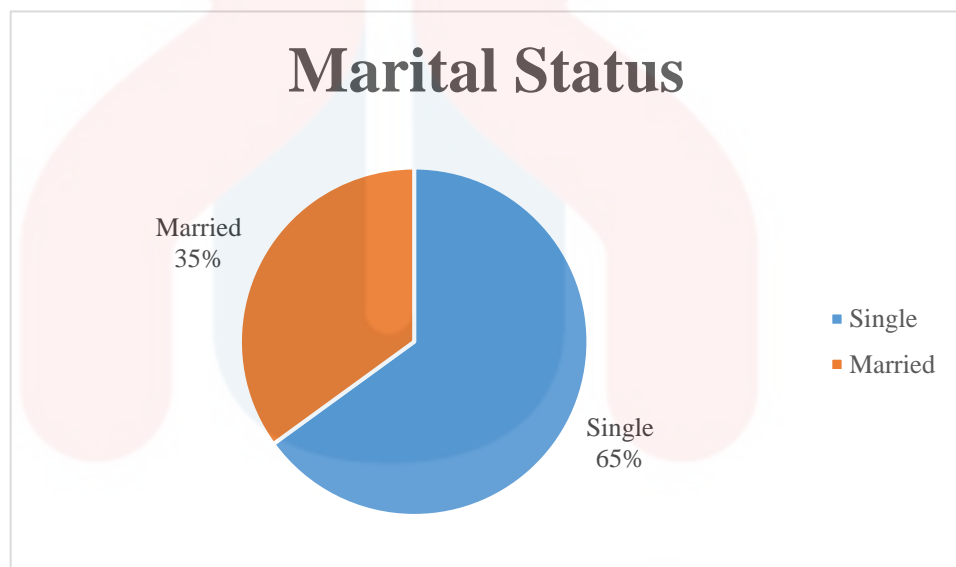
Figure 4.2.2: The Percentage of Marital Status

Referring to the results above which is the percentage of marital status of respondents. The largest number of respondents who answered the survey are claimed to the single whereby there are 130 respondents with 65%. Meanwhile, there are 70 married people among the 70 respondents, which is contributing for 35% of the total.

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4.2.3. Love Shopping

Table 4.2.3 Love Shopping of Respondents

Love Shopping	Frequency (n)	Percent (%)
Yes	160	80
No	40	20
Total	200	100
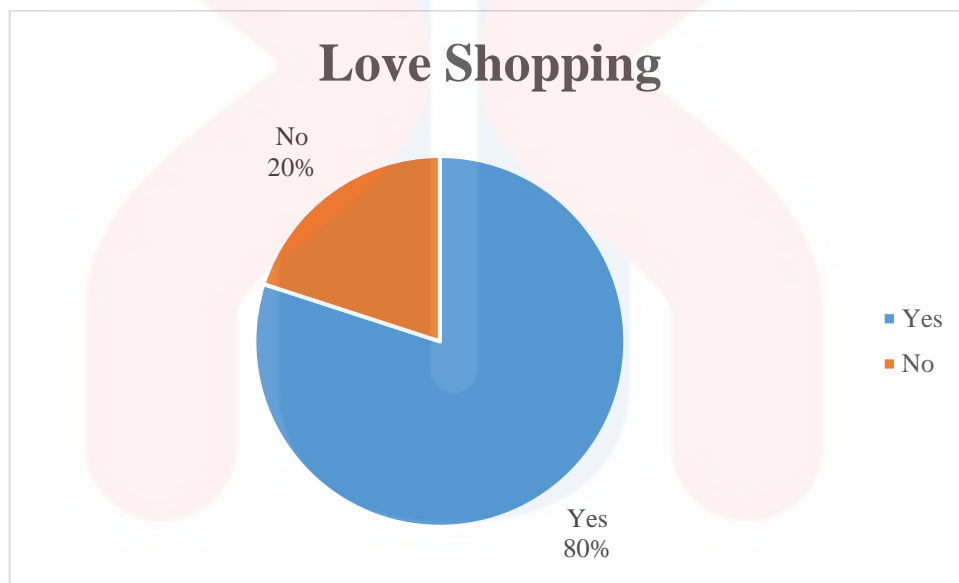
Figure 4.2.3: The Percentage of Love Shopping

The percentage of love shopping showed that the majority of the respondents loves to go shopping, based on the findings from the table 4.2.3. It is prove that 80% of respondents are loves shopping which is representing 160 respondents compared to 20% who do not like shopping which is representing 40 total respondents.

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4.2.4. Age

Table 4.2.4 Age of Respondents

Age	Frequency (n)	Percent (%)
30 and below	119	59.5
31 - 40	38	19
41 - 50	24	12
51 - 60	15	7
61 and above	4	2
Total	200	100
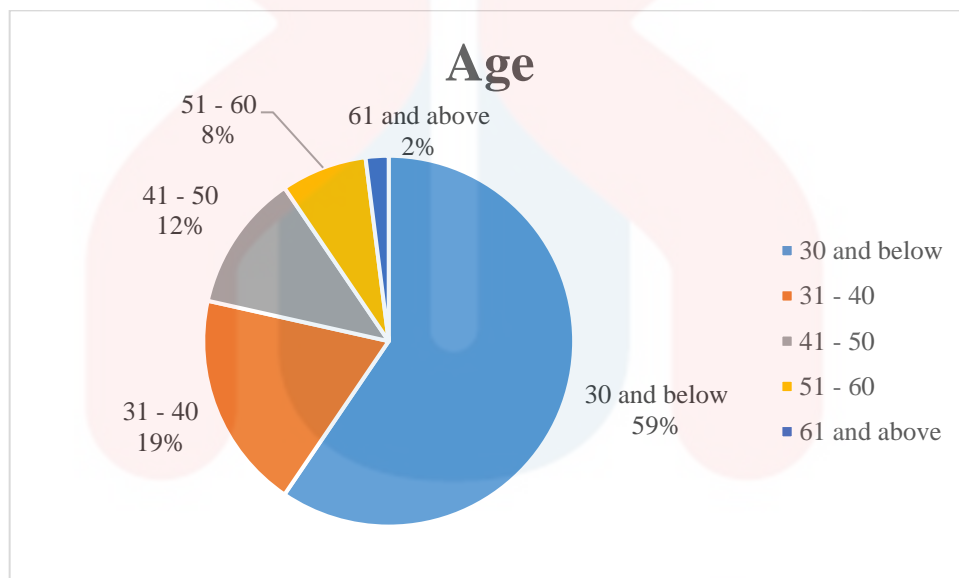
Figure 4.2.4: The Percentage of Age

Figure 4.2.4 represent the respondents age. The respondents age are divided into five age groups. Out of 200 respondents, the age of 30 years old and below claimed to be the highest group of respondents which is 60% with 119 respondents. Meanwhile, for the age 31 to 40 years old were 19% with 38 respondents. After that, respondents who are ranging from 41 to 50 years old is 12% which is represent 24 respondents. Next, for the age 51 to 60 years old are 7% (n=15) respondents. Lastly, the age of 60 and above, showed the lowest group of respondents which is only 2% with 4 respondents.

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4.3. RESULT OF DESCRIPTIVE ANALYSIS

In this section has analyzed the result of the conducted on the items for each variable reported in the form of descriptive statistics, mean and standard deviation. All the items were measured using a five (5) Likert scale which value: Strongly Disagree (1), Disagree (2), Neither Agree nor disagree (3), Agree (4), and Strongly Agree (5).

The overall mean (M) and standard deviation (SD) for each variable and measurement are displayed in the Table 4.3 below.

Table 4.3: The Overall Mean Score on Each Variable and Dimension

Dimension	N	Mean	SD
Independent Variable			
Tourists Expectation	200	3.9140	0.80813
Destination Image	200	3.9210	0.82007
Perceived Quality	200	3.9650	0.80287
Dependent variable			
Tourists Satisfaction	200	3.8529	0.82419

Table 4.3 showed the overall mean and standard deviation for both independent variable (IV) and dependent variable (DV). For independent variable (IV), perceived quality had the highest mean score which is 3.9650 and followed by destination image (3.9210) and lastly is tourists expectation which is 3.9140. Other than that, the mean score for dependent variable (DV), tourists satisfaction on shopping hub at One Utama shopping mall, is 3.8529.

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Meanwhile, for the independent variable (IV), the highest standard deviation is the destination image which is 0.82007, followed by tourists expectation (0.80813) and perceived quality which is 0.80287. The standard deviation for dependent variable (DV), the tourists satisfaction on shopping hub at One Utama shopping mall, is 0.82419.

4.3.1. Descriptive Statistic of Tourists Expectation

Table 4.3.1: Descriptive Statistics for Tourist expectations

No	Item	N	Mean	SD
Q1	I expect the sales people are kind and helpful.	200	3.85	0.906
Q2	I expect if there are varieties of products.	200	4.01	0.916
Q3	I expect the price to be affordable.	200	3.75	0.894
Q4	I expect the mall to have all the facilities.	200	4.01	0.902
Q5	I expect to have a great customer services.	200	3.95	0.906

Table 4.3.1 shows the number of respondents, mean and standard deviation for items used to measure the Tourist expectations. There were five (5) questions measured with two of the items having the highest mean 4.01 is Q2 and Q4 on statement 'I expect if there are varieties of products' and 'I expect the mall to have all the facilities'. The respondents agreed with that statement because varieties of products and all the facilities at the mall can make them feel interesting to go shopping. The lowest mean value is items Q3 which is 3.03, where the respondents slightly agreed the statement 'I expect the price to be affordable'. Those respondents thinks that what they invest payback with good quality. The mean values for Q1 and Q5 is 3.85 and 3.95 respectively.

4.3.2. Descriptive Statistic of Destination Image

Table 4.3.2: Descriptive Statistics for Destination Image

No	Item	N	Mean	SD
Q1	There are wide varieties of shopping options in One Utama, Kuala Lumpur.	200	4.07	0.880
Q2	One Utama is the famous shopping hub among tourist.	200	3.91	0.906
Q3	I am comfortable with the facilities provided for the first time I shopping at One Utama.	200	3.88	0.935
Q4	Reasonable price of goods makes me to feel happy to shop in One Utama.	200	3.83	0.932
Q5	The public transport provided makes me easy to shop at One Utama	200	3.93	0.930

Table 4.3.2 shows the mean and standard deviation analysis of respondents on the independent variable which is destination image. Based on the table, item Q1 scores the highest mean value which was 4.07, where the respondent agreed the statement of wide varieties of shopping options in One Utama, Kuala Lumpur. The lowest mean is item Q4, where it's mean value 3.83. The statement 'Reasonable price of goods makes me to feel happy to shop in One Utama' were slightly agreed by respondents. The mean values for Q2, Q3, and Q5, is 3.91, 3.88 and 3.93 respectively.

4.3.3. Descriptive Statistic of Perceived Quality

Table 4.3.3: Descriptive Statistics for Perceived Quality

No	Item	N	Mean	SD
Q1	I am satisfied with their quality of products offered in One Utama	200	3.94	0.863
Q2	I perceived that the product and services that provided are according to the latest trends	200	3.99	0.877
Q3	I perceived the quality of transportation to One Utama is good	200	3.98	0.879
Q4	I perceived that the products offered in One Utama carries a good brand name	200	3.97	0.885
Q5	I perceived that the prices of products are reasonable with the quality of products offered	200	3.94	0.898

Table 4.3.3 shows the mean and standard deviation analysis of respondent on the independent variable of Perceived Quality. There were five (5) questions measured with one of the items having the highest mean 3.99 with standard deviation 0.877 is Q2 on statement 'I perceived that the product and services that provided are according to the latest trends'. The two same lowest mean is item Q1 and Q5, where it's mean value 3.94 with standard deviation 0.863 and 0.898. The statement 'I am satisfied with their quality of products offered in One Utama and I perceived that the prices of products are reasonable with the quality of products offered' were slightly agreed by respondents. The mean values for Q3 and Q4 is 3.98 and 3.94 respectively. From the data set of 200 respondents with the standard deviation for item Q3 and Q4 of the values which were lower than 1, indicated the values close to mean.

4.3.4. Descriptive Statistic of Tourists Satisfaction

Table 4.3.4: Descriptive Statistics for Tourists Satisfaction

No	Item	N	Mean	SD
Q1	I am enjoyed shopping in One Utama, Kuala Lumpur	200	3.88	0.952
Q2	I am satisfied with my decision to shop at One Utama, Kuala Lumpur because it has variety of shops	200	3.96	0.909
Q3	I am totally satisfied with the product offered in the shopping centre	200	3.97	0.932
Q4	This was pleasant shopping experience	200	3.82	0.943
Q5	This shopping experience was better than expected	200	3.78	0.990
Q6	I rate One Utama, Kuala Lumpur as a better destination in Asia for shopping compared to similar tourist destination	200	3.70	0.983
Q7	I rate One Utama, Kuala Lumpur as a better destination in Asia for shopping compared to similar tourist destination	200	3.86	0.851

Table 4.3.4 shows the mean and standard deviation analysis of respondents on dependent variable which is Tourist Satisfaction. Based on the table above, item Q3 scores the highest mean value which was 3.97, where the respondent agreed the statement of 'I am totally satisfied with the product offered in the shopping center'. The item Q6 get lowest mean value which is 3.70, where the respondent somewhat agreed the statement of ' I rate One Utama, Kuala Lumpur as a better destination in Asia for shopping compared to similar tourist destination. From the data set of 200 respondents with the standard deviation for item Q1, Q2, Q4, Q5 and Q7 of the values which were lower than

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1, indicated the values close to mean. The mean values for Q1, Q2, Q4, Q5 and Q7 is 3.88, 3.96, 3.82, 3.78 and 3.86 respectively.

4.4. RESULT OF PEARSON CORRELATION

The Pearson Correlation Test is a significance assessment used to determine the linear relationship between two numerical variables. Tests conducted to determine whether the correlation coefficient is acceptable and to identify that hypothesis can be accepted and rejected. If the relationship is said to be significant, then the researcher must determine the level of strength of Correlation Coefficient as stated in previous table in data analysis part of Chapter 3.

There were three (3) hypotheses that were tested in this section and the tests results are as stated below;

4.4.1. Correlation Between Tourists Expectation and Tourists Satisfaction

H1: There is a significant relationship between tourist expectations and tourists' satisfaction for shopping hub in One Utama, Malaysia.

H2: There is a significant relationship between tourists' destination image and tourists' satisfaction for shopping hub in One Utama, Malaysia.

H3: There is a significant relationship between tourists' perceived quality and tourists' satisfaction for shopping hub in One Utama, Malaysia.

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Table 4.4.1 Correlation Between Tourists Expectation, Destination Image, Perceived

Quality and Satisfaction

		SATISFACTION
SATISFACTION	Pearson Sig. (2-tailed) N	1 200
EXPECTATION	Pearson Sig. (2-tailed) N	.847** .000 200
DESTINATION IMAGE	Pearson Sig. (2-tailed) N	.842** .000 200
PERCEIVED QUALITY	Pearson Sig. (2-tailed) N	.827** .000 200

**Correlation is significant at the 0.01 level (2-tailed)

According to Table 4.4.1, the p-values are 0.000 and this is less than 0.01 which is this signifies that there is a significant relationship between variables. The Pearson Correlation results of the tourist's expectation is 0.847**, the destination image is 0.842** and the perceived quality is 0.827**. This is means that there is a high positive correlation and it is confirmed that there is a positive correlation between dependents and independent variables. Hence, all the three hypotheses is accepted.

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Table 4.4.2: Summary Results of Pearson Correlation Coefficient

Hypothesis	Results	Findings Of Data Analysis
H1: There is a significant relationship between tourists expectation and tourists satisfaction for shopping hub in One Utama, Malaysia.	r = 0.847** p = 0.000 (high positive)	H1: Accepted
H2: There is a significant relationship between destination image and tourists satisfaction for shopping hub in One Utama, Malaysia.	r = 0.842** p = 0.000 (high positive)	H2: Accepted
H3: There is a significant relationship between perceived quality and tourists satisfaction for shopping hub in One Utama, Malaysia.	r = 0.827** p = 0.000 (high positive)	H3: Accepted

4.5. SUMMARY

This chapter has discussed on results and findings draws from the analysis which conducted on the data collected from the questionnaires which are response rate, results of cronbach's alpha reliability analysis, results of descriptive analysis (demographic profile), descriptive analysis (overall mean score for variables) and results of pearson correlation analysis.

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CHAPTER 5

5.   DISCUSSION AND CONCLUSION

5.1.   INTRODUCTION

In this chapter, the results of the analysis in chapter 4 will be discussed further. This chapter will cover all the discussions which is study results, limitations and recommendations for future research and closed by conclusions for the whole research.

5.2.   RESEARCH FINDING

This research conducted to examine the relationship between tourists expectation, destination image, perceived quality and tourists satisfaction on shopping hub at One Utama shopping mall. This study focused on how the relationship between tourists expectation, destination image and perceived quality influence tourists satisfaction on shopping hub at One Utama. Based on this research, researchers can know how all the variable can be related with the tourists satisfaction on shopping hub.

The results in the Chapter 4 are based on questionnaire that the researchers created for the respondents. The conclusion of the findings that researchers done in previous chapter (chapter 4) which based on research objective, research questions and hypothesis for this study. In other words, it has been discovered that tourists expectation, destination image, perceived quality and tourists satisfaction all have an impact on the

shopping hub at One Utama shopping hub. The archived results are explored in greater detail below;

5.2.1. Tourists Expectation

Table 5.2.1: Tourists Expectation

Research objective 1	To identify whether the tourists expectation influence the tourists satisfaction towards shopping hub in One Utama.
Research question 1	Is the tourists expectation affect the tourists satisfaction for shopping hub in One Utama ?
Hypothesis 1	There is a significant relationship between tourists expectation and tourists satisfaction for shopping hub in One Utama, Malaysia.

Based on the result in previous chapter which is chapter 4, showed that tourists expectation has shown a high positive correlation as the value correlation r is 0.847** and also good reliability analysis with the alpha value of 0.962.

The finding was consisted to Buliah et al (2018) said expectation of shopping can be referred as an assumption of consumers imagination about a good services before shopping. In this study found that not only about assumption of consumers imagination about good services but the great services facilities and variety of products offered are also one of the expectation that are give satisfaction to the visitors and also the good destination image could get the highest expectation on the destination.

In addition, majority of the respondents agree that the greats services facilities and varieties of products offered at One Utama will influenced the tourists satisfaction level when they experienced it at One Utama shopping mall. This is proven that tourists

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expectation affects the tourists satisfaction because the highest expectation will influence the satisfaction level experienced by visitors. Also the good experience with the highest expectation at One Utama will cause visitors to revisit One Utama shopping mall. Last but not least, there are significant relationship between tourists expectation and tourists satisfaction for One Utama shopping hub.

5.2.2. Destination Image

Table 5.2.2 Destination Image

Research objective 2	To examine whether the destination image influence the tourists satisfaction towards shopping hub in One Utama.
Research question 2	Is the destination image affect the tourists satisfaction for shopping hub in One Utama ?
Hypothesis 2	There is a significant relationship between tourists destination image and tourists satisfaction for shopping hub in One Utama, Malaysia.

Referring to the result person correlation on previous chapter 4, Destination image has shown a high positive correlation as the value correlation $r = 0.842$ and also good reliability analysis with the alpha value of 0.912.

According Lojo, Li & Xu (2020), said the destination image affects visitors loyalty, repeat purchase behaviour, satisfaction, love, trust and positive words of mouth. The destination image of the destination can be positive or negative. When tourists find a destination to be uninteresting, they will dissatisfied with the products or services available. Meanwhile, if tourists have a positive impression of the image, they will plan to revisit, and when they do, they will become more satisfied with what they see and

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develop loyalty towards it. Based on this research, proven that the good destination image give the positive impact towards tourists satisfaction. Respondent agree that the wide varieties of shopping options give the good image for One Utama and also a good public transportation network give a good impact of the destination image and tourists satisfaction.

The good destination image will give the impact to One Utama which is visitors will give the positive words of mouth about this place and will revisit to this place. The external factor like public transportation network also can influence the destination image and the satisfaction on the destination because visitor will happy when the expectation of the destination are fulfill and it will give the good impact on the destination. Lastly, there are significant relationship between destination image and tourists satisfaction for One Utama shopping mall.

5.2.3. Perceived Quality

Table 5.2.3 Perceived Quality

Research objective 3	To investigate whether the perceive quality influence the tourists satisfaction towards shopping hub in One Utama.
Research question 3	Is the perceive quality affect the tourists satisfaction for shopping hub in One Utama ?
Hypothesis 3	There is a significant relationship between perceived quality and tourists satisfaction for shopping hub in One Utama, Malaysia.

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Based on the result pearson correlation in previous chapter which is chapter 4, Perceived quality has shown a high positive correlation as the value correlation r = 0.827 and also good reliability analysis with the alpha value of 0.961.

The result were reliable with Zabkar (2010), that stated tourists will feel satisfied if the quality of the product that they derived via the look, touch, feel and a great services. The authors proven that tourists satisfied with the quality of the product and services that provided at One Utama are according to the latest trends and also quality of transportation at One Utama are good.

The external factor which is the quality of the transportation is one of the factor that influence the perceived quality at One Utama because by having the good facilities like public transportation will easier for visitor to use in addition it will show the good image, quality and satisfaction for One Utama by having strategic location. Other than that, the latest trends of product that are provided with a good quality at One Utama will make visitor satisfied compare with others shopping mall. Lastly, there are significant relationship between perceived quality and tourists satisfaction for One Utama shopping mall.

5.3. LIMITATION

Rationale of the research is to discover the interrelationship among tourists' expectation, destination image, perceived quality and tourists' satisfaction towards

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shopping hub in One Utama, Malaysia. However, there were some limitations for the study.

There are few limitations that need to be highlighted for future researcher that might use this study to refer. First, this research narrowed to 200 respondents which actually can be measured as a small market. Even though Krejcie & Morgan (1970) acknowledged amount of respondent which is 200 would be sufficient and suitable for the research, larger sample sizes will be much more appropriate and systematic for the millions of tourists that is selected as targeted respondent for this research.

Furthermore, just a few variables were studied in this study. Only three antecedents that contribute to tourists' satisfaction have been studied: visitors' expectations, destination image, and perceived quality. There appear to be many more antecedents that may be included, as they can likewise influence tourist satisfaction. As a result, it is limited because researchers can look at a lot more independent factors that are important to this study.

Furthermore, this research is limited to travellers that visited One Utama in Malaysia for the purpose of shopping. If this study were applied to a random sample of tourists in Malaysia, including domestic visitors, the results might be different. As a result, in order to attain greater results, these limits must be addressed.

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5.4. RECOMMENDATION

There were some recommendations in this study that enables researchers to identify the antecedents that influences tourist's satisfaction the most towards shopping hub in One Utama, Malaysia. But in this research also have limitations. Not all the information that obtained in this research can be used in the future.

Because this research is hypothetically beneficial to educators and researchers, it can be used as a starting point or draught for further research that will be conducted by researchers to assess tourist satisfaction with the shopping hub at One Utama, Malaysia, where shopping tourism leads to successful tourism development and attracts more tourists to visit Malaysia. This research gives some methodology information that is needed and can be used by future research that is interested in pursuing similar issues. Furthermore, this research contributes to a literature review that can be used by future researchers.

Nonetheless, the focus of this study is on the Malaysian setting, which is based on the Malaysian tourism business. As we all know, each country is unique in terms of geography, culture, and other factors. As a result, the study's findings may differ and be irrelevant in other countries' contexts. As a result, more research in other nations is needed to validate the conceptual model. All of the recommendations made in this study can be found here.

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It cannot be denied that this study on shopping tourism could benefit the tourism industry by providing guidelines for specific parties such as travel industry administrators and destination operators to encourage more enhanced approaches to satisfying tourists who visit One Utama, Malaysia for shopping. Respected parties can take action to improve tourists' perceptions and contentment with shopping venues by understanding the antecedent that greatly contributes to their satisfaction. As a result, broadening studies in the field of retail tourism is strongly suggested.

5.5.   SUMMARY

The main purpose of this research is to investigate whether the tourists' expectation, destination image and perceived quality influence the tourists satisfaction towards shopping hub in One Utama. As mentioned in Chapter 3, the total numbers of respondents is 200 respondents among tourists towards shopping hub on One Utama and all of theme were valid.

In chapter 4, finding of result from the questionnaires that analyze using descriptive analysis and pearson correlation analysis. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). The finalize result shown there are significant relationship between tourists expectation, destination image, and perceived quality with tourists satisfaction towards shopping hub on One Utama.

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Lastly, Chapter 5 about summary of final results based on data analysis. Thus, all the hypothesis stated are accepted. Furthermore, limitation and recommendation when carried out this research also includes that can be use for the further studies.
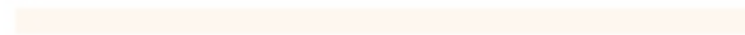
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APPENDICES

QUESTIONNAIRE

Universiti Malaysia KELANTAN

THE RELATIONSHIP BETWEEN TOURIST

EXPECTATIONS, DESTINATION IMAGE, PERCEIVED

QUALITY AND TOURIST SATISFACTION TOWARDS

SHOPPING HUB IN ONE UTAMA, KUALA LUMPUR,

MALAYSIA.

Dear Respondent,

We would like to enlist your help. We are student from University Malaysia Kelantan. This survey is a part of our final year project and it is entitled as 'The relationship between tourist expectation, destination image, perceived quality and tourists satisfaction towards shopping hub in One Utama, Malaysia. This survey is for the partial fulfillment of our degree in the Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan (UMK). Our main objective for this survey is to analyze the relationship between tourist expectation, destination image, perceived quality and tourists' satisfaction towards shopping hub in One Utama, Malaysia. Thus, as an tourists, information about your expectations and your views on destination image as well as perceived quality towards shopping hub in One Utama, Malaysia will be very helpful for us in completing this project. Your active participation and genuine response will be highly appreciated. The survey should only take about 15-20 minutes of your time. Hereby, we assure you that the information collected from you will not be disclosed to third party and used only for our research work.

Thanks for your time and consideration.

Yours sincerely,
AMIR NADZMI BIN MD NAWI
H18B0813
NUR SAKINAH BINTI MOHD SHUKRI
H18A0409
NUR SYAZA SYAZWANIE BINTI MOHD SHAMSUDDIN
H18A0425

.

BORANG KAJIAN SELIDIK

HUBUNGAN ANTARA TANGGAPAN PELANCONG, IMEJ DESTINASI,

PENILAIAN KUALITI DAN KEPUASAN PELANCONG TERHADAP PUSAT

MEMBELI-BELAH DI ONE UTAMA, KUALA LUMPUR MALAYSIA

Responden yang dihormati,

Kami adalah pelajar University Malaysia Kelantan ingin meminta jasa baik anda untuk melengkapkan soal selidik ini. Soal selidik ini adalah sebahagian dari projek penyelidikan tahun akhir yang bertajuk "Hubungan antara tanggapan pelancong, imej destinasi, penilaian kualiti dan kepuasan pelancong terhadap pusat membeli-belah di One Utama, Kuala Lumpur, Malaysia". Kajian soal selidik ini adalah untuk memenuhi keperluan syarat ijazah kami dari Fakulti Hospitaliti, Pelancongan, dan Kesejahteraan, Universiti Malaysia Kelantan. Tujuan utama soal selidik ini dijalankan untuk mengenalpasti hubungan antara pelancong terhadap tanggapan pelancong, imej destinasi, penilaian kualiti dan kepuasan pelancong terhadap pusat membeli-belah di One Utama. Selain itu, sebagai pelancong, tanggapan dan pandangan terhadap imej destinasi dan penilaian kualiti terhadap pusat membeli belah di One Utama, Malaysia sangat membantu dalam menyelesaikan kajian ini. Justeru, kami sangat berbesar hati jika tuan/puan sudi meluangkan masa dalam 15-20 minit untuk melengkapkan soal selidik ini. Jawapan yang benar dan tepat dari pihak tuan amat kami hargai. Segala maklumat yang diberikan adalah SULIT dan digunakan untuk tujuan kajian sahaja.

Terima kasih kerana sudi meluangkan masa dan kerjasama yang diberikan.

Yang ikhlas,
AMIR NADZMI BIN MD NAWI
H18B0813
NUR SAKINAH BINTI MOHD SHUKRI
H18A0409
NUR SYAZA SYAZWANIE BINTI MOHD SHAMSUDDIN
H18A0425

PART A / Bahagian A

Demographic / Demografik

Instruction: Please tick (/) the related statement about yourself.

Arahan: Tandakan (/) pada kenyataan yang berkenaan.

1. Gender / Jantina

| | **Male / Lelaki** | | **Female / perempuan** |

2. Marital status / status perkahwinan

| | **Single / Bujang** |

| | **Married / Kahwin** |

| | **Others / Lain-lain** |

3. Do you love shopping? / Adakah anda suka membeli-belah?

| | **Yes / Ya** | | **No / Tidak** |

4. Age / Umur

| | **30 and below / 30 dan kebawah** | | **51-60** |

| | **31-40** | | **61 and above / 61 dan keatas** |

| | **41-50** |

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INSTRUCTION /ARAHAN

Based on your opinion, please indicate the most appropriate response with scale given below.

Strongly Disagree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree
1	2	3	4	5

Berdasarkan pendapatan anda, sila nyatakan jawapan yang paling sesuai dengan skala yang diberikan di bawah.

Sangat Tidak Setuju	*Tidak Bersetuju*	*Neutral*	*Setuju*	*Sangat Setuju*
1	2	3	4	5

PART B / *BAHAGIAN B*

Section A: Tourist Satisfaction

Tourist satisfaction towards shopping hub in One Utama, Kuala Lumpur. */ Kepuasan pelancong terhadap pusat membeli-belah di One Utama, Kuala Lumpur.*

Statement / *Pernyataan*	1	2	3	4	5
I am enjoyed shopping in One Utama, Kuala Lumpur. *Saya seronok membeli-belah di One Utama, Kuala Lumpur.*					

Statement					
I am satisfied with my decision to shop at One Utama, Kuala Lumpur because it has variety of shops. *Saya berpuas hati dengan keputusan saya untuk membeli-belah di One Utama, Kuala Lumpur kerana ianya mempunyai banyak pilihan kedai.*					
I am totally satisfied with the product offered in the shopping centre. *Saya berpuas hati dengan produk-produk yang ditawarkan disini.*					
This was pleasant shopping experience. *Ini adalah pengalaman membeli-belah yang menyeronokkan.*					
This shopping experience was better than expected. *Pengalaman membeli-belah ini lebih baik daripada jangkaan.*					
I rate One Utama, Kuala Lumpur as a better destination in Asia for shopping compared to similar tourist destination. *Saya menilai One Utama, Kuala Lumpur sebagai destinasi menarik di Asia untuk membeli-belah berbanding dengan destinasi pelancongan lain.*					
I am satisfied with the quality of goods and services offered. *Saya berpuas hati dengan kualiti barang dan servis yang ditawarkan.*					

Section B: Tourist Expectations.

Tourist expectations towards shopping hub in One Utama, Kuala Lumpur. */
Tanggapan pelancong terhadap pusat membeli-belah di One Utama, Kuala
Lumpur.*

Statement / Pernyataan	1	2	3	4	5
I expect the sales people are kind and helpful. *Saya beranggapan bahawa jurujual disitu* *sangat baik dan suka menolong.*					
I expect if there are varieties of products. *Saya beranggapan bahawa pusat membeli-* *belah mempunyai pelbagai jenis produk.*					
I expect the price to be affordable. *Saya beranggapan bahawa harga di situ* *adalah berpatutan.*					
I expect the mall to have all the facilities. *Saya beranggapan bahawa pusat membeli-* *belah lengkap dengan kemudahan asas.*					
I expect to have a great customer services. *Saya beranggapan pusat membeli-* *belah menyediakan perkhidmatan* *pelanggan yang baik.*					

Section C: Destination Image

Destination image towards shopping hub in One Utama, Kuala Lumpur. /
Imej destinasi pelancong terhadap pusat membeli-belah di One Utama,
Kuala Lumpur.

Statement / Pernyataan	1	2	3	4	5
There are wide varieties of shopping options in One Utama, Kuala Lumpur. *Terdapat pelbagai pusat membeli-belah di One Utama, Kuala Lumpur.*					
One Utama is the famous shopping hub among the international tourist. *One Utama adalah pusat membeli-belah yang terkenal dalam kalangan pelancong.*					
I am comfortable with the facilities provided for the first time I shopping at One Utama. *Saya selesa dengan kemudahan yang disediakan untuk pertama kali saya membeli-belah di One Utama.*					
Reasonable price of goods makes me to feel happy to shop in One Utama. *Harga yang berpatutan terhadap barang membuatkan saya berasa seronok membeli-belah di One Utama.*					
The public transport provided makes me easy to shop at One Utama. *Kemudahan awam yang disediakan memudahkan saya untuk membeli-belah di One Utama.*					

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Section D: Perceived Quality

Perceived quality towards shopping hub in One Utama, Kuala Lumpur. /
Penilaian kualiti pelancong terhadap pusat membeli-belah di One Utama,
Kuala Lumpur.

Statement / *Pernyataan*	1	2	3	4	5
I am satisfied with their quality of products offered in One Utama. *Saya berpuas hati dengan kualiti produk yang ditawarkan di One Utama.*					
I perceived that the product and services that provided are according to the latest trends. *Saya merasakan produk dan perkhidmatan yang ditawarkan mengikut peredaran zaman.*					
I perceived the quality of transportation to One Utama is good. *Saya merasakan kualiti terhadap kemudahan awam ke One Utama adalah bagus.*					
I perceived that the products offered in One Utama carries a good brand name. *Saya merasakan produk yang ditawarkan di One Utama adalah dari jenama yang bagus.*					
I perceived that the prices of products are reasonable with the quality of products offered. *Saya merasakan harga produk sangat berpatutan dengan kualiti yang ditawarkan.*					

THE RELATIONSHIP BETWEEN TOURISTS EXPECTATION, DESTINATION IMAGE, PERCEIVE QUALITY AND TOURISTS SATISFACTION ON SHOPPING HUB AT ONE UTAMA SHOPPING MALL

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