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**THE INTENTION TO REVISIT THE HERITAGE
SITES AND CULTURE IN MALACCA AMONG
THE YOUNG GENERATION IN MALAYSIA**

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LIST OF ABBREVIATIONS

Abbreviations

SPSS	Statistical Package for the Social Science
UNESCO	United Nations Educational, Scientific, and Cultural Organization
WHS	World Heritage Site

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ABSTRACT

The heritage and culture city of Malacca is one of the Malaysia's most popular attractions for domestic and international tourists. It has a mixture of heritage attractions that correspond to its status as one of the World Heritage Sites (WHS). Therefore, the intention of tourists to revisit the heritage sites need to be analyzed to determine its strengths and weaknesses as the heritage city of Malacca. The intention of revisiting the heritage sites is closely correlated to attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction as pillars to developing economy and social activity. This study investigates the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia. In the implication of time intervals, young generation cognitive toward heritage tourism and culture might vary according to the flexibility of time. In order to improve the intention to revisit, this study seeks and decide either these variables could be better managed or not between the attitude, subjective norm, perceived behavioral control, overall image, customer satisfaction and the intention to revisit. To achieve the objective of this research, a quantitative study was carried out. The total respondent in this study was conducted through online surveys with 198 respondents who has revisit to the heritage sites and culture in Malacca. For the analysis of data, reliability test and Pearson correlation would be used. As a result, our analysis showed high positive correlation between attitude, subjective norm, customer satisfaction and intention to revisit. Surprisingly, the effect of perceived behavioral control and overall image upon tourist revisit intention was showed moderate positive correlation. We conclude that attitude, subjective norm, and customer satisfaction increases the intention to revisit.

Keywords: Intention to Revisit, Heritage Sites and Culture, Young Generation, Attitude, Customer Satisfaction

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ABSTRAK

Bandar warisan dan budaya Melaka adalah salah satu tarikan paling popular di Malaysia untuk pelancong domestik dan antarabangsa. Ia mempunyai campuran tarikan warisan yang sesuai dengan statusnya sebagai salah satu Tapak Warisan Dunia (WHS). Oleh itu, intensi para pelancong untuk mengunjungi semula tapak warisan tersebut perlu dianalisis untuk mengetahui kekuatan dan kelemahannya sebagai kota warisan Melaka. Intensi untuk mengunjungi semula tapak warisan tersebut berkait rapat dengan sikap, norma subjektif, kawalan tingkah laku yang dirasakan, gambaran keseluruhan dan kepuasan pelanggan sebagai tonggak sokongan untuk mengembangkan ekonomi dan kegiatan sosial. Kajian ini menyelidiki intensi untuk mengunjungi semula tapak dan budaya warisan di Melaka di kalangan generasi muda di Malaysia. Dalam implikasi selang waktu, kognitif generasi muda terhadap pelancongan dan budaya warisan mungkin berbeza mengikut fleksibiliti masa. Untuk meningkatkan niat untuk meninjau kembali, penelitian ini mencari dan memutuskan apakah pemboleh ubah ini dapat dikendalikan dengan lebih baik atau tidak antara sikap, norma subjektif, pengendalian tingkah laku yang dirasakan, gambaran keseluruhan, kepuasan pelanggan dan intensi untuk mengunjungi semula. Untuk mencapai objektif penyelidikan ini, kajian kuantitatif dilakukan. Jumlah responden dalam kajian ini dilakukan melalui tinjauan dalam talian dengan 198 responden yang telah mengunjungi semula tapak warisan dan budaya di Melaka. Untuk analisis data, ujian kebolehpercayaan dan korelasi Pearson akan digunakan. Hasilnya, analisis kami menunjukkan korelasi positif yang tinggi antara sikap, norma subjektif, kepuasan pelanggan dan intensi untuk mengunjungi semula. Yang mengejutnya, pengaruh kawalan tingkah laku yang dirasakan dan gambaran keseluruhan terhadap intensi pelancong mengunjungi semula menunjukkan korelasi positif yang sederhana. Kami menyimpulkan bahawa sikap, norma subjektif, dan kepuasan pelanggan meningkatkan intensi untuk mengunjungi semula.

Kata kunci: Intensi untuk Mengunjungi Semula, Tapak Warisan dan Budaya, Generasi Muda, Sikap, Kepuasan Pelanggan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In this research is to investigate the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. In this chapter, the researchers are analyzing the background of the study, what is the problem statement, research question, research objective, scope of study, the significance of study and the definition of terms in the research.

1.2 BACKGROUND OF THE STUDY

Tourism is an important activity in the services sector. The contribution to national income is increasing. Therefore, this activity needs to be strengthened to contribute income for the country. The objective of this article is for tourist satisfaction, motivation and cultural uniqueness for tourists to revisit heritage sites in the state of Malacca from the perspective of tourists and visitors. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has recognized the state of Malacca as a World Heritage Site (WHS). This is because Malacca meets the selection criteria

stated in the Operational Guidelines for the Implementation of the World Heritage Convention and there are many national heritage treasures and various historical sites in Malacca. Heritage buildings such as A-Famosa, Stadhuys and traditional shop houses in the city are still preserved by maintaining their aesthetic value. Therefore, this study selects the state as a case with a focus on tourism centers around Alor Gajah, Bandar Malacca and Ayer Keroh. Using the observation method of this study records the behavior of tourist as well as the architecture and infrastructure at the tourist site. A survey using survey questionnaires was also used to gather relevant information. The findings also show that most tourists choose Malacca as a family holiday destination.

Tourists have their own perception of the satisfaction of traveling to a place. Tourist perception is a reflection of a tourist's experience of a tourist area visited. A tourist's perception generally involves five senses, namely sight, hearing, taste, touch, and smell to evaluate the hospitality and services of the tourism products offered. The phrase that perception is more than reality reflects the diversity of tourist behavior. The description drawn by a tourist about a tourist center is made based on his perception and experience. Often fun experiences give birth to perceptions that go beyond reality. Similarly, when tourists experience something unpleasant while traveling somewhere, the perception formed is usually worse than reality. The perception of a tourist, although not an acceptable view but useful to give an idea of the advantages or disadvantages of a tourist center. This is important in efforts to develop the tourism sector of countries such as Malaysia.

Some tourists, whether local tourists or foreign tourists, come to Malacca because they want to visit various relics and historical heritage sites. While some other tourists visit the state because they want shopping. Therefore, various products on

historical heritage and various facilities in the form of shopping malls have been developed. The effort is one of the important strategies to promote tourism in the state of Malacca. For promotional purposes, the state government and the Ministry of Tourism Malaysia will continue to help foster smart partnerships between the government and tourism organizations and the private sector. This partnership will shape the image and enhance the good name of the state of Malacca as an attractive tourist center.

Tourism is a type of tourism activity that continues to conserve, provide various facilities in areas that have tourist attractions, whether related to the environment or culture, and modernize the social structure in the area to become an economic activity that contributes to national income and can increase living standards of the local community (Murphy, 1985).

Malacca heritage sites represent symbolic identification of national historical assets in Malaysia. The integrated attributes of national heritage comprise historical heritage, cultural heritage and nature heritage. The capital of the historical city as UNESCO recognition arouses the flourishing development of heritage tourism in Malacca. The knowledge of expertise is crucial in conserving and preserving the heritage culture that include sustainable practices in archaeology, the gallery of philosophy disseminations influenced visitors (excursionist, tourist) from overall impression toward the background of heritage.

Table 1.1: Tourists Arrivals in the First Half of 2019 and 2020

January-June	2019	2020	Tendency
Tourism Arrivals	> 13.3 million	4,252,997	(68.2%)
Number of excursionists	4,782,587	1,712,140	(64.2%)
Tourist expenditure	RM 41.6 billion	RM 12.5 billion	(69.8%)
Per capita expenditure	RM 3,121.60	RM 2,956.10	(5.3%)

Source: Tourism Malaysia

Based on Tourism Malaysia, Malaysia had undergone negative growth in the first half of 2020 rather than 2019 in the context of covid-19. Generally, tourist arrivals showed a notable drop of 68.2% from over 13.3 million (2019) to 4,252,997 (2020). In the same implication, the numbers of excursionists had decreased 64.2%. While the downfall for tourist expenditure, per capita expenditure is recorded 69.8% and 5.3% respectively. All state, local, and territorial travel restrictions have attempted in their practices to recover from the degradation and equilibrium. It also captures the strategies to attract revisit intention. Revisit intention can be known as repurchase intention or reminisce experience based on oneself intend to satisfy their expectation (Bolton.1998).

1.3 PROBLEM STATEMENT

This research probes the young generations' revisit intention toward the contemporary development of heritage tourism in Malacca. In the implication of time intervals, renewed research is required to understand visitors' attitude and relationship

between revisit intentions. It is because cognition toward heritage tourism and culture might vary according to the flexibility of time. The intention of revisiting the heritage site is closely correlated to attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction as supportive pillars to developing economy and social activity. However, uncertainty to these factors might decelerate the integration of values such as aesthetics, discovery that bring reverse impact to heritage tourism, society and economy. This study has led to the concern of the particular issues such as knowledge blind zone and stereotype among the potential group of youth as antecedent in order assist marketer to formulate marketing strategies. Otherwise, it might caused the barriers to promote heritage sites.

The research objectives aim to study the knowledge of behavioral models of the young generation in sequence to fulfill the intention to revisit the heritage destination and reshape the successful indicators and image. This investigation also analyzes the youth's considerations in the context of perceived authenticity and intention to revisit those that attract their recommended destination to other individuals, from small numbers to large groups. This study showed remarkable influence to operator institutions to forecast the arrival of visitors in improvement activity from each seasonal, occasional and frequent visitation.

1.4 RESEARCH OBJECTIVES

The purpose of this research study are:

- i. To examine the relationship between attitude and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia.
- ii. To examine the relationship between subjective norm and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia.
- iii. To examine the relationship between perceived behavioral control and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia.
- iv. To examine the relationship between overall image and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia.
- v. To examine the relationship between customer satisfaction and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia.

1.5 RESEARCH QUESTIONS

The research questions are:

- i. What is the relationship between attitude and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia?
- ii. What is the relationship between subjective norm and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia?

- iii. What is the relationship between perceived behavioral control and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia?
- iv. What is the relationship between overall image and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia?
- v. What is the relationship between customer satisfaction and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia?

1.6 SCOPE OF STUDY

In this study, we are focusing more and analyzing the heritage culture and attraction. This is because heritage culture and attraction are one of image or the sign for each country. In this study also analysis about the intention to revisit the heritage sites in Malacca so that we can know what the factors or the effect are that the young generation like university students like to visit the heritage culture and attraction although they all go many times or family. The location that we chose and selected is in Malaysia. Usually, the intention to revisit is based on the attitude of the tourists and visitors, subjective norm of the visitors, perceived behavioral control, overall image for heritage and customer satisfaction in heritage sites. Because of this reason, it can make the tourists or visitors that want to revisit the heritage culture and attraction or not. Besides that, it also can help the tourism industry to develop the company from time to time because it satisfies tourists whether the place is interesting or not.

1.7 SIGNIFICANCE OF THE STUDY

As the tourism industry becomes more and more competitive, different tourist destinations have increased the number of newcomers and their revisit main goal. Therefore, the increase in the number of visitors has also become an important goal of destination marketing. This article summarizes the research on decision-making behavior of revisiting among the young generation in Malaysia and analyses the motivations and influencing factors of tourists' revisiting behavior, focusing on the classification of structural models used by scholars, mainly including attitude, subjective norm, perceived behavioral control, overall image, and customer satisfaction of revisiting decision-making behaviors.

This research carried out rich empirical analysis and exploratory research on the decision-making behavior models of revisits through different classification standards. The research conclusions can provide references and improving the resource integration and image of domestic tourism destinations, enhancing marketing performance, and provide a basis for the improvement of the revisit rate and sustainable development of regional tourism destinations.

1.8 DEFINITION OF TERMS

The terms used in this study or this research study are the heritage attraction, heritage culture, intention to revisit, attitude, subjective norm, perceived behavioral

control, overall image and customer satisfaction. Below is all the definitions for each of the terms.

1.8.1 HERITAGE CULTURAL/ ATTRACTION

The heritage cultural is one of the element, architectural and monumental sculpture and painting works, the concept of the structures, the value of the history art and science. The heritage cultural is one of the outstanding Universal Value that can show the history each country, the act meaning and others. (Jafar Rouhi, 2017)

1.8.2 ATTITUDE (ATT)

Based on (Allport,1935), the attitude is a sign of the state in mind that based on our experience, decision that can make the individual response in the emotion or the behavior in one kind of the situation and it can toward the positive or negative attitude.

1.8.3 SUBJECTIVE NORM (SN)

Subjective norm is the key that is reflect to a person decision-making behavior associated that make the influential people idea that based on their perceived value. Usually, the influential people can know as the person who is closed relationship such family, friends and individual that can encourage or no in their personal behaviors (Ajzen,1991, p.188).

1.8.4 PERCEIVED BEHAVIORAL CONTROL (PBC)

Based on (Ajzen & Madden, 1986; Chang, 1998), the perceived behavioral control can be determined as one of the functions of control the visitor beliefs and it can control the perception of the existence recourse or not to achieve the result. This factor can help to promote and limits the action to respond the specific problems.

1.8.5 OVERALL IMAGE (OI)

The meaning of the image is one the conceptualization that can make reflects to set of belief, idea and the impressions in the public and it is about the product, service

destination and others. Usually the image is an international concept that the public develops based on the information (Kotler, Haider, and Rein, 1993).

1.8.6 CUSTOMER SATISFACTION (CS)

The customer satisfaction is defined as the customer contentment response and it can make the evaluation after using the product whether is good or not. Besides that, it can measure the emotional customer based on the service and product (Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen, 2020).

1.8.7 INTENTION TO REVISIT (ITR)

Based on (Xuan Truong Nguyen, 2020), intention to revisit is defined as the customer can received or come and back after a few times the tourists go because of the satisfaction and it is depending on the visitors to return or not.

1.9 SUMMARY

In this chapter, the researcher discusses the background of the study, the problem statement, research objectives, and research questions, the importance of the study and the definition of the terms used that are important. Therefore, there is a need to do this study to show tourists revisit at Malacca. This is more concerned with what happens at and as a result of the various confluences between heritage and tourism.

Heritage and tourism studies are usually centered on the purpose and impact of tourism activities, destination pictures, and the management. Therefore, it is true to believe that, if properly planned and managed, revisit tourism can play an important role in reviving economic growth and spreading prosperity throughout the country.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a summary of a previous chapter topic. The second chapter discusses the relevant issues and literature review of the relationship between knowledge, perception, attitudes and awareness of revisit travelers. This chapter will also discuss the relevance of the research theory.

According to (Mukesh, Salim, & Ramayah, 2013), the word ‘literature’ in a general context refers to stories, novels and poetries. Nevertheless, in the context of research, the term ‘literature’ in a literature review refers to the published or unpublished research articles which others should be described, objectively, summarize, clarify, evaluate and have conducted in the areas which are related to one’s study. These articles are referred to understand and investigate one’s research problem.

2.2 UNDERLYING THEORY OF HERITAGE SITES AND CULTURE IN MALACCA

The discussion of cultural heritage is related to the way people recognize and appreciate the culture. Cultural heritage provides people with an idea of understanding and appreciating culture. This idea treats culture as a representative of human civilization passed on from generation to generation. According to this idea, everyone recognizes the cultural significance of heritage objects in different ways. It is interesting to explore the relationship between the concepts initially introduced by a platform and the local cultural heritage.

Over time, the definition of culture has changed in the social environment. A common explanation is to define culture as opposed to nature. When nature represents natural or primitive things, culture becomes artificial and learning culture. But this concept can also have other meanings, such as the wilderness and the uncontrolled side of nature. On the contrary, culture becomes a sign of progress and evolution—a way of controlling and obeying nature (Von Unge, 2008).

Museums, art galleries, buildings, technical equipment, and others represent and reflect the world we live in. It includes tangible and intangible aspects. Since the late 1990s, the concept of heritage affected by post-colonialism and increasing social diversity has faced a series of different perspectives (Smith, 2006). In the 1960s and 1970s, public interest in heritage increased, and today it is often described as an industry. With the development of heritage tourism, new legislation and methods related to heritage protection and management have emerged, such as the Burra Charter (2013).

Today, people's interest in copying history is increasing, which has been recognized in many research fields.

2.2.1 THE HISTORICAL AND CULTURAL OF MALACCA CITY

Malacca is one of the outstanding examples of historical colonies, which have shown a series of historical and cultural influences. It bears witness to an active multicultural heritage tradition in Asia, where many religions and cultures meet and coexist. It reflects the integration of cultural elements of the Malay Archipelago, China, India and Europe, and constitutes a unique architecture, culture and urban landscape (Harun et al., 2010).

The establishment of Malacca began in 1261, when the Malay Sultanate of Malacca was a famous trading center. The Malacca River has therefore become the core of the commercial and administrative center. Since then, the Port of Malacca has become a 'must-see attraction', attracting tourists from all over the world to visit. It is an Islamic center and a legacy of the management, governance and development model of Malay customs and culture implemented throughout the archipelago.

Malacca was coveted by colonialism because of its abundance. Since 1511, Malacca has been attacked by colonists and successively conquered by Portuguese, Dutch and English. As a colony, Malacca still preserves many buildings built by colonist at that time, such as castles, palaces, churches, buildings and fortresses that have survived. However, due to wooden buildings and destruction during the colonial

period, some buildings and fortresses are no longer visible. Figure 2.1 shows the surviving ‘A Famosa Fortress’ (Porta de Santiago) in Malacca.



Figure 2.1: The Surviving ‘A Famosa Fortress’ (Porta de Santiago) in Malacca

Source: Picture from Google Search

The long history has created a diverse culture. Nowadays, people can see Malay, Chinese, Indian, and Portuguese neighborhoods in Malacca. In addition, visitors can also see various buildings in Malacca such as the Portuguese Santiago Gate, St. Paul Church, the Dutch Governor’s Palace, the Arabic-style Malacca Mosque and Chinese-style temples. Numerous monuments are covered with moss and rocks, and they are slightly dilapidated, but they contain the glorious and sour story of Malacca Kingdom for 700 years. These have always been the intention of attracting tourists to visit this historic city of Malacca.

2.3 THE FACTOR OF INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA

2.3.1 ATTITUDE (ATT)

Attitude is a signal of state of mind based on cognition, prompting the directive or dynamic influence on a personal reaction (expression, emotion, behaviour) to person and circumstances that he or she comes into contact with (Allport, 1935). The existing study on personal attitude is extremely vital to identify the presence of positive attitude or negative attitude that influence visitors' intention to revisit historical sites. This study also raises attention toward negative attitudes by identifying beliefs, doubts and emotional concerns to eliminate uncertainty in order to help planners design desirable plans and activity that might turn barriers to venture opportunity.

The first important element of the behaviour intention is the attitude which we can explained as the extent to the person which has good or bad evaluation of the behaviour. Besides that, the attitude toward performance or the behaviour is trusted to be one the purpose of the behavioral beliefs which can represent the perceived of the assessment of the outcome and meaningful assessment. It is determining to perform of a specific performance, which a type person is likely to measure the advantages and the price to answering from the behavioral (Heesup Han, Li-Tzang Hsu, & Chwen Sheu, 2010).

2.3.2 SUBJECTIVE NORM (SN)

‘Subjective norm revealed significant features which is the perceived social influence to act or not to act the behaviour’(Ajzen, 1991). Subjective norm reflect the key person decision-making behaviour associated with the influential people’s ideas and synthetically generated ideas based on their perceived value. The influential people known as the closer relationship or their valuable perspective from family, friends and colleagues, individuals that encourage their behaviour. Ajzen Icek (1991) remarked that the weak existence between subjective norms and one’s initiative compare to personal factors which are attitude and perceived behavioral control. In the opposite context, the relevant study has proposed descriptive and social norms to support the statement that there is a significant correlation between intention of revisit and subjective norm (Rivis & Sheeran, 2003). Descriptive norms contribute substantial outcomes to understanding the projecting of behaviour of visitors in a certain manner. While social norms expose the intention of other people to attempt, govern behaviour on choose the specific period to return the historical sites based on the motivation such as to gain educational experience, recreational experience. Likewise, Jalilvand & Samiei (2012) claims that the adoption of electronic word of mouth could raise an appealing atmosphere and opportunity by identifying the subjective norm from target respondents.

2.3.3 PERCEIVED BEHAVIORAL CONTROL (PBC)

According to (Ajzen, 1991, p. 122), the perceived behavioral control is described as ‘perceived difficulty in performing the behavior’. Perceived behavioral control can assess how people perceive the control factors, and these factors help promote and limit the actions required to respond to specific situations. (Ajzen & Madden, 1986; Chang, 1998) described the perceived behavior control is determined according to control beliefs. Control beliefs refer to people’s perception of the existence / non-existence of resources / opportunities to achieve results.

The existence of sufficient resources and the ability to control behavior barriers will affect the execution of behavior. The more resources an individual perceives and the fewer obstacles they encounter, the stronger their perceived behavior control, and even their willingness to perform behaviors will be stronger. Many of studies have shown that people’s intentions / behavior are positively affected by their self-confidence in their own behavioral capabilities (Baker et al., 2007; Cheng et al., 2006; Conner & Abraham, 2001; Taylor & Todd, 1995). These research results show that when the lack of required resources (such as cost or time) makes an individual have little control over a certain behavior, despite the facts, his and her behavioral intentions will reduce his or her positive attitude toward the expected behavior attitudes and subjective norms.

2.3.4 OVERALL IMAGE (OI)

Based on (Kotler, Haider, and Rein, 1993), the definition of an image is a conceptualization that reflects a set of beliefs, ideas and impressions of the public about a product, services, destinations, individuals, companies, or brands. Image is a global concept that the public develops based on information acquired and processed over time (Assael, 1984). A strong sense of brand comes from the unique and good image of a brand (Keller, 1993), which means that a positive image is essential to brand power (Govers, 2003).

In addition, images can greatly influence the decision-making process and behavior of consumers by providing shortcuts when processing purchase data (Kotler & Gertner, 2002). Therefore, imagery has been regarded as the main research field in the field of hotel and tourism literature and business. Dichter (1985) and Mazursky and Jacoby (1986) similarly pointed out that an image is an overall phenomenon / impression formed by an individual's cognitive and emotional evaluation of object attributes.

Cognitive image (CI) are related to consumers' beliefs based on the evaluation of the known attributes of objects such as Malacca's historical and cultural sites, while affective image (AI) are centered on how individuals feel about objects. Tourism research usually assumes that cognitive, affective, and overall image can be used to evaluate the image of a destination. For example, Baloglu and McCleary (1999) use three cognitive dimensions which are quality of experience, attractiveness, and value / environment to describe the cognitive image (CI) of a destination. Dichter (1985) and Mazursky and Jacoby (1986) believe that the combination of cognitive image(CI) and

affective image (AI) will affect the overall image. In this way, cognitive image (CI) and affective image (AI) can directly contribute to the overall image.

2.3.5 CUSTOMER SATISFACTION (CS)

Based on the analysis (Heesup Han and Ki-Joon Back, 2007), the customer satisfaction is one of the important impacts in purchase the intention in the service sectors like fast food banking and others. Besides that, the customer satisfaction is also one of the important and valuable outcomes of all the marketing activities. This because the customer satisfaction is one of the key component in any customer remembering program is call as satisfaction and it is also not only one strategy or plan.

The customer satisfaction is usually can be defined as one of the customer's contentment response or also can be evaluation of how good that a product place a need. The customer satisfaction also can be measure by the emotional response or the customer from the customers service or the experience and it is also can contact of the expectation and experiences result in the feeling and others. It is also can considered a vital of the customer or traveler experiences (Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen, 2020).

2.4 INTENTION TO REVISIT

Based on (Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen, 2020) the intention to revisit has been identified as one of the keys of the research topic in the tourism literature. The intention to revisit is one of the tourist destinations can be defined as one of the keys of the behavior and it can meanings as the visitor or the travelling repeat or revisit the destination one more time. Many researchers are agreeing that the things that repeat to stay longer at destination or other budgets than the first time.

Based on (Xuan Truong Nguyen, 2020), the meaning of revisit is the intention of come and back for a few times again. The tourist revisit intention has got the tourist's purpose to go and received from some researchers. Usually, the visitors or guest that like to go more than many times that went back the same destination in the future is called as the intention to revisit the place although going many times because of the satisfaction. The intention to revisit or revisit intention is depending to the person whether the visitor want to return the same destination or not.

Based on (Ramon Palau-Saumell 1, Santiago Forgas-Coll Javier Sánchez-García and Lluís Prats-Planaguma, 2013), intention to tourism can be defined as the services produce that repeat the places based on the experience that can be positive or negative and it can be considered as the accommodations, facilities and others. Intention to revisit is also one of the motivations that can make the visitors to visit the heritage places and it can respect as their own culture or heritage sites such as traditional clothes, food and others. With this, it can encourage and increase the visitor to visit the heritage sites.

2.5 RELATIONSHIP BETWEEN ATTITUDE, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL, OVERALL IMAGE, CUSTOMER SATISFACTION AND THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA

2.5.1 ATTITUDE AND THE INTENTION TO REVISIT

Previous finding have shown a positive establishment between attitude and revisit intention to the destination (Yen-Nee Goh, 2015). Attitude revealed visitor tendencies and their initiative to embrace involvement in heritage sites toward operators' strategies. Responsiveness toward participating in an event is one response to evaluate visitors' favourable attitude. Perceived understanding and trust relationship toward services providers' behaviour. The feasibility of stronger positive relationship is crucial in determining the successful transaction and willingness for visitors to create extra experiences by increasing purchase intention on tourism products.

H1: Attitudes remains significant correlation on intention to revisit heritage sites and culture, Malacca.

2.5.2 SUBJECTIVE NORM AND THE INTENTION TO REVISIT

Subjective norm emphasized beliefs about other perception, thinking decisions make them act in particular ways. It is also defined as subconscious persuasiveness of their own to evaluate other benefits and different suggestions in making conclusions. Different character and perception drives unified behaviour intention. Considerations about social circle and perceived economic range that accommodate the number of companions, the length of staying, tickets prices influenced by other, closer relationships on their decision making to revisit the heritage site.

H2: Subjective norm remains a significant correlation on intention to revisit heritage sites and culture, Malacca.

2.5.3 PERCEIVED BEHAVIORAL CONTROL AND THE INTENTION TO REVISIT

A positive perceived behaviour control facilitates the effective strategies to the intention of revisit to heritage sites. Perceived behaviour control measures visitor carrying capacity toward their voluntary of visit location. The highest of perceived behaviour control, the increased likelihood of return involvement and effort paid magnificently integrate with expected value to fulfil curiosity in heritage sites. For instance, the availability of packages must accommodate tourists' expected value of expenditure, the duration of stay. By analyzing customer barriers and circumstances,

operators need to implement solutions that also be considered customer supplement resources to attract their intention to revisit the heritage sites.

H3: Perceived behaviour control remains significant correlation on intention to revisit heritage sites and culture, Malacca.

2.5.4 OVERALL IMAGE AND THE INTENTION TO REVISIT

Overall image involved spatial planning in developing destination attractiveness which might suit with visitor preference. Overall image could identified as a tangible element or perceived value supported by hospitality services who create an appealing atmosphere such as organization culture, cleanliness, and the readiness of receptionist deal with customer issues. From the overall image, idea innovation might raise the frequency for excursionists to revisit the heritage attraction. While the service accreditation might expand tourist repurchase intention with the same hotel operator. Other than that, disseminate the promotion strategies and locals know how to create curiosity for visitors to explore experience. Previous studies have described three characteristics of overall image which are cognitive, affective, and conative (Bang Nguyen Viet, Huu Phuc Dang & Ho Hai Nguyen, 2020). The visitor evaluates overall attractiveness of panorama heritage city and perceived value of service quality drives a sense of belonging and reminiscing visitors' experience to revisit heritage sites.

H4: Overall image remains significant correlation on intention to revisit heritage sites and culture, Malacca.

2.5.5 CUSTOMER SATISFACTION AND THE INTENTION TO REVISIT

The existing literature has shown intense strength between customer satisfaction and intention to revisit the heritage places (Yen-Nee Goh, 2015). Satisfaction considered as post purchase evaluation and it estimates anticipation and gain from overall fulfillment and pleasure purchase experience. The sustainability of historical places also regards as destination loyalty to obtain aesthetic experience from cultural contact, archaeology tourism, accredit integration of elements in the destination.

H5: Customer satisfaction remains a significant correlation on intention to revisit heritage sites and culture, Malacca.

2.6 CONCEPTUAL FRAMEWORK

According to Ravitch and Riggan (2012), conceptual framework assists the researcher by helping to shape the research question, literature review and all issue relating to methodology, data collection, data analysis and discussion. This conceptual framework also helps us as a researcher to develop the interview question and questionnaire to ensure the objectives of the research can be achieved.

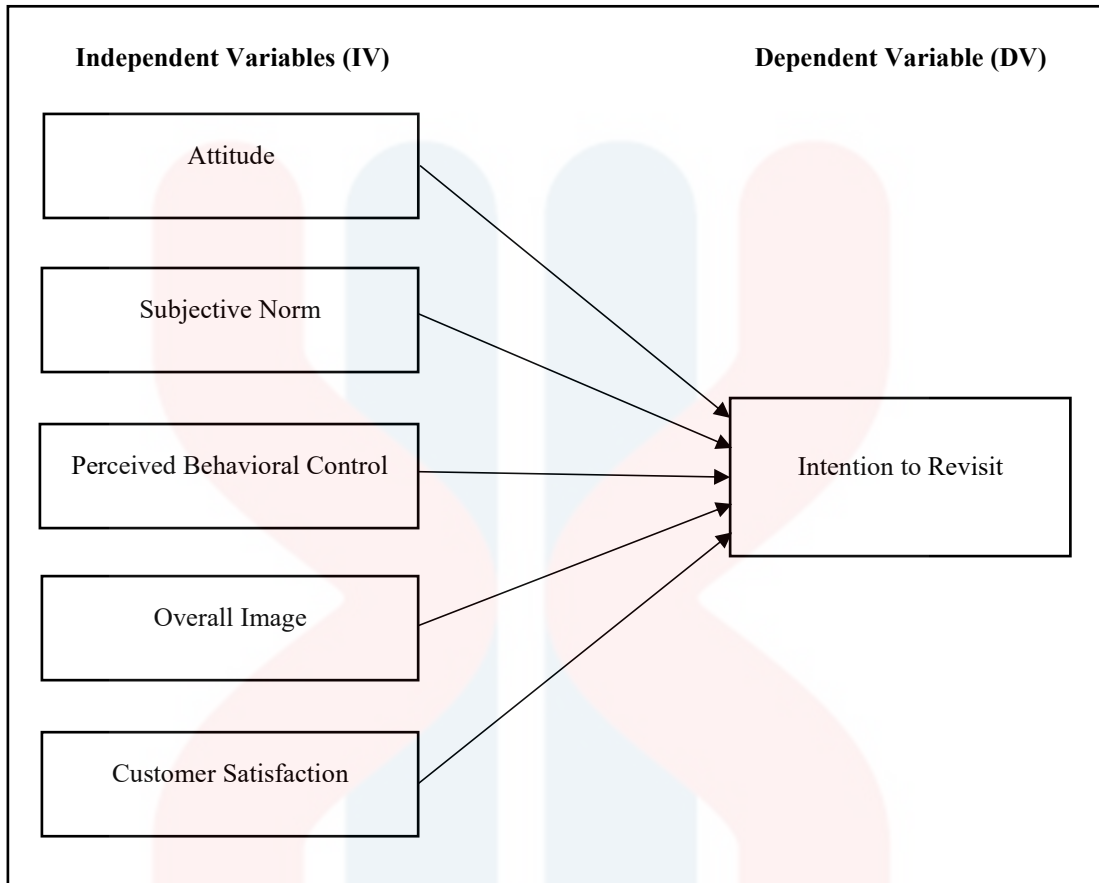


Figure 2.2: Conceptual Framework of the Study

2.7 SUMMARY

Summary for this chapter is about a focus on what can tourist revisit at heritage place in Malacca. The focus in this literature is the identification and broader discussion that can be helping the tourism sector and personal interests, which can lead to the revisit at heritage place. In this chapter also show about respond between the variables as well as conceptual frameworks that also help shape the literature and all related issues.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter describe and discussing about the methodology that used in this study. It is including the design, population, sample size, sampling method, data collection procedure, research instrument and data analysis. This research was adopting quantitative method based on several respective which including objective of study, research question as well as scope of study. The methodology was very important because it is to understand the purpose clearly when the researcher conducting the analysis. The major parts of the research methodology were research method, step of data collection, sampling plan, field work plan and analysis plan (Mukesh, Salim, & Ramayah,2013). Usually, this study was describing and analyzing whether how and where the questionnaires or the survey that had been distributed.

3.2 RESEARCH DESIGN

A research design was the basically plan in the methodology which is a study that provides the specification of the procedures to fulfill the research objectives and

research question or the hypothesis test of a study or research (Mukesh, Salim, & Ramayah, 2013). In this analysis and study, the research design that used was the descriptive research method. This was because the descriptive research design can be describing and explain to the observation, analysis, and description and to collected information which had been a phenomenon or the current situation or the characteristic in one company or group (Mukesh, Salim, & Ramayah, 2013).

In the description research design method, the researcher was using the quantitative research as the main research design. This was because the quantitative research can refer to the organize to way to collect and analysis the data form the other resources. Besides that, the quantitative research was including the use of the statistical and other tools to obtain the results and it also become one of structures relationship between problems and the factors. This research was to examines the relationship between the independent variable and dependent variable which the independent variables are attitude, subjective norm, perceived behavioral control, overall image, customer satisfaction and for the dependent variables is intention to revisit.

3.3 POPULATION

According to Umair Majid, MSc (2018), a population can be defined as the target that intends to the investigate the people, events, and others. In this research was to examines and the relationship whether the young generations in Malaysia intention to revisit the heritage sites and culture in Malacca. So, the population in this research was the young generation in Malaysia as the main because the researcher wants to analysis

that whether the young generation nowadays still want to visit the Malacca again. According to a rough calculation current breakdown of population data (as at mid-2018) available from the Department of Statistics, there are about 14 million out of Malaysia's 32.4 million population are aged between 15 and 40, which is young generation. Table 3.1 has shown the population of young generation in Malaysia.

Table 3.1: The Population of Young Generation in Malaysia (2019)

State / Federal Territory	15 to 39 Years Old ('000)	15 to 29 Years Old ('000)
Selangor	3021.8	1703.3
Sabah	2083.2	1405.1
Johor	1640.9	1029.4
Sarawak	1234.6	822.3
Perak	1050.5	722.8
Kedah	917.3	627.5
Kuala Lumpur	805.9	450.6
Kelantan	782.2	568.1
Penang	779.1	481.3
Pahang	745.6	484.4
Terengganu	529.1	367.9
Negeri Sembilan	499.3	333.5
Melaka	410	273.3
Perlis	108.0	74.4
Labuan	45.9	25.7
Putrajaya	36.9	14.8

Source: Department of Statistic Malaysia (2019)

3.4 SAMPLE SIZE

Sample refers to the element of the population. The member of the sample was known as subject and the total number of subject in the sample known as sample size. Sample was a selected element of people of things that are chooses for participation in as study and mostly people were referred to as subjects or participants. The sample could be extremely large if population is national or international in nature. The sample size was normally determined by population. According to Krejcie and Morgan (1970), for population, that was more than 1,000,000 the required sample is 384. For this, frame was needed so that everyone in the population is identified so they will have an equal opportunity for selection as a subject.

$$s = \frac{X^2NP(1-P)}{d^2(N-1) + X^2P(1-P)} \quad (3.1)$$

s = Required sample size

X² = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = The population size

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

D = The degree of accuracy expressed as a proportion (.05)

Table 3.2: Table for Determining Sample Size from a Given Population.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
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 : Kerjcie and Morgan (1970)

3.5 SAMPLING METHOD

The sampling was one of the statistical process of selecting a subset (called a ‘sample’) of a population of interest for purposes of making observations and statistical

inferences about that population. The social science research was generally about inferring patterns of behaviour within specific populations. So, cannot study entire populations because of feasibility and cost constraints, and hence, we must select a representative sample from the population of interest for observation and analysis. It was extremely important to choose a sample that was truly representative of the inferences derived from the sample can be generalized back to the population of interest. Improper and biased sampling was the primary reason for often divergent and erroneous inferences reported in opinion polls and exit polls conducted by different polling groups.

For this research, the researchers adopted the convenience sampling, which was under non-probability technique. The researchers choose this sampling because it was prompt, uncomplicated, and economical. Convenience sampling was the sampling that more refer to the collection of the information from the target population who was convenient and suitable to provide it. By using this sampling, researchers can collect data from the target population more quickly, easily, and at low cost.

3.6 DATA COLLECTION PROCEDURE

In this study, the information was collects by using online questionnaires. Online questionnaires had been assigned randomly to the youth people who are visiting to Malacca. The questionnaires had been assigned at several popular destination points for tourist especially heritage places such as in Malacca. The data had been collected at a few famously landmark and places in Malacca which are A Famosa, Jonker Walk, Encore Malacca and The Shore Sky Tower.

Respondents had been selected based on several characteristics. Firstly, respondents must be youth people. Secondly, the respondent should be a tourist and lastly, they should be tourist like to travel. To make sure the respondents selected are qualified to all the criteria state above, researchers marked the purpose of the research questionnaire before respondents answering, such as ‘the revisiting intentions and perceived value of the young generation of Malaysians on the contemporary development of historic sites in Malacca’.

The questionnaire had been distributed in March to May as researchers were having a new semester class on that time. It was taking one and half month to contributed the question to the young generation in Malaysia. Moreover, according to Mehta (2007) from June to October, Arab tourists who are during their summer season will tend to visit Malaysia more as to stay away from the heat in their own country. The questionnaire contains items to answer the research objectives had privacy and confidential agreements of the responses.

3.7 RESEARCH INSTRUMENT

This study was conducted an instrument that has been examined by Han, Heesup, Hsu, L. T. & Sheu, C. (2010), Zhang, G., Chen, X., Law, R. & Zhang, M. (2020), Lee, Jin-Soo, Hsu, L. T., Han, H & Kim, Y. (2010), Som, A. P. M., Marzuki, A., Yousefi, M. & AbuKhalifeh,, A. N. (2012), Han, H. & Back, K. J. (2007), Abdullah, S. I. N. W. & Lui, E. (2018), Goh, Y. N. (2015), Valle, P. O., Silva, J. A., Mendes, J. & Guerreiro, M. (2006). To discuss the objectives, four section were established to examine five

independent variables that revealed correlation toward Malaysia youth intention to revisit the heritage sites in Malacca. Table 3.3 illustrates all the items and to access the extent of elaboration that integrate into each of the section.

Table 3.3: Questionnaire Composition.

Section	Items	Number of Items	Supporting References
Section A	Demographic Data	9	- Yen-Nee Goh (2015) - Ahmad Puad Mat Som et al (2012) - Researcher
Section B	Travel Characteristics	5	- Patricia Pinto et al (2006) - Siti Intan Nurdiana Wong Abdullah, Eric Lui (2018) - Ahmad Puad Mat Som et al (2012)
Section C	Youth Perceived Values	35	- Han et al. (2010), - Gege Zhang et al (2020), - Lee et al. (2010), - Ahmad Puad Mat Som et al (2012), - Han and Back (2007) - Researcher
Section D	Intention To Revisit Heritage Sites and Culture, Malacca	12	- Lee et al. (2010), - Ahmad Puad Mat Som et al (2012)

Source: Developed for this research

3.7.1 QUESTIONS USED IN SECTION A OF THE QUESTIONNAIRE

Section A was elaborate for the gathering of data on respondents’ demographic profile. It was involving gender, ethnicity, state, age, employment status, occupation, reason for revisit, monthly income and education level. The items listed are shown in Table 3.4.

Table 3.4: Questions Used in Section A of the Questionnaire – Demographic Profile of Respondents.

Supporting References		Items	Characterization
Yen-Nee Goh (2015), Ahmad Puad Mat Som et al (2012), Researcher	Gender	Male / Female	
	Ethnicity	Malay / Chinese / Indian / Baba and Nyonya / Portuguese / Eurasia / Other	
	State	Malaysia - 13 State and 3 Federal Territories	
	Age (Youth)	Between 15 - 40 years old	
	Employment Status	Employed / Freelancers / Self-Employed / Unemployed / Student / Other	
	Occupation	Government / Private Organization (Profit Oriented) / Non-profit Organization (Employment) / Self-Employed / Student / Other	
	Reason for Revisit	- Heritage - Rest and Relaxation - Visiting Relatives and Friends - Business - Meeting and Event	

	- Other
Monthly Income	B40:<RM4850 / M40:RM4850-RM10959 / T20:>RM10959
Education Level	SPM/STPM / Diploma / Bachelor / Master / PhD / Other

Source: Developed for this research

3.7.2 QUESTIONS USED IN SECTION B OF THE QUESTIONNAIRE

Section B used for contribution of data that generate findings related to travel characteristics. The travel characteristics acquisition incorporates five major items which are the main form of transportation ease for mobility, duration of stay, travel companions, availability of information and accommodation styles. The items are demonstrated in Table 3.5.

Table 3.5: Questions Used in Section B of the Questionnaire – Travel Characteristics

Item	Characterization/ Description	Supporting References
Main form of transportation ease for mobility	- Rental car	Patricia Pinto et al (2006)
	- Private car	
	- Public transports	
	- Other	
Duration of stay	- A day to a week	Siti Intan Nurdiana Wong Abdullah, Eric Lui (2018)
	- One week	
	- Exceed one week but less than a month	

	- Exceed a month	
Travel companion	- Alone	Ahmad Puad Mat Som
	- With my spouse	et al (2012)
	- Family	
	- Friends	
	- Relatives	
	- Business co-partner	
	- Follow tour group	
	- Other	
Availability of information	- Previous trip(s)	
	- Internet	
	- Brochures	
	- Travel guidebooks	
	- Travel agencies	
	- Travel expo and exhibitions	
	- Tourist information centers	
	- Words of mouth	
	- Other	
Accommodation	- Guest house	
Styles	- Homestay	
	- High range hotel / resort (4-5 star)	
	- Mid-range hotel / resort (3 star)	
	- Low cost hotel / resort(1-2 star)	
	- Serviced apartment and condominium	
	- Other	

Source: Developed for this research

3.7.3 QUESTIONS USED IN SECTION C OF THE QUESTIONNAIRE

Section C is distributed to identify youth visitor perceived values toward heritage tourism. In this entire part, 35 items were collected to gain further understanding of attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction in order to explore the validity of statement. For the survey session, this study adopted a Five-point Likert scale to review respondents' level of agreement. The accumulated score was established ranging from one (1) with 'strongly disagree' to five (5) with 'strongly agree'. The higher the score illustrated the greater the acceptance of the level of agreement. Table 3.7 indicated significant items for this component.

Table 3.6: The Five-point Likert Scale

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

Source: Mcleod, S (2019). *Likert Scale Definition, Examples and Analysis*.

Table 3.7: Questions Used in Section C of the Questionnaire – Youth Perceived Values Toward Heritage Sites and Culture, Malacca

Criterion	Supporting Reference	Items
Attitude	Han et al. (2010)	For me, return to Malacca heritage place when I visiting is : 1 – Very bad / Very Good. 2 – Fairly undesirable / Fairly desirable.

Subjective Norm	Han et al. (2010)	<p>3 – Fairly unpleasant / Fairly pleasant.</p> <p>4 – Fairly foolish / Fairly wise.</p> <p>5 – Considerably unfavorable / Considerably favorable.</p> <p>6 – Extremely unenjoyable / Extremely enjoyable.</p> <p>7 – Very negative / Very positive.</p>
	Gege Zhang et al (2020)	<p>1. The people who are valuable to me suggest I visit Malacca when traveling.</p> <p>2. The person who is valuable to me would hope me to visit Malacca when traveling.</p> <p>3. People whose ideas I value would prefer that I reminisce about Malacca when traveling.</p> <p>4. The mass media is beneficial for me to obtain useful sources about heritage attraction, Malacca.</p> <p>5. The influences of social platforms convince me to explore other activities in heritage sites, Malacca.</p> <p>6. My relatives and friends appreciate that spending time in activities associated with heritage culture in Malacca is necessary.</p> <p>7. When traveling with my family, I agree that arranging the heritage culture activities for our journey is required.</p>
Perceived Behavioural Control	Han et al. (2010)	<p>1. Whether or not I return to Malacca when traveling at heritage sites is relies</p>

	<p>on my decision.</p> <p>2. I am certain that my schedule, if I plan, I will be able to return to the heritage site on my next visit to Malacca.</p> <p>3. My carrying capacity allows me to revisit the heritage site when traveling to Malacca.</p> <p>4. I have sufficient capital to comprehend and appreciate heritage culture.</p> <p>5. I am keen on raising my cultural perspective to cherish the appreciation of heritage culture.</p> <p>6. I can easily obtain information about heritage culture tours and promotion details in Malacca.</p> <p>7. I can familiarize and conveniently access the place where culture heritage activities are located.</p>	
Overall Image	Gege Zhang et al (2020)	<p>Very negative (1) / very positive (5)</p> <p>1. The destination panorama I felt in heritage places in Malacca is...</p> <p>2. The overall image I have regarding heritage places in Malacca is...</p> <p>3. Generally, I recognize that Malacca heritage places have a attractive image drives my intention to revisit there.</p>

	<p>Ahmad Puad Mat Som et al (2012)</p>	<p>4. Malacca as a ‘Truly heritage culture’ destination.</p> <p>5. Friendly local people.</p> <p>6. Enrich distinguished features of local food.</p> <p>7. Communicate in English is commonly language among local community.</p> <p>8. Deserve for purchase experience.</p>
<p>Customer Satisfaction</p>	<p>Han and Back (2007)</p>	<p>1. Generally, the touring has met my expectation to return to heritage sites, Malacca.</p> <p>2. As a whole, I am happy with my choice to return to Malacca heritage sites.</p> <p>3. I am pleased with the service experience while I return.</p>

Source: Developed for this research

Modifier items comprises the question that had been modified by researchers from other sources to provide additional questions which have correlative relationship with subjective norm.

Table 3.8: Modifier Items (Subjective Norm)

Modifier items: By Researcher	
Subjective Norm	<ol style="list-style-type: none"> 1. The people who were valuable to me suggest I have revisit the heritage places when traveling in Malacca. 2. The person who is valuable to me would hope me to revisit the heritage places in Malacca. 3. People whose ideas I value would prefer that I reminisce about the heritage places in Malacca.

Source: Developed for this research

3.7.4 QUESTIONS USED IN SECTION D OF THE QUESTIONNAIRE

To describe youth intention to revisit heritage sites and culture in Malacca, 12 items were applied in Section D. Respondents need to select one statement based on their evaluation of items. In Section D, this study adopted a Five-point Likert scale to assess respondents' level of agreement. The accumulated score was established ranging from one (1) with 'strongly disagree' to five (5) with 'strongly agree'. The higher the score illustrated the greater the acceptance of the level of agreement. Table 3.10 discusses the items for this section.

Table 3.9: The Five-point Likert Scale

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

Source: Mcleod, S (2019). *Likert Scale Definition, Examples and Analysis*.

Table 3.10: Questions Used in Section D of the Questionnaire – Youth Intention To Revisit Heritage Sites and Culture, Malacca.

Criterion	Supporting References	Items	
Intention To Revisit Heritage Sites and Culture, Malacca	Lee et al. (2010)	1: I am willing to revisit heritage places when visiting Malacca.	
		2: I plan to stay in Malacca because of the diversity of heritage culture.	
		3: I will make an effort to stay for a length of time to engage in the activities that operate in heritage places, Malacca.	
		Ahmad Puad Mat Som et al (2012)	4. I am willing to return to heritage sites in the future.
			5. I prefer to invite my family and friends to Malacca heritage places as a vacation destination.
			6. The destination image of Malacca fits with my anticipation as a vacation spot.
	7. I explore the emergence of novelty heritage places rather than those that I had known before in Malacca.		
	8. I am eager to return heritage sites as a destination choice.		
	9. Based on my last experience, I spent greater consumption on this tour.		
	10. Based on my last visit to Malacca, this trip took longer to participate in heritage related activities.		
	11. I plan to return to the heritage sites that I previously visited in Malacca.		
	12. Based on my last visit, I invite bigger		

Source: Developed for this research

3.8 PILOT STUDY

The pilot study was a small-scale preliminary study that must be conducted. This was to ensure that the questionnaire can be easy to understand and pass the reliability test of Cronbach' Alpha in using the SPSS software. Whenever the questionnaire involved in the study, the pilot study was aims to investigate whether the main research is a key element. According to (Singh, 2007), with the help of preliminary research, the error of the questionnaire was reduced. 'Through pilot studies, the reliability and validity of the questionnaire have been improved' (Czaja, 1998). A total of 30 sets of questionnaires had distributed to Malaysian young generation aged over 18 years. Thirty sets of questionnaires were the minimum requirements for a pilot study (Johanson and Brooks, 2009). By first conducting a pilot test, the researcher test the respondent's level of understanding of the questionnaire, and then distribute it to the research sample. After the 30 interviewees returned the questionnaire, the wrong and misleading information and problems had been resolved.

3.9 DATA ANALYSIS

Data analysis refers to the process of collecting and analyzing data in organized and purposeful manner with appropriate statistical and analytical methods and turning it into information. Data was also called observation value, which is the result of experiment, measurement, observation, investigation, and so on. Data analysis was the process of detailed research and summary of data in order to extract useful information and form conclusions. In practical applications, data analysis can help people make judgments in order to take appropriate actions.

3.9.1 DESCRIPTIVE ANALYSIS

Descriptive analysis was an important first step in statistical analysis. It allowed researchers to understand the distribution of data, can help researchers detect outliers and typos, and can identify associations between variables, so that further statistical analysis can be performed.

Descriptive analysis was a common method of project investigation and analysis. It referred to the investigation and research of different factors and different aspects of the current situation. The collection and recording of data and data focuses on the static description of objective facts.

3.9.2 RELIABILITY ANALYSIS

Reliability referred to the degree to which the scale produces consistent results when the measurement was repeated multiple times. Reliability analysis was determined by obtaining the proportion of system changes in the scale, which can be done by determining the correlation between the scores obtained from different scales. Therefore, the correlation in the reliability analysis is high and the ruler produce consistent results means it was reliable.

In 1951, Lee Cronbach was developed Cronbach's Alpha. In order to determine the reliability of the questionnaire, according to Stephanie (2014), a Cronbach's Alpha test was conducted. This study used Cronbach's Alpha to test internal consistency and measure the scale of reliability. The acceptable reliability value of α was estimated within 0.7 to 0.8. Therefore, if the reliability result of the questionnaire is greater than 0.6, then the internal consistency o the questionnaire is considered 'questionable'. The following table 3.11 is the rule of thumb of Cronbach's Alpha for test reliability.

Table 3.11: Rule of Thumb of Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	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

Source : Stephanie (2014)

3.9.3 PEARSON CORRELATION COEFFICIENT

Correlation was a technique that had been used to determine the relationship between two constant continuous variables. Pearson correlation coefficient (r) is a measure of the strength of the association between two variables. The research hypothesis had shown that, through statements, one score will affect another in the correct way. When researchers believe that there is a linear relationship in the data, researchers can use Pearson correlation. For example, when the customer satisfaction increase, the intention to revisit also increase.

In this study, Pearson correlation analysis was used to determine the relationship between attitude, subjective norm, perceived behavioral control, overall image, and customer satisfaction, that give the intention to revisit the heritage site and culture in Malacca among the young generation in Malaysia. The number between -1 and 1 was displayed as the result of the correlation coefficient, where -1 means that the two variables had a completely negative correlation, and 1 means that the two variables have a completely positive correlation. There was no linear relationship between the two variables when the result is 0. Table 3.12 shows the rule of thumb for interpreting the size of a correlation coefficient.

Table 3.12 : Rule of Thumb for Interpreting the Size of a Correlation Coefficient.

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Negligible correlation

Source : Hinkle, Wiersma and Jurs (2003)

3.10 SUMMARY

In this chapter, the researcher was using the quantitative research as main research design to use in this study. Besides that, for the population and sample study was the planning before the discussion become more further in this methodology research. The quantitative research that using in this proposal chapter 3 was the questionnaires which was easy to be contributed with the respondents. The target respondents of this questionnaire were the Malaysian young people who want to visit the heritage site and culture in Malacca or not.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

In this chapter is including with demographic characteristics of respondents, descriptive analysis, reliability analysis, Person's correlation coefficient analysis and framework analysis. The results of the research data that we collect from the respondent is 198 respondents. In this study, IBM SPSS Statistics version 26 was used to analyze the data that have been collected by using the questionnaire.

4.2 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The basic analysis of this study included the frequency analysis. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, state, ethnicity, employment status, occupation, reason for revisit, monthly income and education level. The respondent's demographic profiles were presented in a form of table and pie chart or bar chart.

4.2.1 GENDER

Table 4.1: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	78	39.40	39.40
Female	120	60.60	100.00
Total	198	100.00	

Sources: Fieldwork Study (2021)

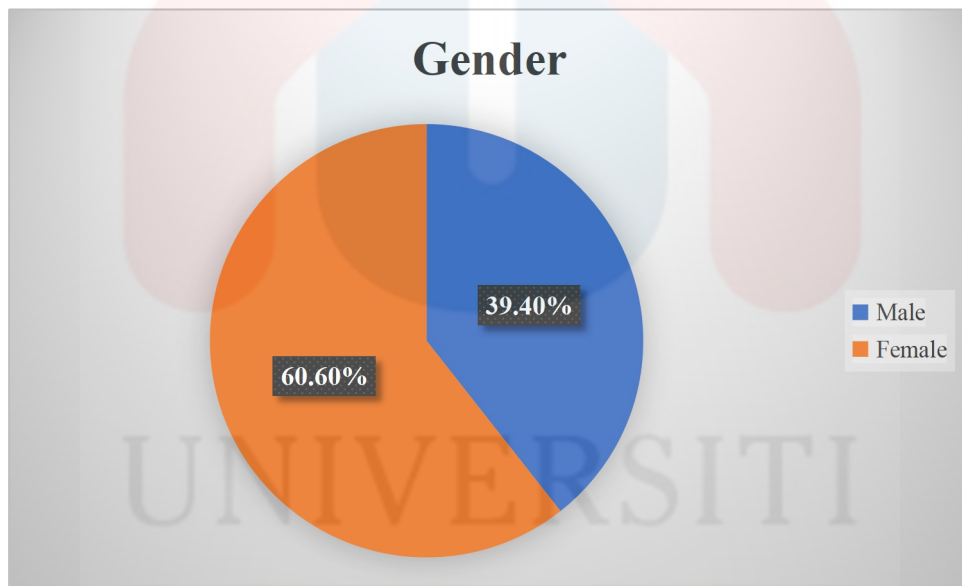


Figure 4.1 : Percentage of Respondents by Gender

Table 4.1 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 78 respondents while the number of female was 120 respondents. Out of 198 respondents, 39.40% of total respondents were male and the remaining of 60.60% were female respondents who involved in this study.

4.2.2 AGE

Table 4.2: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
< 23 years old	36	18.20	18.20
23-28 years old	143	72.20	90.40
29-34 years old	11	5.60	96.00
35-40 years old	8	4.0	100.00
Total	198	100.00	

Sources : Fieldwork Study (2021)

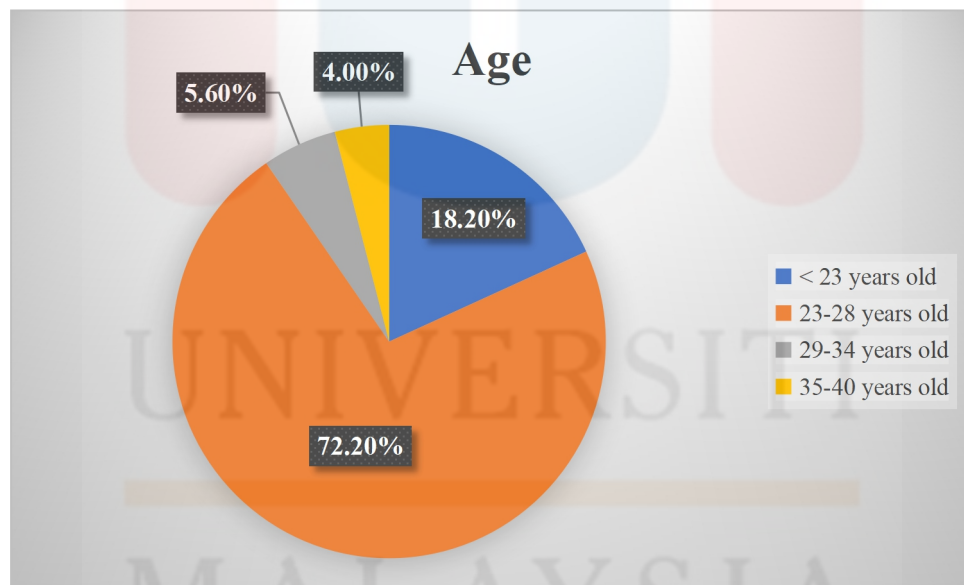


Figure 4.2 : Percentage of Respondents by Age

Table 4.2 and Figure 4.2 showed the total respondents by the age. There were 198 respondents who consist age from less than 23 years old (36 respondents), 23-28 years old (143 respondents), 29-34 years old (11 respondents), and 35-40 years old (8

respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from 23-28 years old (72.20%) and followed by less than 23 years old which was 18.20%, 29-34 years old (5.60%), and the lowest percentage respondents was 35-40 years old (4.00%).

4.2.3 STATE

Table 4.3 : Number of Respondents by State

State	Frequency	Percentage (%)	Cumulative Percentage (%)
Johor	19	9.60	9.60
Kedah	25	12.60	22.20
Kelantan	10	5.10	27.30
Melaka	13	6.60	33.80
Negeri Sembilan	15	7.60	41.40
Pahang	13	6.60	48.00
Penang	11	5.60	53.50
Perak	41	20.70	74.20
Perlis	4	2.00	76.30
Sabah	8	4.00	80.30
Sarawak	7	3.50	83.80
Selangor	11	5.60	89.40
Terengganu	6	3.00	92.40
Kuala Lumpur	13	6.60	99.00
Labuan	1	0.50	99.50
Putrajaya	1	0.50	100.00

Sources : Fieldwork Study (2021)

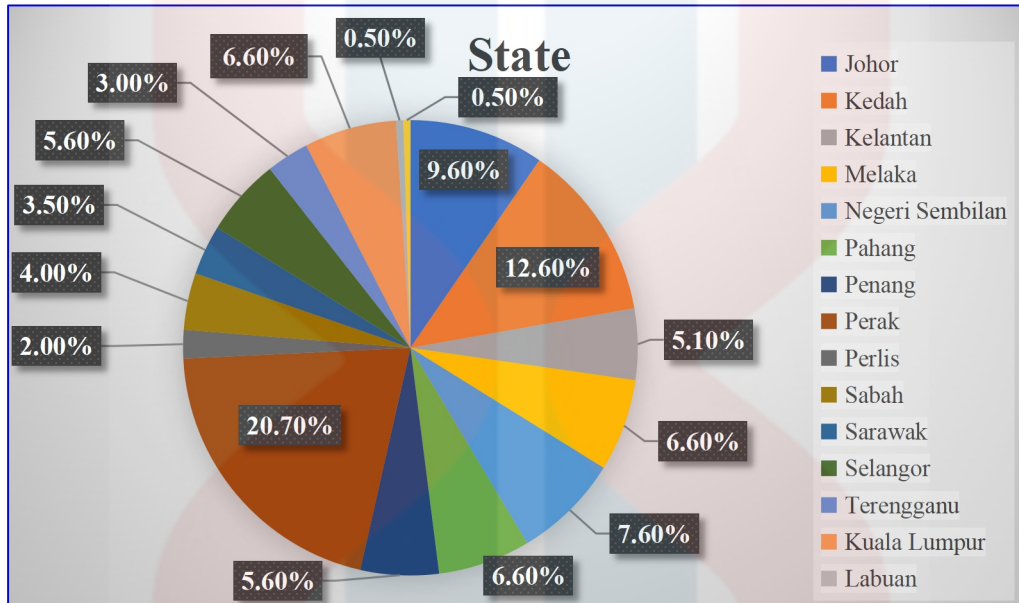


Figure 4.3 : Percentage of Respondents by State

Table 4.3 and Figure 4.3 showed the total respondents for state. The total number of respondents for Perak was 41 respondents, Kedah was 25 respondents, for Johor was 19 respondents, for Negeri Sembilan was 15 respondents, for Melaka, Pahang and Kuala Lumpur were 13 respondents, for Penang and Selangor was 11 respondents, for Kelantan was 10 respondents, for Sabah was 8 respondents, for Sarawak was 7 respondents, for Terengganu was 6 respondents, for Perlis was 4 respondents, for Labuan and Putrajaya is only 1 respondent. Out of 198 respondents, 20.70% of total respondents were in Perak, 12.60% were in Kedah, 9.60% were in Johor, 7.60% were in Negeri Sembilan, 6.60% were in Melaka, Pahang and Kuala Lumpur, 5.60% were in Penang and Selangor, 5.10% were in Kelantan, 4.00% were

in Sabah, 3.50% were in Sarawak, 3.00% were in Terengganu, 2.0% were in Perlis, and only 0.5% were in Labuan and Putrajaya.

4.2.4 ETHNICITY

Table 4.4: Number of Respondents by Ethnicity

Ethnicity	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	88	44.40	44.40
Chinese	70	35.40	79.80
Indian	27	13.60	93.40
Baba and Nyonya	5	2.50	96.0
Others	8	4.0	100.00
Total	198	100.00	

Sources: Fieldwork Study (2021)

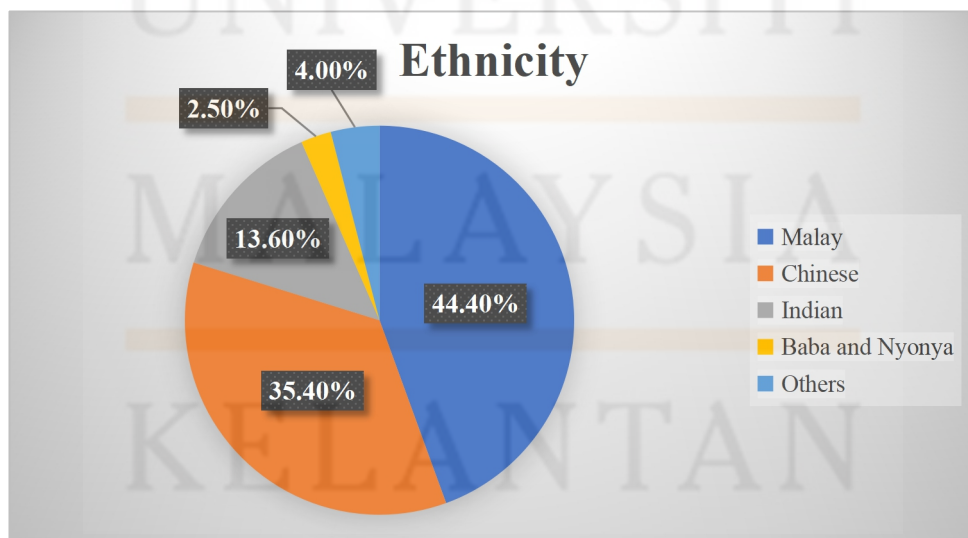


Figure 4.4 : Percentage of Respondents by Ethnicity

Table 4.4 and Figure 4.4 showed the total respondents by ethnicity. There were 198 respondents who consist of Malay (88 respondents), Chinese (70 respondents), Indian (27 respondents), Baba and Nyonya (5 respondents), and others (8 respondents) had responded to the questionnaire. Figure 4.4 showed the highest percentage of respondents was Malay (44.40%) and followed by Chinese which was 35.40%, next is followed by Indian (13.60%), and others religion (4.00%). The lowest percentage respondents were Baba and Nyonya (2.50%).

4.2.5 EMPLOYMENT STATUS

Table 4.5: Number of Respondents by Employment Status

Employment Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Employed	70	35.40	35.40
Freelancer	6	3.00	38.40
Self-Employed	8	4.00	42.40
Unemployed	5	2.50	44.90
Student	109	55.10	100.00
Total	198	100.00	

Sources : Fieldwork Study (2021)

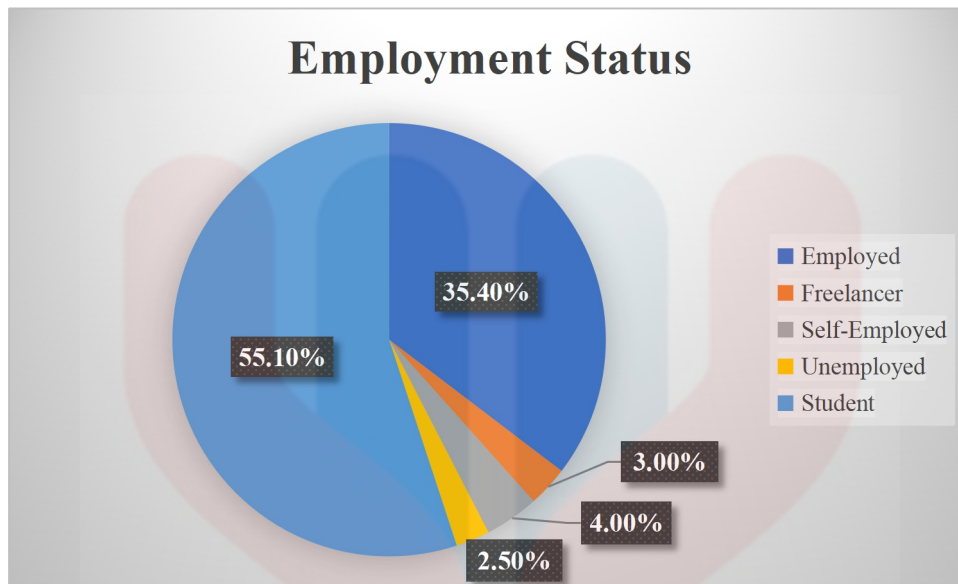


Figure 4.5: Percentage of Respondents by Employment Status

Table 4.5 and Figure 4.5 showed the total respondents from different employment status. Majority of the respondents were student with the percentage of 55.10% (109 students) and followed by employed 35.40% (70 respondents). There were 4.00% (8 respondents) from self-employed, 3.00% (6 respondents) were freelancer and the least were 2.50% (5 respondents) who were unemployed.

4.2.6 OCCUPATION

Table 4.6: Number of Respondents by Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Government	44	22.20	22.20
Private Organization	43	21.70	43.90

Non-Profit Organization	6	3.00	47.00
Self-Employed	38	19.20	66.20
Student	64	32.30	98.50
Others	3	1.50	100.00
Total	198	100.00	

Sources : Fieldwork Study (2021)

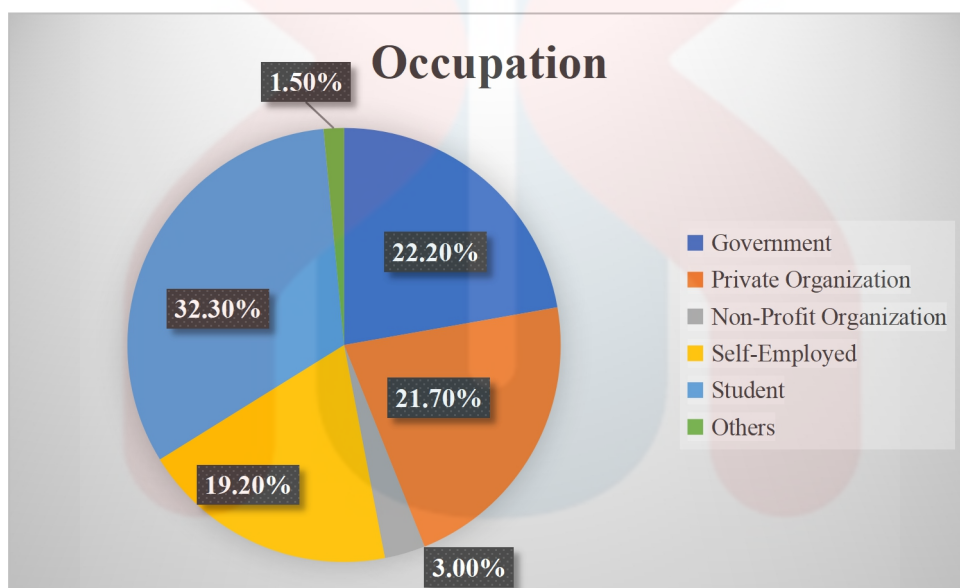


Figure 4.6: Percentage of Respondents by Occupation

Table 4.6 and Figure 4.6 showed the total respondents from different occupation. Majority of the respondents were from student with the percentage of 32.30% (64 respondents) and followed by respondents who working for government 22.20% (44 respondents). There were 21.70% (43 respondents) from private organization, 19.20% (38 respondents) from self-employed, 3.00% (6 respondents) from non-profit organization and the least were 1.50% (3 respondents) who are unemployed.

4.2.7 REASON FOR REVISIT

Table 4.7: Number of Respondents by Reason For Revisit
(Can Choose More Than One Options)

Reason For Revisit	Frequency	Percentage (%)
Heritage	77	38.89
Rest and Relaxation	129	65.15
Visiting Relatives and Friends	63	31.82
Business	27	13.64
Meeting and Event	34	17.17
Others	0	0.00

Sources : Fieldwork Study (2021)

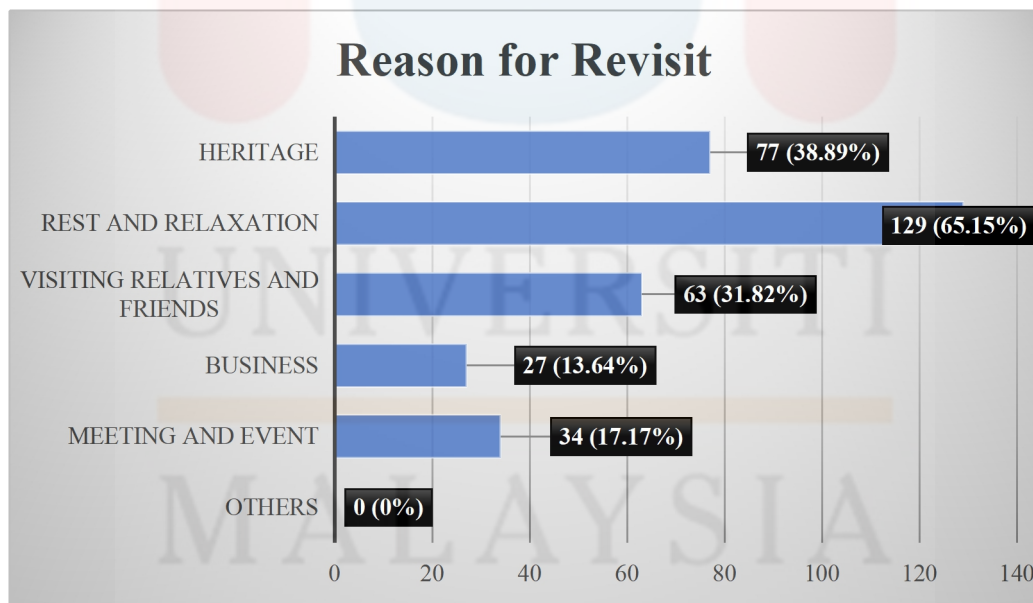


Figure 4.7: Percentage of Respondents by Reason For Revisit
(Can Choose More Than One Options)

Table 4.7 and Figure 4.7 showed the respondents for reason for revisit. According to the results survey, each respondent can choose more than one reason for revisit and it shows that most respondents prefer the reason for revisit is rest and relaxation with the frequency of 129 respondents (65.15%) and followed by reason 'heritage' with frequency 77 respondents (38.89%). There were 63 respondents (31.82%) from reason 'visiting relatives and friends, 34 respondents (17.17%) from reason 'attend meeting and event', and the least were 27 respondents (14.15%) from reason 'business'. There were no respondents from reason 'other' for revisit.

4.2.8 MONTHLY INCOME LEVEL

Table 4.8: Number of Respondents by Monthly Income Level

Monthly Income Level	Frequency	Percentage (%)	Cumulative Percentage (%)
B40 : <RM4850	181	91.40	91.40
M40 : RM4850- RM10959	17	8.60	100.00
T20 : >RM10959	0	0.00	
Total	198	100.00	

Sources : Fieldwork Study (2021)

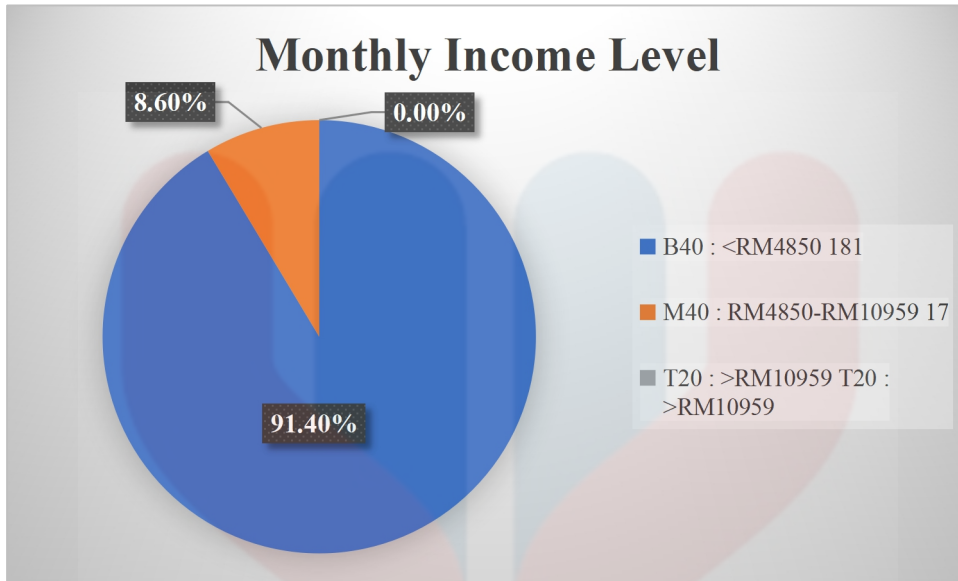


Figure 4.8 : Percentage of Respondents by Monthly Income Level

Table 4.8 and Figure 4.8 showed the total respondents for monthly income level. The highest were 91.40% (181 respondents) who had income level in group B40 which was less than RM4850 had responded to the questionnaire, and followed with 8.60% (17 respondents) who had income level in group M40 which was RM4850-RM10959 and there was no respondents who had income level in group T20 which was 0.0% (0 respondent).

4.2.9 EDUCATION LEVEL

Table 4.9 : Number of Respondents by Education Level

Education Level	Frequency	Percentage (%)	Cumulative Percentage (%)
SPM/STPM	33	16.70	16.70

Diploma	28	14.10	30.80
Bachelor	124	62.60	93.40
Master	13	6.10	99.50
Others	1	0.50	100.00
Total	198	100.00	

Sources : Fieldwork Study (2021)

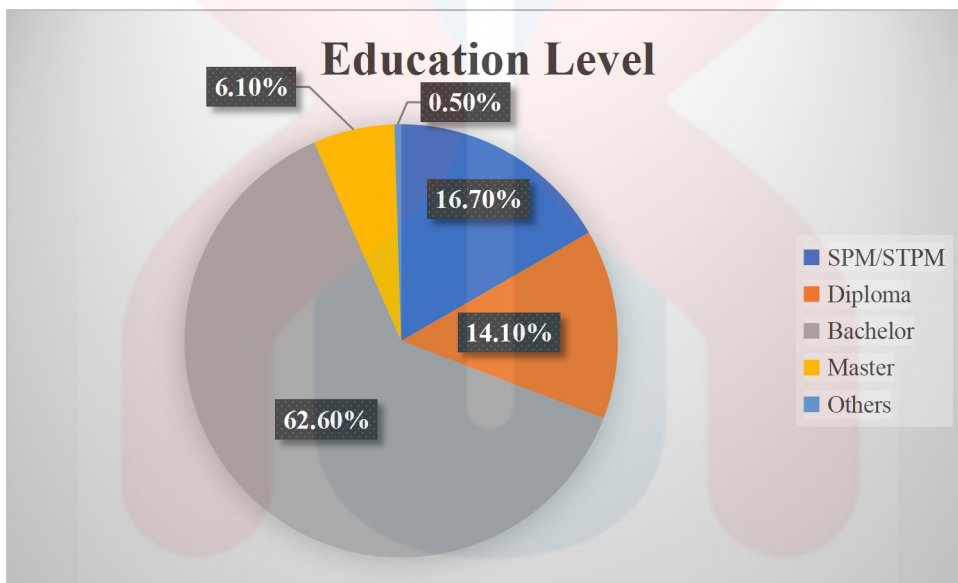


Figure 4.9 : Percentage of Respondents by Education Level

Table 4.9 and Figure 4.9 showed the total respondents for education level. Most of the respondent have a Bachelor with the frequency of 124 respondents (62.60%), this followed by respondent's education qualification from SPM/STPM with 33 frequency of respondents (16.70%), 28 of the respondents (14.10%) qualification from diploma, respondents education qualification from master with frequency of 12 respondents (6.10%), and the lowest respondents education qualification from others with frequency of 1 respondent (0.50%).

4.3 DESCRIPTIVE ANALYSIS

This study has analyzed the mean and standard deviation for Section C and D of the questionnaires.

4.3.1 INDEPENDENT VARIABLES AND DEPENDENT VARIABLE

Table 4.10 : Descriptive Statistics of Independent Variables and Dependent Variable

Variables	N	Mean	Standard Deviation
Attitude	198	29.6616	3.77295
Subjective Norm	198	39.1515	6.93752
Perceived Behavioral Control	198	27.4798	4.47634
Overall Image	198	32.9596	4.23047
Customer Satisfaction	198	12.4798	1.77607
Intention To Revisit	198	47.5657	7.11709

Sources : Development from SPSS

Table 4.10 showed the number of respondents, mean and standard deviation of independent variables and dependent variable. For the independent variables, Subjective Norm (SN) has the highest mean value (39.1515) with the highest value standard deviation (6.93752), followed by Overall Image (OI) with the mean value of (32.9596) with the standard deviation (4.23047). The mean value for Attitude (ATT)

was (29.6616) with the value standard deviation (3.77295). Besides, Perceived Behavioral Control (PBC) has the mean value (27.4798) with the value of standard deviation (4.47634) and Customer Satisfaction (CS) has the lowest mean value (12.4798) with the lowest value standard deviation (1.77607). For the dependent variable, Intention To Revisit (ITR) has the mean value (47.5657) with the value standard deviation (7.11709).

4.3.2 ATTITUDE

Table 4.11 : Descriptive Statistics of Attitude

No	Item Description	N	Mean	Standard Deviation
1.	For me, return to Malacca heritage place when I visiting is : Very bad / Very Good	198	4.26	0.604
2.	For me, return to Malacca heritage place when I visiting is : Fairly undesirable / Fairly Desirable	198	4.20	0.738
3.	For me, return to Malacca heritage place when I visiting is : Fairly Unpleasant / Fairly Pleasant	198	4.23	0.724
4.	For me, return to Malacca heritage place when I visiting is : Fairly Foolish / Fairly Wise	198	4.23	0.703
5.	For me, return to Malacca heritage place when I visiting is : Considerably Unfavorable / Considerably Favorable	198	4.24	0.698

6.	For me, return to Malacca heritage place when I visiting is : Quite Unenjoyable / Quite Enjoyable	198	4.29	0.729
7.	For me, return to Malacca heritage place when I visiting is : Very Negative / Very Positive	198	4.22	0.682

Sources : Development from SPSS

Table 4.11 showed the mean and standard deviation analysis on the independent variable which was attitude. The highest mean value (4.29) was the statement ‘For me, return to Malacca heritage place when I visiting is quite unenjoyable / quite enjoyable.’, the value of standard deviation is 0.729. The lowest mean value (4.20) was the statement ‘For me, return to Malacca heritage place when I visiting is fairly undesirable / fairly desirable.’, and with the highest standard deviation value (0.738).

4.3.3 SUBJECTIVE NORM

Table 4.12 : Descriptive Statistics of Subjective Norm

No	Item Description	N	Mean	Standard Deviation
1.	The people who are valuable to me suggest I visit Malacca when traveling.	198	3.89	0.898
2.	The person who is valuable to me would hope me to visit Malacca when traveling.	198	3.87	0.857

3.	People whose ideas I value would prefer that I reminisce about Malacca when traveling.	198	3.79	0.932
4.	The mass media is beneficial for me to obtain useful sources about heritage attraction, Malacca.	198	4.07	0.803
5.	The influences of social platforms convince me to explore other activities in heritage sites, Malacca.	198	4.02	0.793
6.	My relatives and friends appreciate that spending time in activities associated with heritage culture in Malacca is necessary.	198	3.91	0.836
7.	When traveling with my family, I agree that arranging the heritage culture activities for our journey is required.	198	4.01	0.793
8.	The people who are valuable to me suggest I have revisit the heritage places when traveling in Malacca.	198	3.86	0.859
9.	The person who is valuable to me would hope me to revisit the heritage places in Malacca.	198	3.92	0.869
10.	People whose ideas I value would prefer that I reminisce about the heritage places in Malacca.	198	3.80	0.882

Sources : Development from SPSS

Table 4.12 showed the mean and standard deviation analysis of respondents on the independent variable which was subjective norm. The highest value of mean (4.07) was the statement ‘The mass media is beneficial for me to obtain useful sources about heritage attraction, Malacca.’, the value of standard deviation is 0.803. The lowest value of mean (3.79) was the statement ‘People whose ideas I value would prefer that

I reminisce about Malacca when traveling.’, and with the highest standard deviation value (0.932).

4.3.4 PERCEIVED BEHAVIORAL CONTROL

Table 4.13 : Descriptive Statistics of Perceived Behavioral Control

No	Item Description	N	Mean	Standard Deviation
1.	Whether or not I return to Malacca when traveling at heritage sites relies on my decision.	198	4.04	0.770
2.	I am certain that my schedule, if I plan, I will be able to return to the heritage site on my next visit to Malacca.	198	3.96	0.824
3.	My carrying capacity allows me to revisit the heritage site when traveling to Malacca.	198	3.89	0.869
4.	I have sufficient capital to comprehend and appreciate heritage culture.	198	3.83	0.907
5.	I am keen on raising my cultural perspective to cherish the appreciation of heritage culture.	198	3.92	0.799
6.	I can easily obtain information about heritage culture tours and promotion details in Malacca.	198	3.95	0.811
7.	I can familiarize and conveniently access the place where culture heritage activities are located.	198	3.89	0.836

Sources : Development from SPSS

Table 4.13 showed the mean and standard deviation analysis of respondents on the independent variable which was perceived behavioral control. The highest value of mean was 4.04 which was the statement ‘Whether or not I return to Malacca when traveling at heritage sites relies on my decision.’ and has the lowest value of standard (0.770). Besides, the statement ‘I have sufficient capital to comprehend and appreciate heritage culture.’ has the lowest value of mean (3.83) with the highest value of standard deviation (0.907).

4.3.5 OVERALL IMAGE

Table 4.14 : Descriptive Statistics of Overall Image

No	Item Description	N	Mean	Standard Deviation
1.	The destination panorama I felt in heritage places in Malacca is...(very negative / very positive)	198	4.22	0.718
2.	The overall image I have regarding heritage places in Malacca is...(very negative / very positive)	198	4.22	0.682
3.	Generally, I recognize that Malacca heritage places have a attractive image drives my intention to revisit there.	198	4.15	0.729
4.	Malacca as a “Truly heritage culture” destination.	198	4.26	0.719
5.	Friendly local people.	198	4.12	0.762

6.	Enrich distinguished features of local food.	198	4.14	0.724
7.	Communicate in English is commonly language among local community.	198	3.84	0.845
8.	Deserve for purchase experience.	198	4.03	0.747

Sources : Development from SPSS

Table 4.14 showed the mean and standard deviation analysis of respondents on the independent variable which was overall image. The highest mean with the value of 4.26 and the lowest value of standard deviation was 0.719 which was the statement ‘Malacca as a ‘Truly heritage culture’ destination’. Two statement have the same value of mean (4.22) which were ‘The destination panorama I felt in heritage places in Malacca is...(very negative / very positive).’ and ‘The overall image I have regarding heritage places in Malacca is...(very negative / very positive).’, with the standard deviation of 0.718 and 0.682 respectively. The statement of ‘Communicate in English is commonly language among local community.’ has the lowest value of mean (3.84) and with the highest value of standard deviation (0.845).

4.3.6 CUSTOMER SATISFACTION

Table 4.15 : Descriptive Statistics of Customer Satisfaction

No	Item Description	N	Mean	Standard Deviation
1.	Generally, the touring has met my expectation to return to heritage sites, Malacca.	198	4.14	0.741

2.	As a whole, I am happy with my choice to return to Malacca heritage sites.	198	4.20	0.650
3.	I am pleased with the service experience while I return.	198	4.14	0.727

Sources : Development from SPSS

Table 4.15 showed the mean and standard deviation analysis of respondents on the independent variable which was customer satisfaction. The highest value mean (4.20) was the statement ‘As a whole, I am happy with my choice to return to Malacca heritage sites.’ and with the lowest standard deviation of 0.650. The statement ‘Generally, the touring has met my expectation to return to heritage sites, Malacca.’ and ‘I am pleased with the service experience while I return.’ have the same and also the lowest value of mean (4.14) with the standard deviation of 0.741 and 0.727 respectively.

4.3.7 INTENTION TO REVISIT

Table 4.16 : Descriptive Statistics of Intention To Revisit

No	Item Description	N	Mean	Standard Deviation
1.	I am willing to revisit heritage places when visiting Malacca.	198	4.19	0.720
2.	I plan to stay in Malacca because of the diversity of heritage culture.	198	3.85	0.845

3.	I will make an effort to stay for a length of time to engage in the activities that operate in heritage places, Malacca.	198	3.86	0.798
4.	I am willing to return to heritage sites in the future.	198	4.05	0.749
5.	I prefer to invite my family and friends to Malacca heritage places as a vacation destination.	198	4.08	0.760
6.	The destination image of Malacca fits with my anticipation as a vacation spot.	198	4.02	0.780
7.	I explore the emergence of novelty heritage places rather than those that I had known before in Malacca.	198	3.93	0.831
8.	I am eager to return heritage sites as a destination choice.	198	4.05	0.833
9.	Based on my last experience, I spent greater consumption on this tour.	198	3.78	0.923
10.	Based on my last visit to Malacca, this trip took longer to participate in heritage related activities.	198	3.89	0.833
11.	I plan to return to the heritage sites that I previously visited in Malacca.	198	3.99	0.790
12.	Based on my last visit, I invite bigger companions for my current trip.	198	3.87	0.886

Sources : Development from SPSS

Table 4.16 showed the mean and standard deviation analysis of respondents on the dependent variable which was intention to revisit. The statement 'I am willing to revisit heritage places when visiting Malacca.' score the highest mean value which

was 4.19 and with the lowest standard deviation (0.720). Besides, the statement ‘I am willing to return to heritage sites in the future’ and ‘I am eager to return heritage sites as a destination choice’ have the same mean value which was 4.05, with the standard deviation of 0.749 and 0.833 respectively. The statement ‘Based on my last experience, I spent greater consumption on this tour.’, was the lowest mean value which was 3.78 and with the highest standard deviation value (0.923).

4.4 RELIABILITY ANALYSIS

Reliability analysis was used to measure the reliability of the survey items exercised for each variable. Reliability analysis using to measure the reliability of the questionnaires that collect from tourist. The data was tested using Cronbach’s Alpha analysis to ensure the reliability and interior reliability of the information. The table 4.17 showed the Rules of Thumb of Cronbach’s Alpha coefficient size according to Hair et al (2007).

Table 4.17: Rule of Thumb of Cronbach’s Alpha Coefficient Size

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

Source: Hair et al. (2007)

Table 4.17 illustration the overall consistency (pilot test) for the independent variables and dependent variable. The pilot test has been done to 30 respondents before it was distributed to 198 respondents through online survey method.

Table 4.18 : Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Attitude	7	0.887	Very Good
Subjective Norm	10	0.943	Excellent
Perceived Behavioral Control	7	0.885	Very Good
Overall Image	8	0.861	Very Good
Customer Satisfaction	3	0.787	Good
Intention to Revisit	12	0.920	Excellent

Source : Development from SPSS

Table 4.18 showed the overall value of Cronbach's Alpha Coefficient for the independent variables and dependent variable in this study. From the table, we can conclude all the variables were above the value of 0.7. Therefore, the result shown is reliable and it can be accepted in this study.

There were seven questions were used in measuring the attitude variable that influenced the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. Table 4.18 showed that Cronbach's Alpha result for this section's question was 0.887 which resulted as very good. Thus, the coefficient obtained for the questions in attitude variable were reliable.

Besides, there had ten questions in measuring the subjective norm variable that influenced the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. The result of Cronbach's Alpha coefficient that showed in this section is 0.943 which indicated as excellent. Thus, the coefficient obtained for the questions in subjective norm variable were reliable.

Next, in measuring the perceived behavioral control variable that influenced the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia, seven questions were used. The Cronbach's Alpha result for this section's question was 0.885 which resulted as very good. Therefore, the coefficient obtained for the questions in perceived behavioral control variable were reliable.

In addition, in measuring the overall image variable that influenced the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia, eight questions were used and the Cronbach's Alpha result for this section's question was 0.861 which indicated very good. Therefore, the coefficient obtained for this question in overall image variable were reliable.

Furthermost, in measuring the customer satisfaction variable that influenced the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia, three questions were used and the Cronbach's Alpha result for this section's question was 0.787 which indicated good. Therefore, the coefficient

obtained for this question in measuring the customer satisfaction variable were reliable.

Lastly, in measuring the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia, twelve questions were used and the Cronbach's Alpha result for this section's question was 0.920 which indicated excellent. Therefore, the coefficient obtained for this questions in measuring the intention to revisit the heritage sites and culture in Malacca among young generation in Malaysia were also reliable.

Since, the Cronbach's Alpha charge for the variables had exceeded 0.7, it shows that questionnaires are highly reliable and can proceed with the study. In all the reliability has proven that the respondent understood the questions provided well and this means the questionnaires has been accepted for this study.

4.5 PEARSON CORRELATION COEFFICIENT

The Pearson's correlation was commonly used for interpreting linear association between two variables. The purpose of this analysis was developed to investigate whether it exhibits correlation between the established variables from independent variables (attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction) and the dependent variable (intention to revisit) . Presume the bilateral relationship is significant, researchers must define whether the level of strength of association is appropriate to perform the relationship in population.

Table 4.19 : Strength Interval of Correlation Coefficient

Correlation Coefficient (r)	Strength of Association
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source : Hinkle, Wiersma and Jurs (2003)

Hypothesis 1: Attitude

H₁: Correlation analysis affirm positive relationship between attitude and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

Table 4.20 : Correlation Coefficient for Attitude and the Intention to Revisit Heritage Sites and Culture in Malacca Among the Young Generation in Malaysia.

		Attitude	Intention to Revisit
Attitude	Pearson Correlation	1	0.705**
	Sig. (2-tailed)		0.000
	N	198	198
Intention to Revisit	Pearson Correlation	0.705**	1
	Sig. (2-tailed)	0.000	
	N	198	198

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

Sources: SPSS

Table 4.20 presents Pearson Correlation coefficient and the collection of accumulated numbers had reached 198. The significance probability also implies p-value. The p-value gained was 0.000, which was lower than the significance level of 0.01. As the results conclude, the correlation coefficient (r) was 0.705 indicated a high positive correlation between attitude and the intention to revisit.

Hypothesis 2: Subjective Norm

H2: Correlation analysis affirm positive relationship of variables between subjective norm and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

Table 4.21 : Correlation Coefficient for Subjective Norm and the Intention to Revisit Heritage Sites and Culture in Malacca Among the Young Generation in Malaysia.

		Subjective Norm	Intention to Revisit
Subjective Norm	Pearson Correlation	1	0.717**
	Sig. (2-tailed)		0.000
	N	198	198
Intention to Revisit	Pearson Correlation	0.717**	1
	Sig. (2-tailed)	0.000	
	N	198	198

**Correlation is significant at the 0.01 level (2-tailed).
Sources: SPSS

Table 4.21 presents Pearson Correlation coefficient and the cumulative number has reached 198. The significance probability also implies p-value. The p-value gained was 0.000, which was lower than the significance level of 0.01. As can be seen from correlation coefficient (r), r was 0.717 indicated a high positive correlation between subjective norm and the intention to revisit.

Hypothesis 3: Perceived Behavioral Control

H3: Correlation analysis affirm positive relationship of variables between perceived behavioral control and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

Table 4.22 : Correlation Coefficient for Perceived Behavioral Control and the Intention to Revisit Heritage Sites and Culture in Malacca Among the Young Generation in Malaysia.

		Perceived Behavioral Control	Intention to Revisit
Perceived Behavioral Control	Pearson Correlation	1	0.627**
	Sig. (2-tailed)		0.000
	N	198	198
Intention to Revisit	Pearson Correlation	0.627**	1
	Sig. (2-tailed)	0.000	
	N	198	198

**Correlation is significant at the 0.01 level (2-tailed).
Sources: SPSS

Table 4.22 presents Pearson Correlation coefficient and the cumulative number has reached 198. The significance probability also implies p-value. The p-value gained was 0.000, which was lower than the significance level of 0.01. The strength of linear relationship, r was 0.627 proposed a moderate positive correlation between perceived behavioral control and the intention to revisit.

Hypothesis 4: Overall Image

H4: Correlation analysis affirm positive relationship of variables between overall image and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

Table 4.23 : Correlation Coefficient for Overall Image and the Intention to Revisit Heritage Sites and Culture in Malacca Among the Young Generation in Malaysia.

		Overall Image	Intention to Revisit
Overall Image	Pearson Correlation	1	0.676**
	Sig. (2-tailed)		0.000
	N	198	198
Intention to Revisit	Pearson Correlation	0.676**	1
	Sig. (2-tailed)	0.000	
	N	198	198

**Correlation is significant at the 0.01 level (2-tailed).
Sources: SPSS

Table 4.23 presents Pearson Correlation coefficient and the cumulative number obtained was 198. The significance probability also implies p-value. The p-value gained was 0.000, which was lower than the significance level of 0.01. A moderate positive correlation was found that the correlation coefficient (r) was 0.676 among overall image and the intention to revisit.

Hypothesis 5: Customer Satisfaction

H5: Correlation analysis affirm positive relationship of variables between customer satisfaction and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

Table 4.24 : Correlation Coefficient for Customer Satisfaction and the Intention to Revisit Heritage Sites and Culture in Malacca Among the Young Generation in Malaysia.

		Customer Satisfaction	Intention to Revisit
Customer Satisfaction	Pearson Correlation	1	0.768**
	Sig. (2-tailed)		0.000
	N	198	198
Intention to Revisit	Pearson Correlation	0.768**	1
	Sig. (2-tailed)	0.000	
	N	198	198

**Correlation is significant at the 0.01 level (2-tailed).
Sources: SPSS

Table 4.24 presents Pearson Correlation coefficient and the cumulative number obtained was 198. The significance probability also implies p-value. The p-value gained was 0.000, which was lower than the significance level of 0.01. It is apparent from the correlation coefficient (r) shown 0.768 that represents a high positive correlation between customer satisfaction and the intention to revisit.

4.6 FRAMEWORK ANALYSIS

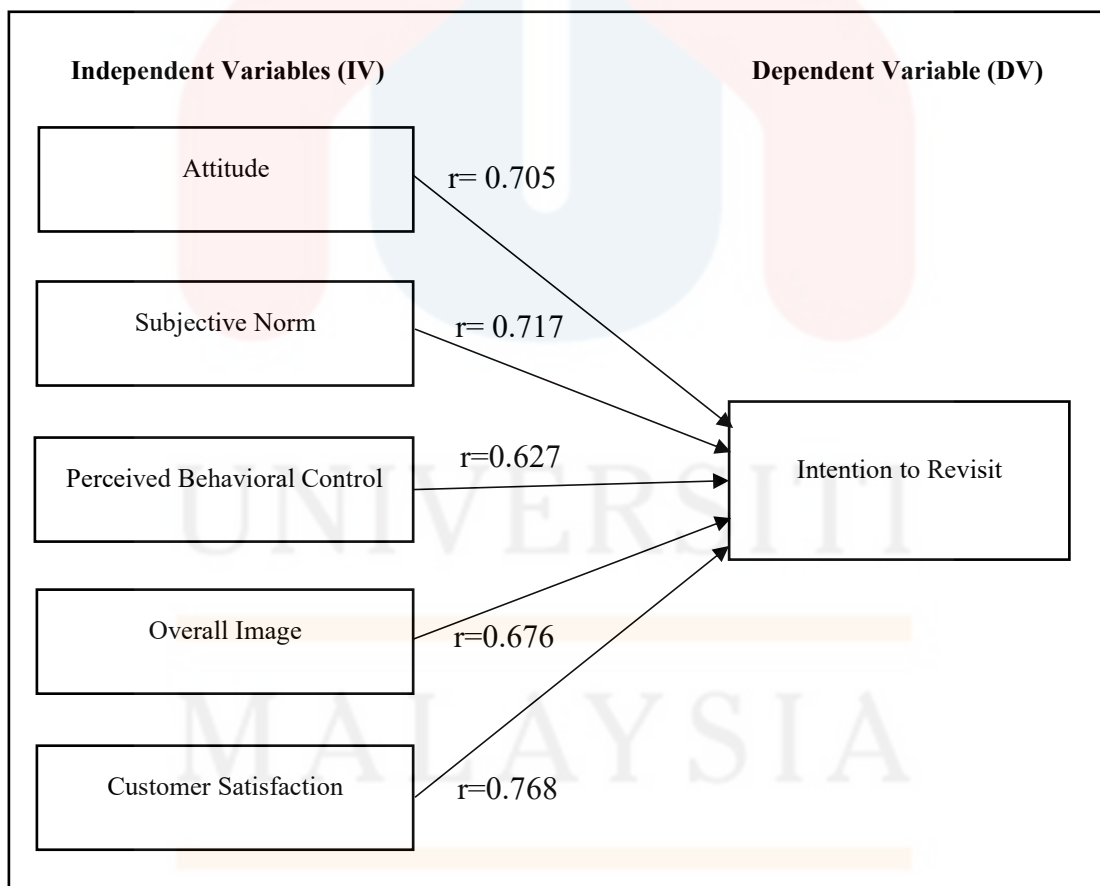


Figure 4.10 : Correlation between Attitude, Subjective Norm, Perceived Behavioral Control, Overall Image, Customer Satisfaction and Intention to Revisit

In this figure 4.10 showed about the framework with the data value for the significant independent variables (IV) to the dependent variable (DV). There were five independent variables which are attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction had the significant relationship to the dependent variable which is intention to revisit. The highest Pearson correlation value is between customer satisfaction and intention to revisit which is 0.768 and followed by subjective norm and intention to revisit which is 0.717. The value of Pearson correlation between attitude and the intention to revisit is 0.705 and followed by overall image and the intention to revisit which is 0.676. The lowest Pearson correlation value is between the perceived behavioral control and intention to revisit which is 0.627. Therefore, there was 5 independent variables which are attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction that have a significant relationship with intention to revisit the heritage sites and culture among the young generation in Malaysia.

4.7 SUMMARY

As the end, all the relationship among the variable, the study found that the five hypothesis in this study are accepted. All the independent variables show different correlation coefficient with the dependent value which are 0.705 for attitude, 0.717 for subjective norm, 0.627 for perceived behavioral norm, 0.676 for overall image and 0.768 for customer satisfaction. It results showed a moderate positive correlation between independent variables (perceived behavioral control and overall

image) and dependent variable (intention to revisit). The results also showed a high positive correlation between independent variables (attitude, subjective norm, customer satisfaction) and dependent variable (intention to revisit). It also answers the research questions whether there is any relationship between attitude and intention to revisit, subjective norm and intention to revisit, perceived behavioral norm and intention to revisit, overall image and intention to revisit, and customer satisfaction and intention to revisit. To conclude, there is a significant relationship between attitude, subjective norm, perceived behavioral norm, overall image and customer satisfaction with the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discussed the overall determination of the research from the beginning until the end such as the research findings, discussion implications, and the relationship between attitude, subjective norm, perceived behavioral control, overall image, customer satisfaction and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia. This chapter also provide the limitation of the research and suggest several recommendations for future study. Lastly, this chapter will summarize the summary of this research.

5.2 RECAPITULATION OF STUDY

In this study was conducted the relationship between the attitude, subjective norm, perceived behavioral control, overall image, customer satisfaction and the intention to revisit. The focus point of this study is to determine the relationship between attitude, subjective norm, perceived behavioral control, overall image, and customer satisfaction towards the intention to revisit the heritage sites and culture in

Malacca among the young generation in Malaysia. In this analysis, the primary data was undertaken is a set of the questionnaires by using the google form to get the feedback form the respondent. According to Krejcie and Morgan (1970), the sample size of respondent that selected among the young generation is 384 respondents. Due to the inconvenience caused by the Covid-19 crisis, the study was conducted and covered only 198 respondents.

The dependent variable in this study were important to examine the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. For the independent variable which is consist of the attitude, subjective norm, perceived behavioral control, overall image and customer satisfaction. A variety of factors make the tourists to make decision. Attitude is a sign of the state in mind that based on experience, decision that can make the individual response in the emotion or the behavior in one kind of the situation (Allport, 1935). Subjective norm is the key that is reflect to a person decision-making behavior associated that make the influential people (family and friends) idea that based on their perceived value (Ajzen, 1991, p.188). Perceived behavioral control can be determined as one of the functions of control the visitor beliefs and it can control the perception of the existence recourse (Ajzen & Madden, 1986; Chang, 1998). Overall image is one the conceptualization that can make reflects to set of belief, idea and the impressions in the public and it is about the product, service destination and others. It is an international concept that the public develops based on the information (Kotler, Haider, and Rein, 1993). The customer satisfaction is defined as the customer contentment response and it can measure the emotional customer based on the service and product (Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen, 2020).

The sampling frame of this study was among the young generation in Malaysia. The data that was collected from young generation that staying in Malaysia. In this study, the analysis of data included reliability analysis, descriptive analysis and Pearson's correlation coefficient. The reliability analysis is determined in carry out the independent variable that checking the texture in measuring the instruments. The Cronbach's Alpha for the variable scales is the between 0.787 to 0.943. Subjective norm considered the highly reliable with Cronbach's Alpha of 0.943. It showed the subjective norm was most influence the intention to revisit. Attitude, perceived behavioral control, overall image and customer satisfaction were considered reliable with Cronbach's Alpha 0.887, 0.885, 0.861 and 0.787, concluded that variables were reliable and all variables were kept for further analysis.

The Pearson's correlation also had been used in this study to measure the linear relationship between the two variables. The result indicated that attitude ($r=0.705$, $n=198$, $p<0.01$), subjective norm ($r=0.717$, $n=198$, $p<0.01$) and customer satisfaction ($r=0.768$, $n=198$, $p<0.01$) suggested a high positive correlation with the intention to revisit. The perceived behavioral control ($r=0.627$, $n=198$, $p<0.01$) and overall image ($r=0.676$, $n=198$, $p<0.01$) were suggested a moderate positive correlation with the intention to revisit.

5.2.1 RESEARCH QUESTION 1: WHAT IS THE RELATIONSHIP BETWEEN ATTITUDE AND THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA AMONG THE YOUNG GENERATION IN MALAYSIA?

In this study, the attitude is one factor that contributes to the intention to revisit heritage and culture in Malacca among the young generation in Malaysia. From the previous finding shown there have the positive establishment between the attitude and intention to revisit of the destination (Yen-Nee Goh, 2015). According to (Allport, 1935), attitude is a signal of state of mind based on cognition, prompting the directive or dynamic influence on a personal reaction (expression, emotion, behaviour) to person and circumstances that he or she comes into contact with. Besides, the attitude toward performance or the behaviour is trusted to be one of the purpose of the behavioral beliefs which can represent the perceived of the assessment of the outcome and meaningful assessment. Based on the finding in data analysis indicated there is a high positive correlation between the attitude and the intention to revisit ($r=0.705$, $n=198$, $p<0.01$). Therefore, the finding imply that there was a positive and significant relationship between attitude and the intention to revisit. Form this analysis, it can reveal that that attitude is one of the important roles in effecting the young generation to intention revisit the Malacca.

5.2.2 RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN SUBJECTIVE NORM AND THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA AMONG THE YOUNG GENERATION IN MALAYSIA?

In this study, the result indicated there is a high positive correlation between the subjective norm and the intention to revisit ($r=0.717$, $n=198$, $p<0.01$). The finding imply that there was a positive and significant relationship between subjective norm and the intention to revisit. According to (Ajzen, 1991), subjective norm revealed significant features which is the perceived social influence to act or not to act the behaviour. Subjective norm reflect the key person decision-making behaviour associated with the influential people's ideas and synthetically generated ideas based on their perceived value. The influential people known as the closer relationship or their valuable perspective from family, friends and colleagues, individuals that encourage their behaviour. Form this analysis, it can reveal that that attitude is one of the important roles in effecting the young generation to intention revisit the Malacca.

5.2.3 RESEARCH QUESTION 3: WHAT IS THE RELATIONSHIP BETWEEN PERCEIVED BEHAVIORAL CONTROL AND THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA AMONG THE YOUNG GENERATION IN MALAYSIA?

In this study, the result indicated there is a moderate positive correlation between the perceived behavioral control and the intention to revisit ($r=0.627$, $n=198$, $p<0.01$). The finding imply that there was a positive and significant relationship between perceived behavioral control and the intention to revisit. The perceived control of behavior is described as ‘perceived difficulty in performing the behavior’ (Ajzen, 1991, p. 122). Perceived behavioral control can assess how people perceive the control factors, and these factors help promote and limit the actions required to respond to specific situations. Form here, it can be proof that some of the respondent think that the perceived behavioral control can be one of reason that can make nowadays young generation want to revisit the heritage sites and culture in Malacca.

5.2.4 RESEARCH QUESTION 4: WHAT IS THE RELATIONSHIP BETWEEN OVERALL IMAGE AND THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA AMONG THE YOUNG GENERATION IN MALAYSIA?

In this study, the result indicates that the strength of the overall image towards the intention to revisit is at moderate level ($r=0.676$, $n=198$, $p<0.01$). The finding imply that there was a positive and significant relationship between overall image and the intention to revisit. Form here, it can be proof that some of respondent think that the overall image can be one of reason that can make nowadays young generation want to revisit the heritage sites and culture in Malacca. An image is an overall phenomenon / impression formed by an individual 's cognitive and emotional evaluation of object attributes (Dichter, 1985 and Mazursky and Jacoby, 1986). A strong sense of brand comes from the unique and good image of a brand (Keller, 1993), which means that a positive image is essential to brand power (Govers, 2003). Form this analysis, it can conclude that the overall image result is same with previous research and it also can be one reason that why young generation nowadays want to keep revisit the heritage sites and culture in Malacca.

5.2.5 RESEARCH QUESTION 5: WHAT IS THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN MALACCA AMONG THE YOUNG GENERATION IN MALAYSIA?

The customer satisfaction also important roles that can make relationship and the factor in intention to revisit the heritage sites in Malacca. The customer satisfaction is the important and valuable outcomes of all the marketing activities. It is one of the key components in any customer remembering program is call as satisfaction but not only one strategy or plan. Based on the analysis done, it was found that the strength of the relationship between customer satisfaction and the intention to revisit is at a high positive level ($r=0.768$, $n=198$, $p<0.01$). The finding revealed there was a positive and significant relationship between customer satisfaction and the intention to revisit. Therefore, it can be seen that customer satisfaction is an important role in effecting the intention to revisit.

5.3 RESEARCH FINDINGS

The Reliability Test was prioritized to undertaken samples to 30 respondents before it was distributed to 198 respondents using the online survey method. The Cronbach's Alpha sought to test the reliability of the questionnaire, resulting in the range is from 0.787 to 0.943 and it showed that the result was good, very good, and

excellent where the subjective norm variable reached the highest Cronbach's Alpha value of 0.943. Furthermore, there are three variables categorized as very good reliability which was attitude (0.887) leading perceived behavioral control (0.885) followed by overall image (0.861). The lowest Cronbach's Alpha value was the customer satisfaction variable scored 0.787 and it was considered good. As a result, each variable had attained the minimum measuring of reliability, since all Cronbach Alpha Coefficients for each variable exceeded 0.7.

These are particularly remarkable results for descriptive analysis. The highest mean of independent variables was subjective norm variable (39.1515) followed by overall image variable (32.9596). Attitude variable was 29.6616 subsequently followed by perceived behavioral control variable that indicates 27.4798. In contrast, the lowest mean for the independent variable was customer satisfaction stated 12.4798. The mean value for the dependent variable was 47.5657. Therefore, this study contributes the evidence that the subjective norm was the greatest influence in the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

To confirm the linear relationship between a pair of variables associated to the purpose of this study, further investigation has undertaken the Correlation Analysis. Table 5.1 exhibits the core elements of Correlation Analysis, has highlighted moderate positive relationship between perceived behavioral control, overall image and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia. In the same respect, a high positive correlation was found between attitude, subjective norm, customer satisfaction and the intention to revisit heritage sites and culture in Malacca among the young generation in Malaysia.

Table 5.1 : The Core Elements of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.705	High Positive Correlation
2	0.000	Accepted	0.717	High Positive Correlation
3	0.000	Accepted	0.627	Moderate Positive Correlation
4	0.000	Accepted	0.676	Moderate Positive Correlation
5	0.000	Accepted	0.768	High Positive Correlation

Source : Development from SPSS

5.4 LIMITATION

Limitation is one big obstacle that facing and challenges by all the researcher to complete this study. There have a lot of limitation in this study and one of the big limitations is the respondents. In this study is not all local tourist in Malaysia can be respondents that wanted to answer questions or receive a questionnaire from the researchers. This is because many respondents are not support and cooperate during answering all the questionnaire in the Google form. In addition, there were also respondents who think that by answering questions from the researchers will be wasting their time.

The next limitation that facing during this study is data collection method. In this study, many researchers are facing the problem especially during the pandemic of

Covid-19 that facing by all around the world. Many researchers are using the online method in collecting the data such as social media. Many researchers are using the WhatsApp's, telegram, Instagram and Facebook to sharing the information. The challenges when using online survey is the researcher cannot be confirm the information given by the respondents is valid or not. Moreover, using online survey will take a lot of time for the respondents to answer the questionnaire and this will make the process of data collection delay.

Another limitation is the researcher lack of the sample among the young generation in Malaysia which the sample that using is the respondent who intention to revisit the Malacca. According to the Krecjie and Morgan (1970) said that the population sample size of the young generation is 384 but in this study the researcher just collecting the sample size is only 198 and it make the researcher lack of sample. This is because to sharing the Google form and questionnaire is not very easy especially in the online because many of the respondent will ignore. It makes the researcher feel very hard in collecting the data especially during this period when the researcher cannot face to face and need the social distance with each other.

In conclusion, this is all the limitations that the researcher is facing and challenging during collecting the data and doing this study.

5.5 RECOMMENDATIONS

Recommendation is one of part which is very important in this study. This is because the recommendation is like a suggestion for the future research. So, in the study

the recommendation is very useful to all the researcher in maintain their performance and analysis. Form the limitations, the researcher can find some suggestion to solve in the future studies. In addition, this study can help and giving the opportunity to the other researcher to learn in the future and expand the sample and giving the more effective and effect in the future.

The first recommendation is further studies can be carried out on the foreigner tourist travel in Malaysia since this study had only focus among local tourist in Malaysia it could see whether there are any similarities in the findings. This study can produce different results if it applies to foreigner tourist in Malaysia. Therefore, there had other tourist to answer the questionnaires instead of focus on local tourist only.

The next recommendation is the limit of the sample size of respondent which is just 198 respondents only. So, in the future research hope that the researcher is not just scope to the young generation but to all the people so the researchers can do more researching and finding a lot of data collection in the study so it can make the study more effective, creativity and effect. Because with limitation of sample size it can make the researcher lack of information and finding.

The third recommendations are the researchers just only uses the quantitative method to collect the data but also can use the qualitative method which is the primary method such as interview and other to collect the data and finding. This is because, it can help the researchers to find a lot of information and can add more in the research method. It is also one of way that the researcher can analysis it.

Finally, with the recommendation that is provided it can help the researcher in the future research. This is because it can improve the skill in analysis the study to become more creative, effective and others.

5.6 SUMMARY

The summary of this chapter, the researcher had deliver the aim of this study regarding to the problem in this study. This study examines the relationship between the variables of attitude, subjective norm, perceived behavioral control, overall image, customer satisfaction and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. Research framework is developed based on the literature that been viewed. The researcher planned to investigate the relationship between each element of the independent variables to the dependent variable.

There had 198 respondents who took part in this study through the online survey method. The data have been collected and analyse by SPSS software version 26 based on descriptive statistic, reliability analysis, and correlation analysis. From the result of the reliability analysis, all the variables were above 0.7. Therefore, the result shown is reliable and it can be accepted.

As a result, it can be conclude that there is a significant relationship between attitude, subjective norm, perceived behavioral control, overall image, customer satisfaction and the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. Therefore, it is hoped that all the knowledge provided in this study can help not only the tourism industry in Malacca but also other state benefit from it, and even improve Malaysia's economy.

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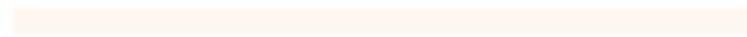
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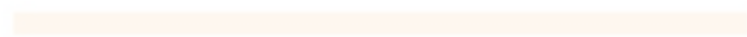
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APPENDIX I
QUESTIONNAIRE (ENGLISH VERSION)



**THE INTENTION TO REVISIT THE HERITAGE SITES AND CULTURE IN
MALACCA AMONG THE YOUNG GENERATION IN MALAYSIA**

Dear respondents,

We are final year students of Bachelor of Entrepreneurship (Tourism) from Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan. We are currently conducting a final year project research study. This questionnaire is to examine the intention to revisit the heritage sites and culture in Malacca among the young generation in Malaysia. Your participation to answer this questionnaire is much important to help us to complete this research. Therefore, we are much appreciated for your time to contribute the valuable participation to fill out this questionnaire. All information obtained will be kept SECRET and will only be adopted for research purpose. Thank you for your cooperation. Any further inquiries, please kindly email to smlam.h18a0549@siswa.umk.edu.my.

Yours sincerely,

SEN MEI LAM	H18A0549
LEONG WEN QIN	H18A0187
MICHELLE HOO YEAN NEE	H18A0214
NAJWA BINTI AHMAD TAJUDIN	H18B0282

SECTION A: Demographic Profile

1. Gender. (Kindly mark “√”)

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2. Age: _____

3. State: _____

4. Ethnicity. (Kindly mark “√”)

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Baba and nyonya
<input type="checkbox"/>	Portuguese
<input type="checkbox"/>	Eurasia
<input type="checkbox"/>	Other

5. Employment status. (Kindly mark “√”)

<input type="checkbox"/>	Employed
<input type="checkbox"/>	Freelancers
<input type="checkbox"/>	Self-employed
<input type="checkbox"/>	Unemployed
<input type="checkbox"/>	Student
<input type="checkbox"/>	Other

6. Occupation. (Kindly mark “√”)

<input type="checkbox"/>	Government
<input type="checkbox"/>	Private organization (profit oriented)
<input type="checkbox"/>	Non-profit organization / employment

<input type="checkbox"/>	Self-employed
<input type="checkbox"/>	Student
<input type="checkbox"/>	Other

7. Reason for revisit. (Can choose more than one option)

<input type="checkbox"/>	Heritage
<input type="checkbox"/>	Rest and relaxation
<input type="checkbox"/>	Visiting relatives and friends
<input type="checkbox"/>	Business
<input type="checkbox"/>	Meeting and event
<input type="checkbox"/>	Other

8. Monthly income. (Kindly mark “√”)

<input type="checkbox"/>	B40: < RM4850
<input type="checkbox"/>	M40: < RM4850 - RM10959
<input type="checkbox"/>	T20: > RM10959

9. Education level. (Kindly mark “√”)

<input type="checkbox"/>	SPM / STPM
<input type="checkbox"/>	Diploma
<input type="checkbox"/>	Bachelor
<input type="checkbox"/>	Master
<input type="checkbox"/>	PhD
<input type="checkbox"/>	Other

SECTION B: Travel Characteristics

1. Main form of transportation ease for mobility. (Kindly mark “√”)

<input type="checkbox"/>	Rental car
<input type="checkbox"/>	Private car
<input type="checkbox"/>	Public transports
<input type="checkbox"/>	Other

2. Duration of stay. (Kindly mark “√”)

<input type="checkbox"/>	A day to a week
<input type="checkbox"/>	One week
<input type="checkbox"/>	Exceed one week but less than a month
<input type="checkbox"/>	Exceed a month

3. Travel companion. (Can choose more than one option)

<input type="checkbox"/>	Alone
<input type="checkbox"/>	With my spouse
<input type="checkbox"/>	Family
<input type="checkbox"/>	Friends
<input type="checkbox"/>	Relatives
<input type="checkbox"/>	Business co-partner
<input type="checkbox"/>	Follow tour group
<input type="checkbox"/>	Other

4. Availability of information. (Can choose more than one option)

<input type="checkbox"/>	Previous trip(s)
<input type="checkbox"/>	Internet
<input type="checkbox"/>	Brochures
<input type="checkbox"/>	Travel guidebooks
<input type="checkbox"/>	Travel agencies

<input type="checkbox"/>	Travel expo and exhibitions
<input type="checkbox"/>	Tourist information centers
<input type="checkbox"/>	Words of mouth
<input type="checkbox"/>	Other

5. Accommodation styles. (Can choose more than one option)

<input type="checkbox"/>	Guest house
<input type="checkbox"/>	Homestay
<input type="checkbox"/>	High range hotel / resort (4-5 star)
<input type="checkbox"/>	Mid-range hotel / resort (3 star)
<input type="checkbox"/>	Low cost hotel / resort (1-2 star)
<input type="checkbox"/>	Serviced apartment and condominium
<input type="checkbox"/>	Other

SECTION C

Instruction: Kindly respond to each statement by circling the description based on your revisit experiences in heritage sites, Malacca.

Attitude					
For me, return to Malacca heritage place when I visiting is: Very bad / Very good	Very Bad	Bad	Neutral	Good	Very Good
For me, return to Malacca heritage place when I visiting is: Fairly undesirable / Fairly desirable	Fairly Undesirable	Undesirable	Neutral	Desirable	Fairly Desirable
For me, return to Malacca heritage place when I visiting is: Fairly unpleasant / Fairly pleasant	Fairly Unpleasant	Unpleasant	Neutral	Pleasant	Fairly Pleasant

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For me, return to Malacca heritage place when I visiting is: Fairly foolish / Fairly wise	Fairly Foolish	Foolish	Neutral	Wise	Fairly Wise
For me, return to Malacca heritage place when I visiting is: Considerably unfavorable / Considerably favorable	Considerably Unfavorable	Unfavorable	Neutral	Favorable	Considerably Favorable
For me, return to Malacca heritage place when I visiting is: Extremely unenjoyable / Extremely enjoyable	Extremely Unenjoyable	Unenjoyable	Neutral	Enjoyable	Extremely Enjoyable
For me, return to Malacca heritage place when I visiting is: Very negative / Very positive	Very Negative	Negative	Neutral	Extremely Positive	Very Positive

Instruction: Kindly respond to each statement by circling your measurement using the scales given based on your revisit experiences in heritage sites, Malacca.

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

Subjective Norm					
The people who are valuable to me suggest I visit Malacca when traveling.	1	2	3	4	5
The person who is valuable to me would hope me to visit Malacca when traveling.	1	2	3	4	5
People whose ideas I value would prefer that I reminisce about Malacca when traveling.	1	2	3	4	5
The mass media is beneficial for me to obtain useful sources about heritage attraction, Malacca.	1	2	3	4	5
The influences of social platforms convince me to explore other activities in heritage sites, Malacca	1	2	3	4	5
My relatives and friends appreciate that spending time in activities associated with heritage culture	1	2	3	4	5
When traveling with my family, I agree that arranging the heritage culture activities for our journey is required.	1	2	3	4	5
The people who are valuable to me suggest I have revisit the heritage places when traveling in Malacca.	1	2	3	4	5
The person who is valuable to me would hope me to revisit the heritage places in Malacca.	1	2	3	4	5
People whose ideas I value would prefer that I reminisce about the heritage places in Malacca.	1	2	3	4	5

Perceived Behavioral Control					
Whether or not I return to Malacca when traveling	1	2	3	4	5

at heritage sites relies on my decision.					
I am certain that my schedule, if I plan, I will be able to return to the heritage sites on my next visit to Malacca.	1	2	3	4	5
My carrying capacity allows me to revisit the heritage sites when traveling to Malacca.	1	2	3	4	5
I have sufficient capital to comprehend and appreciate heritage culture.	1	2	3	4	5
I am keen on raising my cultural perspective to cherish the appreciation of heritage culture.	1	2	3	4	5
I can easily obtain information about heritage culture tours and promotion details in Malacca.	1	2	3	4	5
I can familiarize and conveniently access the place where culture heritage activities are located.	1	2	3	4	5

Overall Image					
Part 1: - Very Negative (1)/ Negative (2)/ Neutral (3)/ Positive (4)/ Very Positive (5)					
The destination panorama I felt in heritage places in Malacca is...	1	2	3	4	5
The overall image I have regarding heritage places in Malacca is...	1	2	3	4	5
Generally, I recognize that Malacca heritage places have a attractive image drives my intention to revisit there.	1	2	3	4	5
Part 2: - Strongly Disagree (1)/ Disagree (2)/ Neutral (3)/ Agree (4)/ Strongly Agree (5)					
Malacca as a “Truly Heritage Culture” destination.	1	2	3	4	5
Friendly local people.	1	2	3	4	5
Enrich distinguished features of local food.	1	2	3	4	5
Communicate in English is commonly language	1	2	3	4	5

among local community.					
Deserve for purchase experience.	1	2	3	4	5

Customer Satisfaction					
Generally, the touring has met my expectation to return to heritage sites, Malacca.	1	2	3	4	5
As a whole, I am happy with my choice to return to Malacca heritage sites.	1	2	3	4	5
I am pleased with the service experience while I return.	1	2	3	4	5

SECTION D

Instruction: Kindly respond to each statement by circling your measurement using the scales given based on your revisit experiences in heritage sites, Malacca.

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

Intention To Revisit Heritage Sites, Malacca					
I am willing to revisit heritage places when visiting Malacca.	1	2	3	4	5
I plan to stay in Malacca because of the diversity of heritage culture.	1	2	3	4	5
I will make an effort to stay for a length of time to engage in the activities that operate in heritage places, Malacca.	1	2	3	4	5
I am willing to return to heritage sites in the future.	1	2	3	4	5
I prefer to invite my family and friends to Malacca heritage places as a vacation destination.	1	2	3	4	5
The destination image of Malacca fits with my anticipation as a vacation spot.	1	2	3	4	5
I explore the emergence of novelty heritage places rather than those that I had known before in Malacca.	1	2	3	4	5
I am eager to return heritage sites as a destination choice.	1	2	3	4	5
Based on my last experience, I spent greater consumption on this tour.	1	2	3	4	5
Based on my last visit to Malacca, this trip took longer to participate in heritage related activities.	1	2	3	4	5
I plan to return to the heritage sites that I previously visited in Malacca.	1	2	3	4	5

Based on my last visit, I invite bigger companions for my current trip.	1	2	3	4	5
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END OF SURVEY

THANK YOU VERY MUCH FOR YOUR KIND COOPERATION



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APPENDIX II
QUESTIONNAIRE (MALAY VERSION)



**INTENSI UNTUK MENGUNJUNGI SEMULA TAPAK WARISAN DAN
KEBUDAYAAN DI MELAKA DALAM KALANGAN GENERASI MUDA DI
MALAYSIA**

Responden yang dihormati,

Kami adalah pelajar tahun akhir Sarjana Muda Keusahawanan (Pelancongan) dari Fakulti Hospitaliti, Prlancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan. Kami sedang menjalankan kajian penyelidikan projek tahun akhir. Soal selidik ini adalah untuk mengkaji intensi mengunjungi semula tapak warisan dan kebudayaan di Melaka dalam kalangan generasi muda di Malaysia. Penyertaan anda untuk menjawab soal selidik ini sangat penting untuk membantu kami menyelesaikan penyelidikan ini. Oleh itu, kami sangat menghargai masa anda untuk menyumbang penyertaan yang berharga untuk mengisi soal selidik ini. Semua maklumat yang diperoleh akan dirahsiakan dan hanya digunakan untuk tujuan penyelidikan. Terima kasih atas kerjasama anda. Sebarang pertanyaan lanjut, sila e-mel ke smlam.h18a0549@siswa.umk.edu.my.

Dengan ikhlas,

SEN MEI LAM	H18A0549
LEONG WEN QIN	H18A0187
MICHELLE HOO YEAN NEE	H18A0214
NAJWA BINTI AHMAD TAJUDIN	H18B0282

SEKSYEN A: Profil Demografi

1. Jantina. (Sila tanda “√”)

<input type="checkbox"/>	Lelaki
<input type="checkbox"/>	Perempuan

2. Umur: _____

3. State: _____

4. Kaum. (Sila tanda “√”)

<input type="checkbox"/>	Melayu
<input type="checkbox"/>	Cina
<input type="checkbox"/>	India
<input type="checkbox"/>	Baba dan nyonya
<input type="checkbox"/>	Portugis
<input type="checkbox"/>	Eurasia
<input type="checkbox"/>	Lain-lain

5. Status pekerjaan. (Sila tanda “√”)

<input type="checkbox"/>	Pekerja
<input type="checkbox"/>	Pekerja bebas
<input type="checkbox"/>	Bekerja sendiri
<input type="checkbox"/>	Tidak bekerja
<input type="checkbox"/>	Pelajar
<input type="checkbox"/>	Lain-lain

6. Pekerjaan. (Sila tanda “√”)

<input type="checkbox"/>	Sektor kerajaan
<input type="checkbox"/>	Organisasi swasta (berorientasikan keuntungan)
<input type="checkbox"/>	Organisasi / pekerjaan bukan berorientasikan keuntungan

<input type="checkbox"/>	Bekerja sendiri
<input type="checkbox"/>	Pelajar
<input type="checkbox"/>	Other

7. Sebab untuk melawat semula. (Boleh pilih lebih daripada satu pilihan)

<input type="checkbox"/>	Warisan
<input type="checkbox"/>	Rehat dan tenang
<input type="checkbox"/>	Melawat saudara-mara dan kawan-kawan
<input type="checkbox"/>	Perniagaan
<input type="checkbox"/>	Mesyuarat dan acara
<input type="checkbox"/>	Lain-lain

8. Pendapatan bulanan. (Sila tanda “√”)

<input type="checkbox"/>	B40: < RM4850
<input type="checkbox"/>	M40: < RM4850 - RM10959
<input type="checkbox"/>	T20: > RM10959

9. Tahap pengajian. (Sila tanda “√”)

<input type="checkbox"/>	SPM / STPM
<input type="checkbox"/>	Diploma
<input type="checkbox"/>	Sarjana muda
<input type="checkbox"/>	Master
<input type="checkbox"/>	PhD
<input type="checkbox"/>	Lain-lain

SEKSYEN B: Ciri-ciri Perjalanan

1. Bentuk kemudahan pengangkutan. (Sila tanda “√”)

<input type="checkbox"/>	Kereta sewa
<input type="checkbox"/>	Kereta peribadi
<input type="checkbox"/>	Pengangkutan awam
<input type="checkbox"/>	Lain-lain

2. Tempoh penginapan. (Sila tanda “√”)

<input type="checkbox"/>	Sehari sehingga seminggu
<input type="checkbox"/>	Satu minggu
<input type="checkbox"/>	Melebihi satu minggu tetapi kurang dari sebulan
<input type="checkbox"/>	Melebihi sebulan

3. Rakan kembara. (Boleh pilih lebih daripada satu pilihan)

<input type="checkbox"/>	Sendiri
<input type="checkbox"/>	Bersama pasangan
<input type="checkbox"/>	Keluarga
<input type="checkbox"/>	Kawan
<input type="checkbox"/>	Saudara-mara
<input type="checkbox"/>	Rakan kongsi perniagaan
<input type="checkbox"/>	Ikuti kumpulan lawatan
<input type="checkbox"/>	Lain-lain

4. Ketersediaan maklumat. (Boleh pilih lebih daripada satu pilihan)

<input type="checkbox"/>	Kunjungan yang lepas
<input type="checkbox"/>	Internet
<input type="checkbox"/>	Risalah
<input type="checkbox"/>	Buku panduan perjalanan
<input type="checkbox"/>	Agensi-agensi pelancongan

<input type="checkbox"/>	Ekspo dan pameran pelancongan
<input type="checkbox"/>	Pusat maklumat pelancongan
<input type="checkbox"/>	Dari mulut ke mulut
<input type="checkbox"/>	Lain-lain

5. Gaya penginapan. (Boleh pilih lebih daripada satu pilihan)

<input type="checkbox"/>	Rumah tetamu
<input type="checkbox"/>	Homestay
<input type="checkbox"/>	Hotel bertahap 4 atau 5 bintang
<input type="checkbox"/>	Hotel bertahap 3 bintang
<input type="checkbox"/>	Hotel bertahap 1 atau 2 bintang
<input type="checkbox"/>	Pangsapuri dan kondominium yang diservis
<input type="checkbox"/>	Lain-lain

SEKSYEN C

Arahan: Mohon balas setiap pernyataan dengan melingkari keterangan berdasarkan pengalaman anda kembali di tapak warisan, Melaka.

Sikap					
Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Sangat teruk / Sangat bagus	Sangat Teruk	Teruk	Neutral	Bagus	Sangat Bagus
Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Agak tidak diingini / Agak diingini	Agak Tidak Diingini	Tidak Diingini	Neutral	Diingini	Agak Diingini

<p>Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Cukup tidak menyenangkan / Cukup menyenangkan</p>	<p>Agak Tidak Mengyenang -kan</p>	<p>Tidak Menyenang -kan</p>	<p>Neutral</p>	<p>Menyenang -kan</p>	<p>Agak Menyenang -kan</p>
<p>Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Agak bodoh / Agak bijak</p>	<p>Agak Bodoh</p>	<p>Bodah</p>	<p>Neutral</p>	<p>Bijak</p>	<p>Agak Bijak</p>
<p>Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Amat tidak baik / Amat baik</p>	<p>Amat Tidak Baik</p>	<p>Tidak Baik</p>	<p>Neutral</p>	<p>Baik</p>	<p>Amat Baik</p>

Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Sangat tidak menyeronokkan / Sangat seronok	Sangat Tidak Menyeronokkan	Tidak Menyeronokkan	Neutral	Seronok	Sangat Seronok
Bagi saya, kembali ke tempat warisan yang bertapak di Melaka semasa kunjungan adalah: Sangat negatif / Sangat positif	Sangat Negatif	Negatif	Neutral	Positif	Sangat Positif

Arahan: Mohon balas setiap pernyataan dengan melingkari pengukuran anda menggunakan skala yang diberikan berdasarkan pengalaman lawatan anda di tapak warisan, Melaka.

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

Norma Subjektif					
Orang yang bermakna bagi saya mencadangkan saya mengunjungi Melaka ketika dalam perjalanan.	1	2	3	4	5
Orang yang berharga bagi saya berharap saya dapat mengunjungi Melaka ketika dalam perjalanan.	1	2	3	4	5
Orang yang memiliki idea yang saya anggap bernilai mengingini saya mengenangkan Melaka apabila perjalanan.	1	2	3	4	5
Media massa bermanfaat bagi saya untuk memperoleh sumber berguna mengenai tapak warisan, Melaka.	1	2	3	4	5
Pengaruh platform sosial meyakinkan saya untuk meneroka aktiviti lain yang berlangsung di tapak warisan, Melaka.	1	2	3	4	5
Saudara-mara dan rakan-rakan saya menghayati bahawa meluangkan masa dalam penglibatan aktiviti berkaitan kebudayaan warisan di Melaka adalah perlu.	1	2	3	4	5
Semasa melancong dengan keluarga saya, saya bersetuju bahawa mengatur aktiviti budaya warisan dalam pelancaran perjalanan kami diperlukan.	1	2	3	4	5
Orang yang bermakna bagi saya menyarankan agar saya mengunjungi semula tempat-tempat peninggalan semasa melancong di Melaka.	1	2	3	4	5
Orang yang berharga bagi saya berharap saya dapat melawat semula tempat-tempat peninggalan di Melaka.	1	2	3	4	5
Orang yang memiliki idea yang saya anggap bernilai mengingini saya mengenangkan tempat warisan di Melaka.	1	2	3	4	5

Kawalan Tingkah Laku					
Keberangkalian saya kembali ke tempat warisan di Melaka adalah bergantung kepada keputusan saya.	1	2	3	4	5
Saya yakin bahawa jadual saya, jika saya merancang, saya mampu berkunjung ke tempat peninggalan pada lawatan selanjutnya ke Melaka.	1	2	3	4	5
Ketersediaan sumber mendorong saya kunjungi semula tapak warisan ketika melancong di Melaka.	1	2	3	4	5
Saya mempunyai modal yang mencukupi untuk memahami dan menghayati budaya warisan.	1	2	3	4	5
Saya berminat untuk meningkatkan perspektif budaya saya untuk menghargai penghayatan budaya warisan.	1	2	3	4	5
Saya dapat memperoleh maklumat mengenai lawatan budaya warisan dan perincian promosi di Melaka dengan mudah.	1	2	3	4	5
Saya boleh membiasakan dan mudah mengakses tempat di mana aktiviti warisan budaya berada.	1	2	3	4	5

Gambar Keseluruhan					
Bahagian 1: - Sangat Negatif (1)/ Negatif (2)/ Neutral (3)/ Positif (4)/ Sangat Positif (5)					
Panorama destinasi yang saya rasakan di tempat-tempat warisan di Melaka adalah...	1	2	3	4	5
Gambaran keseluruhan saya mengenai tempat-tempat warisan di Melaka adalah	1	2	3	4	5
Secara amnya, saya menyedari bahawa tempat-tempat warisan Melaka mempunyai gambaran yang menarik mendorong niat saya untuk berkunjung ke sana.	1	2	3	4	5

Bahagian 2: - Sangat Tidak Setuju (1)/ Tidak Setuju (2)/ Neutral (3)/ Setuju (4)/ Sangat Setuju (5)					
Melaka sebagai destinasi “Budaya Warisan yang Benar”.	1	2	3	4	5
Penduduk tempatan yang mesra.	1	2	3	4	5
Memperkaya keistimewaan makanan tempatan.	1	2	3	4	5
Berkomunikasi dalam Bahasa Inggeris adalah bahasa biasanya digunakan dalam kalangan masyarakat setempat.	1	2	3	4	5
Layak mendapat pengalaman membeli.	1	2	3	4	5

Kepuasan Pelanggan					
Secara amnya, lawatan tersebut telah memenuhi harapan saya untuk kembali ke tapak warisan, Melaka.	1	2	3	4	5
Secara keseluruhan, saya berpuas hati dengan pilihan saya untuk kembali ke tapak warisan Melaka.	1	2	3	4	5
Saya berasa gembira terhadap pengalaman perkhidmatan semasa saya kembali.	1	2	3	4	5

SEKSYEN D

Arahan: Mohon balas setiap pernyataan dengan melingkari pengukuran anda menggunakan skala yang diberikan berdasarkan pengalaman lawatan anda di tapak warisan, Melaka.

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

Intensi untuk Mengunjungi Semula Tapak Warisan dan Kebudayaan, Melaka					
Saya bersedia mengunjungi semula tempat-tempat warisan ketika berkunjung ke Melaka	1	2	3	4	5
Saya merancang untuk tinggal di Melaka kerana kepelbagaian budaya warisan.	1	2	3	4	5
Saya akan berusaha untuk kekal di Melaka dalam sesuatu tempoh yang tertentu untuk melibatkan aktiviti-aktiviti yang beroperasi di pelbagai tempat warisan, Melaka.	1	2	3	4	5
Saya bersedia untuk kembali ke tapak warisan pada masa yang akan datang.	1	2	3	4	5
Saya lebih suka mengajak keluarga dan kawan-kawan saya ke tempat-tempat warisan Melaka sebagai destinasi percutian.	1	2	3	4	5
Imej destinasi Melaka sesuai dengan jangkaan saya sebagai tempat percutian.	1	2	3	4	5
Saya meneroka kemunculan tempat-tempat warisan sesuatu yang baru dan bukannya destinasi warisan yang telah dikenali sebelum ini di Melaka.	1	2	3	4	5
Saya berhasrat kembali ke tapak warisan sebagai pilihan destinasi.	1	2	3	4	5
Berdasarkan pengalaman saya yang lepas, saya menghabiskan penggunaan perbelanjaan yang	1	2	3	4	5

berjumlah lebih besar dalam lawatan ini.					
Berdasarkan lawatan terakhir saya ke Melaka, perjalanan ini mengambil masa lebih lama untuk penglibatan dalam aktiviti berkaitan warisan.	1	2	3	4	5
Saya merancang untuk kembali ke tapak warisan yang pernah saya lawati di Melaka.	1	2	3	4	5
Berbanding dengan lawatan terakhir saya, saya menjemput sahabat dalam bilangan yang lebih besar bagi perjalanan semasa ini.	1	2	3	4	5

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APPENDIX III

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