

UNIVERSITI TEKNOLOGI MARA

**DESTINATION ATTRACTIVENESS OF A
SHOPPING MALL: JOHOR PREMIUM OUTLET**

NOORSYAFIQAH BINTI SHAMSUDIN

Thesis submitted in partial fulfillment of the requirements for the degree
of

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of UniversitiTeknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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Name of Candidate : NoorSyafiqah Binti Shamsudin
Candidate's ID No. : 2011947301
Programme : Master of Science in Tourism Management – HM 771
Faculty : Faculty of Hotel and Tourism Management
Thesis Title : Destination Attractiveness of A Shopping Mall: Johor Premium Outlet

Signature of Candidate :
Date : 17th July 2013

ABSTRACT
DESTINATION ATTRACTIVENESS OF A SHOPPING MALL: A CASE
STUDY OF JOHOR PREMIUM OUTLET

Noorsyafiqah Shamsudin & Mohd Raziff Jamaluddin
syafiqah.shamsudin@rocketmail.com

The retail industry in Malaysia is growing by leaps and bounds and has contributed significantly towards the economic development. The contribution of shopping towards overall holiday satisfaction is essential that required concerted effort by the Malaysian authorities to ensure Malaysia is among the top of the list for the tourist shopping destination. Previously, research looked at the importance of price and location of the shopping mall but less attention was paid to the assortment, atmosphere and services especially in Malaysia. This study aims at examining the outlet mall attributes towards visitor's satisfaction and therefore the correlational study was conducted to satisfy this objective. This study used convenience sampling method and managed to interview 250 respondents. The result shows that atmosphere, assortment and accessibility are the top three attributes that has a strong relationship with visitor's satisfaction. Outlet mall management must properly manage these attributes and highlights them in the future marketing activities in order to improve satisfaction, and in turn increase profitability.

***Keywords-* Destination attractiveness; shopping mall; Johor Premium Outlet**

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