For decades now, tourist revisit intention has been the subject of debate in the tourism discipline, and especially within marketing. Although the tourism industry is growing worldwide, the industry continues to experience unpredictability over revisit intentions. Heritage is one of the core tourism products which have the potential to appeal to tourists, since heritage attractions permit the tourist to explore and experience the priceless character of past and present. However, when compared to other tourism segments, studies of tourist revisit intention in the discipline of heritage tourism, and especially for the case of Malaysia, continue to be neglected. Thus, the present thesis serves as a bridge to fill the gap and remedy the inconsistent empirical findings, by investigating tourist perceptions in the context of heritage tourism. The theoretical framework of the present study includes three constructs of independent variables namely perceived authenticity (object-based and existential authenticity), perceived novelty risk, and experiential value perception (host-guest relationship and activity). Empirical assessment of the theoretical framework includes a survey of 510 tourists who visited heritage tourism destinations in Malaysia, specifically Melaka and Penang. The resulting data were analysed through a process of multivariate analysis namely Structural Equations Modelling (SEM) using Analysis of Moment Structures (AMOS) software. The findings of the present thesis enhance the understanding of heritage tourism revisit intention behaviour and heritage tourism itself in several ways. The present study revealed support for previous research that perceived authenticity as the main construct of tourist revisit intention. The results demonstrate that the tourist is influenced to some extent by the originality and authenticity of the heritage products offered at the heritage sites located at Melaka and Penang. Furthermore, as the focus of this thesis is solely the study of perceived novelty risk, the study contributes to enhancing the understanding of the effect of novelty risk with revisit intention. The results indicate insignificant effect between perceived novelty risk with revisit intention. There is a similarity with other empirical findings on risk, as most researchers agree that the intention to revisit is affected when the destination is risky. The results also contribute to the understanding of the effects of experiential value perceptions on revisit intention. The results show that experiential value can be considered an influential construct that contributes to the tourist intention to revisit. Both host-guest relationship and activity provided at the destinations lead to enhanced knowledge and greater understanding of other cultural and heritage products. The findings from the study reveal that satisfaction partially mediates the relationship of perceived authenticity and experiential value perception to revisit intention. The present study also contributes to the empirical evidence of the effect of tourist motivation on the relationship of satisfaction and revisit intention. The results reveal that the effect of satisfaction and revisit intention is moderated by tourist motivation. The findings of the present study contribute to the literature on tourist behavioural intention by furnishing new empirical evidence on the effect between perceived authenticity, perceived novelty risk, and experiential value perception. Nevertheless, with regards to practical implications, the findings from the present study may aid tourism-related organisations, providers, and marketers, in understanding tourist behaviour and intention, and also in terms of marketing and strategizing for heritage tourism.

Radio frequency identification (RFID) technology can be considered as an important application in retail operations and supply chain management (SCM) to increase the companies’ performance via tracking the real location information of products or equipment throughout the supply chain. Nevertheless, the expected rapid industry adoption of RFID has not taken place up to today as no supply chain organizations in Malaysia have adopted RFID yet. At the other side, Academic researches on RFID’s adoption in supply chain domain are still lacking. Regarding the control power of retailers in the supply chain, it is important to explore and investigate the basic drivers and obstacles in deciding to adopt RFID in the retail supply chain (RSC). Hence, this study aims to identify and evaluate a comprehensive set of factors that may influence RFID adoption intention in RSC in Malaysia and ascertain the inhibitors and facilitators of the adoption. To do this, an exploratory survey questionnaire was applied to collect data from 221 IT and Management Personnel in both Retailer and Hypermarket Sectors. This data was analyzed using the structural equation modelling technique. As the results, a comprehensive theoretical framework of IT innovation adoption in the supply chain and at inter-organizational level of analysis was proposed. Considering strategic choice and institutional rationales perspectives, the framework provided a four-dimensional evaluation framework which includes technological, organizational, inter-organizational and environmental aspects of the adoption. The results showed that out of 27 proposed initial factors, 14 factors were found to be important in the intention to adopt RFID in RSC in Malaysia. They are financial justification, return on investment, ease of use, trialability, reliable maturity, standard maturity, organizational scale, employees’ cooperation, coercive regulatory pressure, normative trading partner communicability, mimetic competitive pressure, availability of adoption support and privacy & security. It was also found that high costs of RFID adoption, Low rate of return on investment, existing of a weak market competition environment, unavailability of information, service providers and equipment of RFID technology, small volume of transaction and lack of proper communication between the organizations and their trading partners are the important barriers toward the RFID adoption. Meanwhile, easiness of using and implementing RFID, acceptable reliability of data captured by RFID, high organizations’ readiness in adopting RFID and high employees’ cooperation in adopting IS like RFID technology was found as the facilitators toward the technology adoption. The results also indicated that perceived technological factor of RFID could mediate the relationship between RFID adoption intention and its organizational, inter-organizational and environmental drivers. Moreover, it was observed that high level of RFID radicalness provides a greater profound effect on the relationship between technological factor and RFID adoption intention, indicating the moderation effect of RFID radicalness. Upon the results of the research, managerial implications and scholarly contributions were discussed accordingly.