

**UNIVERSITI TEKNOLOGI MARA**

**TOURIST PERCEPTION, SATISFACTION AND  
REVISIT INTENTION ON ISLAND TOURISM: A  
CASE OF TUNKU ABDUL RAHMAN MARINE PARKS**

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Thesis submitted in partial fulfilment of the requirements  
for 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 Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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## **ABSTRACT**

This study is to explore In-depth understanding of the tourist perceptions towards the activities and services provided and to investigate the overall perception of tourist towards the activities and services provided by tour operator in Tunku Abdul Rahman Marine Park. . However, if a customer's expectation is not met by the perceived performance, dissatisfaction experience will occur. Therefore, satisfaction, being positive or negative, can be determined by performance and regarded as a vital basis of competitive issues. The result from this study attempt to gain overall perception of tourist towards the activities, price, satisfaction and quality of services provided by tour operator in Tunku Abdul Rahman Marine Park and from the result researcher could determine the factor of behavioral intention toward the Marine Park, or island. The significance of this paper will soon help to enhance tour operator's services and give a wonderful experience to the tourist and meet the tourist needs and wants in future. Findings clearly revealed that tourist perception on island activities, service quality and price value are positively or negatively influenced tourist satisfaction in island tourism and their intention to revisit.

**Keywords:** *Perceptions, Island activities, Revisit intention*

## **TABLE OF CONTENTS**

## **PAGE**

<b>CHAPTER ONE: INTRODUCTION</b>	<b>1</b>
1.0 Introduction	1
1.1 Background of study	1
1.2 Statement of problem	3
1.3 Research Objective	6
1.4 Research Questions	6
1.5 Theoretical Framework	7
1.6 Research Hypotheses	7
1.7 Significance of Study	8
 <b>CHAPTER TWO: LITERATURE REVIEW</b>	 <b>9</b>
2.0 Introduction	9
2.1 Tunku Abdul Rahman Marine Parks	9
2.1.1 Gaya Island	12
2.1.2 Manukan Island	13
2.1.3 Mamutik Island	13
2.1.4 Sapi Island	14
2.1.5 Sulug Island	14
2.2 Island Activities	15
2.3 Defining Service Quality	16
2.4 Service Quality on Activities	16
2.5 Price Value	20
2.6 Overall Satisfaction	24
2.7 Revisit Intention	28
 <b>CHAPTER THREE : RESEARCH METHODOLOGY</b>	 <b>28</b>
3.0 Introduction	31
3.1 Research Paradigm	31
3.2 Population and Sample	32
3.3 Research Instrument Design	33

3.4 Validity of Research Instruments	37
3.5 Pilot Study	37
3.5.1 Result of Reliability Test	38
3.6 Data Collection	39
<b>CHAPTER FOUR : FINDINGS</b>	40
4.0 Introduction	40
4.1 Response Rate	40
4.2 Reliability Coefficient	41
4.3 Respondents Profile	43
4.4 Analysis of Island Activities	47
4.5 Analysis of service Quality	49
4.6 Analysis of Price Value	51
4.7 Analysis of Overall Satisfaction	52
4.8 Analysis of Revisit Intention	53
4.9 Correlation Analysis	55
5.0 Multiple Regressions Analysis	56
5.0.1 The Relationship between Tourist Perception and Satisfaction	57
5.0.2 The Relationship between Overall Satisfaction and Revisit Intention	58
5.0.3 The Relationship between Tourist Perception and Revisit Intention	59
5.0.4 The Relationship on Mediating Effect of Overall Satisfaction Dimensions towards Tourist Perception and Revisit Intention	59
<b>CHAPTER FIVE : RECOMMENDATION AND CONCLUSION</b>	62
5.0 Introduction	62
5.1 Recapitulations of the Study Findings	63
5.1.1 Research Question One	63
5.1.2 Research Question Two	64
5.1.3 Research Question Three	65
5.1.4 Research Question Four	66
5.2 Hypotheses Testing	66
5.3 Limitations and suggestion for Future Research	67
5.4 Implications, Recommendations and Conclusion	69