



THE RELATIONSHIP BETWEEN TOURIST
SHOPPING PERCEPTION AND TOURIST
SHOPPING SATISFACTION IN MELAKA

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

Shopping is one of the most significant activities done by tourists while travelling. Tourists shopping satisfaction depends on the perception of the tourists. Therefore, this study focus on the tourists shopping perception and were seen by few factors including perception of shopping culture, availability of shopping information, product reliability, general issues effecting shopping decision making and trustworthiness. There were 201 questionnaires distributed during the duration of the survey and all of the questionnaires were found to be valid and used for data analysis. Through the keyed data on SPSS version 23 shows that “perception”, “availability”, “product”, “general” and “trust”. However, only “trust” contributes significantly to the prediction of tourist shopping satisfaction.

Keyword: *Shopping, Shopping Satisfaction, Shopping Perception, Satisfaction.*

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LIST OF ABBREVIATIONS

UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Trade Organization
WHS	World Heritage Sites
WTO	World Trade Organization

CHAPTER 1

INTRODUCTION

1.1 OVERVIEW OF THE CHAPTER

In this chapter, the purposes of the study are to find the background of the study which focuses in Malaysia as a broad and narrow in Melaka state. Other than that, this chapter explains about problem statement involved in conducting this study. Research objectives and research questions is also important in this study to determine the relationship between two variables. The theoretical framework and conceptual framework draw the relationship between independent variable and dependent variable. Besides, the hypothesis is a specific statement of prediction. It describes in concrete terms what to expect will happen in the study. For the significant of the study, this may give some benefit for public and academic sector. Lastly, the definition of term will be including in the study of this research.

1.2 BACKGROUND OF THE STUDY

Shopping contributed to the development of the economy and also a major tourist activity. According to Tosun, Temizkan, Timothy and Fyall (2007), shopping is one of the most common undertakings during travel as well as the oldest activities related to travel. Apart from that, few researchers found that for most tourists, a trip is not complete without shopping (Keown, 1989b; Heung and Cheng, 2000). According to Swanson and Horridge (2006), souvenirs are universally related with experience.

Moreover, Gordon (1986); Littrell (1990) and Smith (1979) also stated that souvenir is a tangible symbol and reminder of an experience that vary from daily routine and that any other way would remain intangible, including memories of people, places, and events. Tosun et.al (2007) state that locally made handicraft and souvenirs designed as tourists products may catch elements of domestic cultures. Evans (2000) also conquers that useful and tempting handicrafts can be fascinating attraction and powerful form of guest entertainment while they become a source of income for local artisans.

According to World Trade Organization (2014), Malaysia was ranked as one of the world's top 10 tourist destinations, making it the only South-East Asian country to make the list in the United Nations World Trade Organization Tourism Highlights 2012. Besides, in 2011, International Tourism receipts reached a record US\$ 1,030 billion (euro) 740 bn), up from 927 billion (euro 699 bn) in 2010. Visitor expenditure is important contributor to the economy of many destinations, creating much needed employment and opportunities for development. According to Melaka Ex Chief Minister Datuk Seri Mohd Ali Rustam (2012), The Melaka Government is set to attract more tourists from Singapore to the Unesco World Heritage City of Melaka through collaboration with the main industry players in the city state as well as to sustain Melaka City's position as a must-visit destination. Besides, The State Government was also promoting it based on 12 sub-sector tourism products, namely history, culture, recreation, sports, shopping, convention, health, education, agro-tourism, food, Melaka My 2nd Home and youth tourism.

1.3 PROBLEM STATEMENT

According to Tourism Malaysia (2014), tourist arrivals to Malaysia for 2014 continued to increase, registering a hike of 6.7%. The country received 27.4 million tourists from January to December compared to 25.7 million tourists in 2013. According to Tourism Malaysia (2015), shopping also remained as the second major activity engaged by tourists in Malaysia for the first quarter, which was 72.7%. Table 1.1 shows the percentage of items purchased by tourists.

Table 1.1 Percentage of item purchased by tourists.

Item purchased	Percentage (%)
Clothes and apparels	49.6
Handicraft or souvenirs	45.5
Shoes	21.7
Cosmetics	16.4
Chocolates	13.3

Source from *Tourism Malaysia (2015)*

Table 1.1 above shows the percentage of item purchased by tourists in Malaysia. The highest percentage is clothes and apparels which is 49.6%. Handicraft or souvenirs was the second highest percentage which is 45.5% followed by shoes which about 21.7%, cosmetics which is 16.4% and chocolates which is only 13.3%.

Despite from that, in Malaysia, the government have taken initiatives to boost tourism and shopping since shopping remained as the second major activity which is organized three annual event such as 1Malaysia Grand Prix from March to April, The 1Malaysia Mega Sale Carnival from June to September, and the 1Malaysia Year-End Sale from November to January, and held for approximately 11th weeks each year, combines discount across a range of sectors (including retailers, hotels, visitor attraction, and restaurants) with a strong cultural offering too (UNWTO, 2014). Although the items purchased by tourists is high, but in the case of handicraft and souvenirs it is still consider low. This is because handicrafts and souvenirs are considered as local products that will help local people to gain profits.

However, in Melaka, in the year of 2014, around 15,032,030 tourists visited Melaka compared to 14,312,717 in year 2013, where there was an increased in total 719,313 (Melaka Tourism, 2014). According to Tourism Melaka Expenditure (2014), shopping activities contributed in second highest tourism activities in Melaka. Table 1.2 shows the percentages of tourism activities in Melaka in 2013 and 2014.

Table 1.2 Percentage of tourism activities based on survey made by Tourism Melaka

Expenditure (2014)

ITEM	2013	2014
Accommodation	30.30	30.30
Food and Beverage	12.50	14.50
Shopping	30.20	30.00
Transportation	6.80	7.10
Entertainment	3.10	3.70
Domestic Affairs	10.60	8.60
Sightseeing	3.60	2.30
Others	2.90	3.50

Source from *Tourism Melaka (2014)*

According to survey made by Melaka Tourism (2014), shopping was placed as second highest tourism activities in Melaka. Despite from that, in year 2014 there are slightly decline on the percentage of shopping to 30.00 from 30.20 in 2013. In Melaka, the tourists tend to buy souvenirs because of Melaka was famous as one of the heritage sites by the UNESCO. According to Carol, Noor Rita & Faizah (2013), Melaka was officially listed by United Nations Educational, Scientific and Cultural Organization (UNESCO) as one of the World Heritage Sites (WHS) on 7 July 2008. Meanwhile, Wong and Wan (2013) stated that shopping is recognizing as one of the

travel purpose. However lack of underlying dimensions, antecedents, and consequences of tourist shopping satisfaction has not received adequate attention. Despite the important role of shopping in tourism, the measurement of shopping satisfaction is not well defined. In response of this problem, this study aims to explore the relationship between tourist shopping perception and tourist shopping satisfaction.

1.4 RESEARCH OBJECTIVE

1. To analyze the relationship between tourist shopping perception and tourist shopping satisfaction in Melaka.
2. To determine the most attribute of tourist shopping perception towards tourist shopping satisfaction in Melaka.

1.5 RESEARCH QUESTION

1. Is there any relationship between tourist shopping perception and tourist shopping satisfaction in Melaka?
2. What is the most attribute of tourists shopping perception towards tourist shopping satisfaction in Melaka?

1.6 THEORETICAL FRAMEWORK

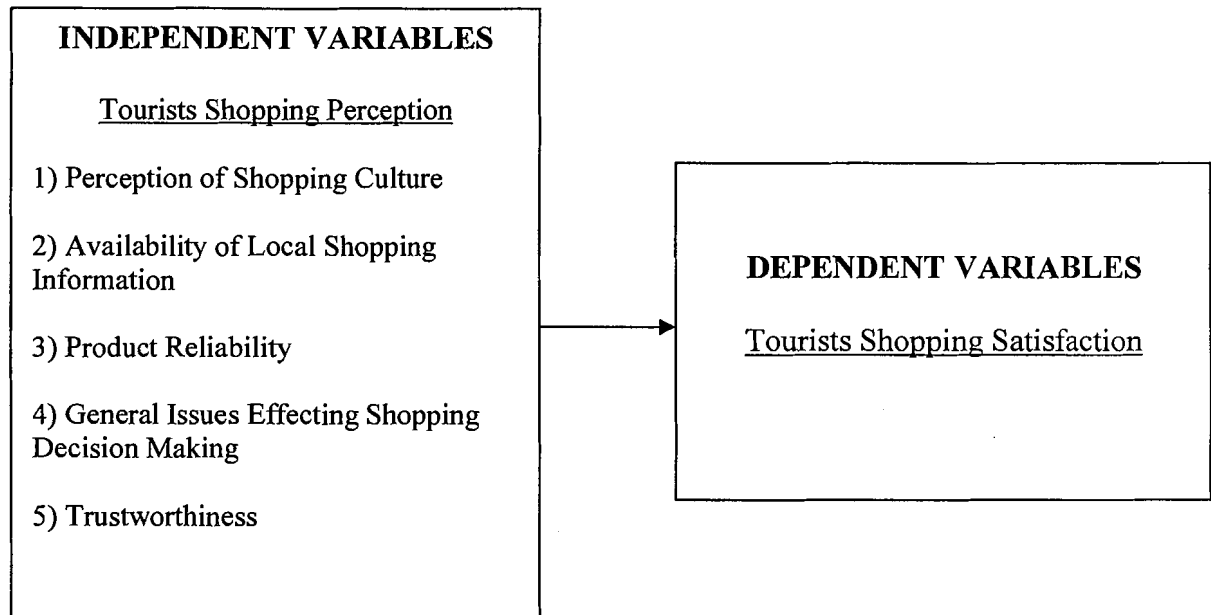


Figure 1.0

Adapted from Tosun, Temizkan,
Timothy and Fyall (2007)

Adapted from Wong and Wan (2013)

1.7 HYPHOTHESIS

H1: There is a relationship between tourist shopping perception and tourists shopping satisfaction

H1(a): There is a relationship between perception of shopping culture and tourist shopping satisfaction

H1(b): There is a relationship between the availability of local shopping information and tourist shopping satisfaction

H1(c): There is a relationship between product reliability and tourists shopping satisfaction

H1(d): There is a relationship between general issues effecting shopping decision making and tourist shopping satisfaction

H1(e): There is a relationship between trustworthiness and tourists shopping satisfaction

1.8 SIGNIFICANCE OF THE STUDY

1.8.1 Practically

For the practically aspect, this study will be beneficial to the economy and tourism development in Malaysia. Eventually, tourist will contribute to the economic growth of the tourism industry by their spending power on shopping. Shopping has also been found to be the second most important travel expenditure following accommodation (Turner and Reisinger, 2001). At the same time, Ryan (1991) noted that shopping opportunities can be often function as attractions, and that shopping can be the primary purpose of tourism travel. It is believed that this not only is necessary for the achievement of higher levels of tourist satisfaction and greater economic benefits for the local economy but also for achieving the ultimate goal of sustained and sustainable tourism development (Tosun, Temizkan, Timothy and Fyall, 2007)

1.8.2 Academically

From this research, academically, it helps to examine effect of shopping in the tourist's emotional state, stimulate cultural interaction between hosts and guests, and contributes to the local economy. Furthermore, this study provides an update to research on consumer behavior , retailing and service. The certainty and reliability of the result are able to act as a guideline for future research in shopping industry.

1.9 DEFINITION OF TERM

- a) Shopping : A contemporary recreational activity involving looking, touching, browsing and buying, which helps fulfill people's need for enjoyment and relaxation and which helps tourists escape from their routines. (Timothy, 2005)
- b) Satisfaction : A comparative judgment between expectation and disconfirmation and a comparison between a consumer's expectation and his perceptions of the performance of a service of product. (Fornell et al. 1996; Seiders et al., 2005)

CHAPTER 2

LITERATURE REVIEW

2.1 OVERVIEW OF THE CHAPTER

This chapter consist information of published articles, journals and books that were collected to investigate the theories and past empirical studies which are related to this study. This chapter consists of literature review, review of the relevant information of the progression study towards the theoretical, the definition of terms, and overview of the service quality and interrelated of the hypothesis development.

2.2 DEFINITION OF TOURIST SHOPPING PERCEPTION

According to Reisinger and Waryszak (1994), perception is a process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. Moreover, Leiper (1995) argued that tourist individual perceptions will have to be translated into collective visitors' feelings that make up the tourist attractiveness of competing areas. Perception is very important because it shows the overall pictures of the service or product to the customers as well as the interest of individual about the service of the specific area.

2.2.1 Perception of Shopping Culture

According to Mitchell (1978) states that perceptions are those processes that shape and produce what one actually experiences. This means the experiences that give to the customers the real perception of shopping culture in the area. Therefore, the perceptions of service providers also part of the overall customer perceptions of shopping culture. According to Schein (1992), culture refers to a pattern of basic assumptions invented, discovered or developed by a given group as it learns to cope with its problem of external adaptation and internal integration that has worked well enough to be considered valid and, therefore, to be taught to new members in the correct way to perceive, think and feel in relation to those problems. This means tourists learn something new where they bought stuff shopping from different country and brought them to their home to share with their members.

2.2.2 Availability of Local Shopping Information

According to Salop (1979) local shopping as a continuum of outlets around a circle with consumers choosing how far to travel to shop. This means the shopkeepers should give more information about shopping in advance to provide knowledge to customer to shop.

2.2.3 Product Reliability

Parasuraman, Zeithaml and Berry (1988) noted that reliability is the capability to execute the dependence and accuracy of promised services. This means it able to perform the promised and service dependably and accurately. According to Gonroos (1984), reliability is connected to the consistency of performance and dependability. Thus, the shopkeepers need to provide the reliable and accurate information about shopping souvenir in order to satisfy the customers need and wants.

2.2.4 General Issues Effecting Shopping Decision Making

According to Xu and Zhao (2015), decision making is a fairly common activity in people's daily life, which can be seen as a process of ranking alternatives or selecting the best one(s) from multiple alternatives based on the provided decision information under the given environment. This means consumers consider many issues before shopping for example visit different shops to compare the best product and price and the low prices are major factor in shopping decision. Thus the shopkeepers need to give the best product and low price to customers to attract customers buying the product.

2.2.5 Trustworthiness

According to Olson, Bao and Parayitam (2015), trust is the willingness to be vulnerable to the actions of another person, regardless of how much control or monitoring one may have concerning the other party. Trust is important factor that can influence the tourist in the willingness to purchase of product. Additionally, Mayer and Davis (1999) also argue that trust will be developed with a trustor's assessment of a trustee, and this assessment will be based on three trustworthy characteristics, namely ability, integrity, and benevolence. Therefore, trustworthiness plays important roles as to trigger tourist to become as a regular customer.

2.3 DEFINITION OF TOURIST SHOPPING SATISFACTION

According to Dube and Renaghan (1994) and Chadee and Mattsson (1995), tourist satisfaction has been found positively associated with tourists' behaviors such as return visit intention, loyalty, and positive word-of-mouth. This means when tourists satisfy with the behavior, this will contribute with the overall tourists' satisfaction. Furthermore, shopping satisfaction particularly depends on the shopping enjoyment that tourists experience (Murphy, Laurie, Moscardo, Benckendorff, and Pearce, 2011). For example, if the tourists purchased a souvenir that is authentic this will lead to tourist shopping satisfaction.

CHAPTER 3

METHODOLOGY

3.1 OVERVIEW OF THE CHAPTER

A research design is the plan of study followed to fulfill the research objectives or test the hypotheses of a studies, it helps to establish the manner in which researchers go about in achieving the study objectives. This section will explain on the research design use, sample or respondents, instrumentation as well as methods of collecting data. This study will be using quantitative research method whereby the questionnaire will be distributed in order to gain the primary data about the tourist and secondary data through the information extracted from online journals and government agency.

3.2 RESEARCH DESIGN

As this study look at the tourist shopping satisfaction, that is located in Banda Hilir, Melaka. A descriptive research design used to measure the satisfaction of the tourists based on the four different factors. The main respondents are both local and international tourists around shopping areas in Banda Hilir, Melaka. This study used quantitative research that is gain through the distributed questionnaire around the research area in Banda Hilir. The questionnaire was developed based on the objective and the research questions of this study. The data collected was analyzed and interpreted into more accurate and meaningful information that were answered the research questions that being studied. Data are collected from primary and secondary sources. Primary sources is

the data from the questionnaires that are distributed to the tourists and the secondary data resources are gain from reliable journals and government agency such as Tourism Melaka and Melaka Media House.

A cross sectional data will be collected at the popular tourist shopping destination in Banda Hilir, Melaka. This study is a cross sectional study. In this type of research study, either the entire population or a subset there of is selected, and from these individuals, data are collected to help answer research questions of interest. The unit of analysis will be the tourists who visit the popular shopping destination in Banda Hilir, Melaka.

3.3 POPULATION AND SAMPLING

On year 2014, it is calculated that there are 15 million tourists has visited Melaka compare to 14 million tourists on 2013; it rises to 719,313 or 5.03% on the visitors in Melaka. This was driven by the domestic tourist about 480,112 or 4.64% and foreigners about 239,201 or 6.06% (Tourism Melaka, 2014). Thus, the population scope of this proposed research focus on domestic and international tourist whose visit shopping areas in Banda Hilir, Melaka. The sample was selected randomly among the tourist that visit shopping areas in Banda Hilir, Melaka by using convenience sampling where the collection of information from the tourist who are conveniently available to provide as data collection technique. This study was investigated 201 tourists as a sampling size.

3.4 INSTRUMENTATION

In order to obtain the information to reveal the tourist shopping satisfaction the formal questionnaire had been distributed to the tourist who visits shopping areas around Banda Hilir, Melaka. The questionnaires about tourists shopping satisfaction were selected from the relevant literature (Wong and Wan, 2013) and the questionnaires about overall shopping experience were extracted from Tosun, Temizkan, Timonthy and Fyall (2007).

The purpose of this study is to reveal the relationship between tourist shopping perception and tourist shopping satisfaction. First, two languages are developed in the instrument which is Malay and English language. The purpose of this bilingual is for the convenience and better understanding of answering the questionnaire among the domestic respondents. The questionnaire consists of three sections.

In section A, nominal scale is use in the questionnaire to identify the demographic factors and characteristic of tourists. In order to determine the tourists shopping satisfaction among the tourist who visits shopping areas, questionnaire is distributed around Bandar Hilir, Melaka. This section also provides information on the types of tourists whether they are business and leisure.

In section B is focusing on tourists shopping perception. It focus on few factors such as perception of shopping culture, availability of local shopping information, product reliability, general issues effecting shopping decision making and trustworthiness. On the other hand, Section C focused on the shopping satisfaction. It is also focus on few factors such as service product and environment, staff service quality,

merchandise value and service differentiation. The characteristics in section B is measure by using Likert scale that lists the cognitive attributes of Melaka that the respondents rated on a five-point scale. The questionnaire is consist of five answer scale which are 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree. Meanwhile, the characteristics in section C is measure by using Likert scale that lists the cognitive attributes of Melaka that the respondents rated on a five-point scale. The questionnaire is consisting of five answer scales which are 1-strongly dissatisfied, 2-dissatisfied, 3-neutral, 4-satisfied, 5-strongly satisfied.

3.5 DATA COLLECTION

According to Sekaran and Bougie (2013) data collection is important when conducting a study and it is helpful to support the researchers in completing the quest. Furthermore, all information collected by the researchers must be reliable and applicable to the study and lead to invalid results (Sekaran and Bougie, 2013). This study is use quantitative research that is gain through the distributed questionnaire around the research area. There are 201 respondents that involved in the collections of data. The questionnaire distributed in November, 2015 around Banda Hilir. Banda Hilir is being chosen because it is listed under UNESCO and conquers many tourists because of the heritage value and authenticity. According to Carol, Noor Rita and Faizah (2013), Melaka was officially listed by United Nations Educational, Scientific and Cultural Organization (UNESCO) as one of the World Heritage Sites (WHS) on 7 July 2008. The questionnaire also being developed based on the objective and the research questions of

this study. A number of basic questions will be added in the beginning of the questionnaire in order to screen for the suitable respondents. The main respondent will be both local and international tourists around shopping areas in Banda Hilir, Melaka. This study had been collected 201 tourists as data collection.

3.6 PLAN FOR DATA ANALYSIS

According to Sekaran and Bougie (2013), the objective of data analysis to check on tendency and dispersion of the respondents which is descriptive analysis, assess the reliability and validity of the measure which is scale measurement and examine the hypotheses developed for the study which is inferential analysis. The data analysis process transforms raw data into useful information that are beneficial for researcher.

3.6.1 Descriptive Analysis

Descriptive analysis refers to raw data that has been transform into meaningful information which were collected using observation and also questionnaire. Descriptive analysis defines data through measure of central tendency, dispersion and frequency (Sekaran and Bougie, 2013). Besides, frequency procedure provide statistic and graphical displays which are useful in presenting many types of variables. Frequency usually required from nominal variables such as gender and age.

3.6.2 Scale Measurement

Scale measurement used to check the reliability and also validity of the study. The reliability of a measure indicates the extent to which it is without bias (error-free) and thus ensures consistent measurement across time and across the various items in the instrument (Kumar, Salim Abdul Talib and Ramayah, 2013). In order to measure internal consistency of multiple item scales, Cronbach's Alpha was used. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to the one another. The higher the number of Cronbach's Alpha, the greater it is the reliability of the result or test. The highest number is 1.0, but any result above 0.6 is considered an acceptable range to which the research can move on to the next stage. Validity is the extent to which the instrument measures what it claims to measure.

3.6.3 Inferential Analysis

Inferential analysis is a group of statistical technique and measure used in confirmatory data to infer conclusion about a population from quantitative data gathered from the sample. SPSS Version 23 was used to conduct the following types of inferential analysis which are Pearson Correlation Coefficient Analysis and Multiple Regression Analysis. According to Kumar, Salim Abdul Talib and Ramayah (2013), the Pearson Correlation Coefficient Analysis measures the degree to which there is a linear association between two variables. The purpose of this is to determine whether the dependent and independent variables have positive or negative relationship. Besides, Multiple Regression Analysis is a statistical technique that can be used to analyze the

relationship between a single dependent variable and more than one independent variable (Kumar, Salim Abdul Talib and Ramayah, 2013). Multiple Regression Analysis results will determine the positive or negative relationship between dependent and independent variables.

3.7 CONCLUSION

As conclusion, research methodology contains five different parts which is essential to ensure an accurate research following a research guideline. The populations of this research are all the tourists who travel around Banda Hilir. The questionnaire consists of three sections which is demographic information, tourists shopping perception and tourists shopping satisfaction.

CHAPTER 4

DATA ANALYSIS AND RESULT

4.1 Overview of the Chapter

Results from the questionnaires analysis are presented in this chapter. The result will be explained based on the research questions. For each part of the research questions, frequencies and descriptive statistics of the participants are presented first, followed by the results based on tests of the constructs.

For the purpose of the study, data collected from questionnaires were keyed in the SPSS version 23 for further analysis. The purpose of analysing the data is to determine the relationship between tourists shopping perception and tourists shopping satisfaction in Melaka. There were 201 questionnaires distributed during the duration of the survey. All of the questionnaires found to be valid and used for data analysis.

4.2 Scale Measurement

4.2.1 Reliability Analysis

According to Kumar, Salim Abdul Talib & Ramayah (2013) the reliability of measure indicates the extent to which it is without bias or error-free and thus ensures consistent measurement across time and across the various items in the instrument.. Moreover, it is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the goodness of a

measure. According to Zikmund (2003), reliability that are less than 0.6 are considered poor while it is within 0.6 ranges and above it is considered acceptable and good.

Table 4.1 Range of Reliability of Variables

Cronbach's Alpha	Classification
0 – 0.59	Worst
0.6 – 0.69	Acceptable
0.7 – 0.79	Good
0.8 – 0.89	Very Good
0.9 – 0.99	Excellent
1.00	Perfect

Source: Zikmund (2003)

Table 4.1 show the Cronbach's Alpha range of reliability based on Zikmund (2003). The higher the number of Cronbach's Alpha, the greater it is the reliability of the result or test. The highest number is 1.0, but any result above 0.6 is considered an acceptable range to which the research can move on to the next stage. However, if it falls between 0 – 0.59, it means the research is not reliable. Thus, to continue the research, an adjustment must be made.

Table 4.2 Reliability Coefficient Analysis

Items	Number of Items	Cronbach's Alpha
Independent Variable (IV)		
Perception	5	0.799
Availability	2	0.782
Product	2	0.889
General	5	0.789
Trust	3	0.810
Total	17	
Dependent Variable (DV)		
Service	4	0.864
Staff	3	0.687
Merchandise	4	0.864
Service Diff	3	0.846
Total	14	

n=201

Based on the result of the reliability analysis, Cronbach's Alpha for **perception** are 0.799, **availability** 0.782, **products** are 0.889, **general** managed to get 0.789 and **trust** scored 0.810. All independent variables manage to pass the 0.6 range. While for the dependent variable, the Cronbach's Alpha for **service** are 0.864, **staff** are 0.687, **merchandise** are 0.864 and **service diff** are 0.846. Reliability analysis's result showed that the Cronbach's Alpha for all variables is above 0.6 and it is considered good and acceptable for further analysis.

4.3 Descriptive Analysis

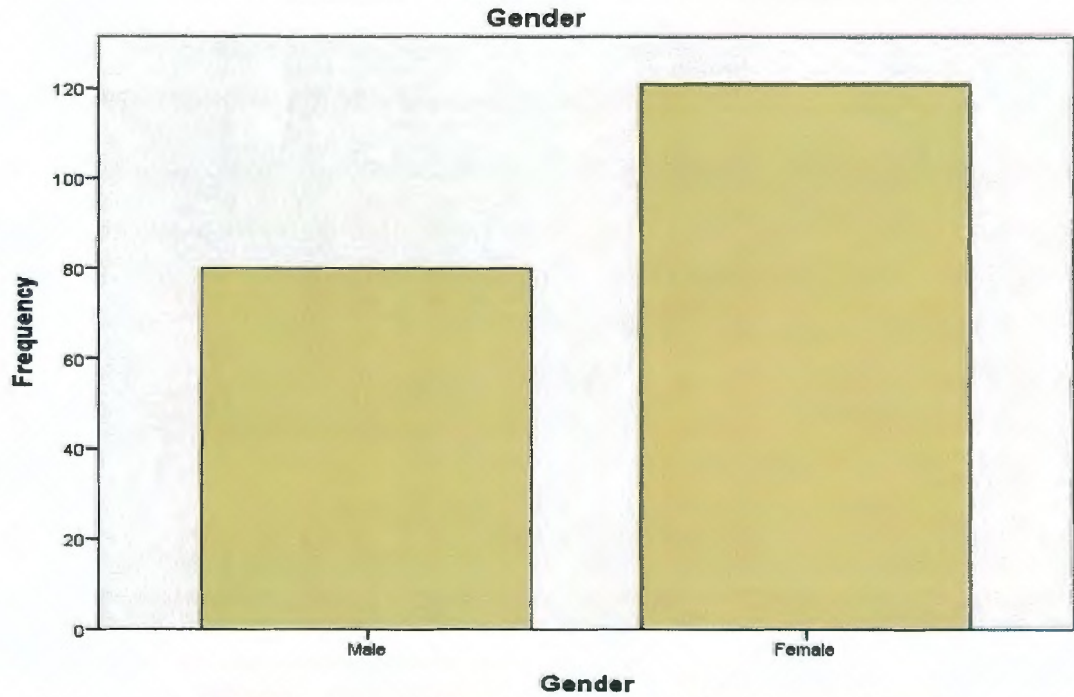
4.3.1 Respondents' Profile

A total of 201 questionnaires were distributed and all of the questionnaires found to be valid and a 100% response rate was obtained as the questionnaires were personally distributed by the researchers. The following tables showed the demographic data of the respondents.

Table 4.3 Respondents frequency and percentage by gender

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	80	39.8
Female	121	60.2

Figure 4.1 Respondents' Gender



Based on the table, it can be seen that the number of female respondents are far larger than male respondents. **Male** respondents are represented 39.8% which translate to 80 respondents while **female** respondents cover 60.2% or 121 respondents.

Table 4.4 Respondents frequency and percentage by marital status

Characteristics	Frequency (n)	Percentage (%)
Single	155	77.1
Married	46	22.9

Figure 4.2 Respondents' Marital Status

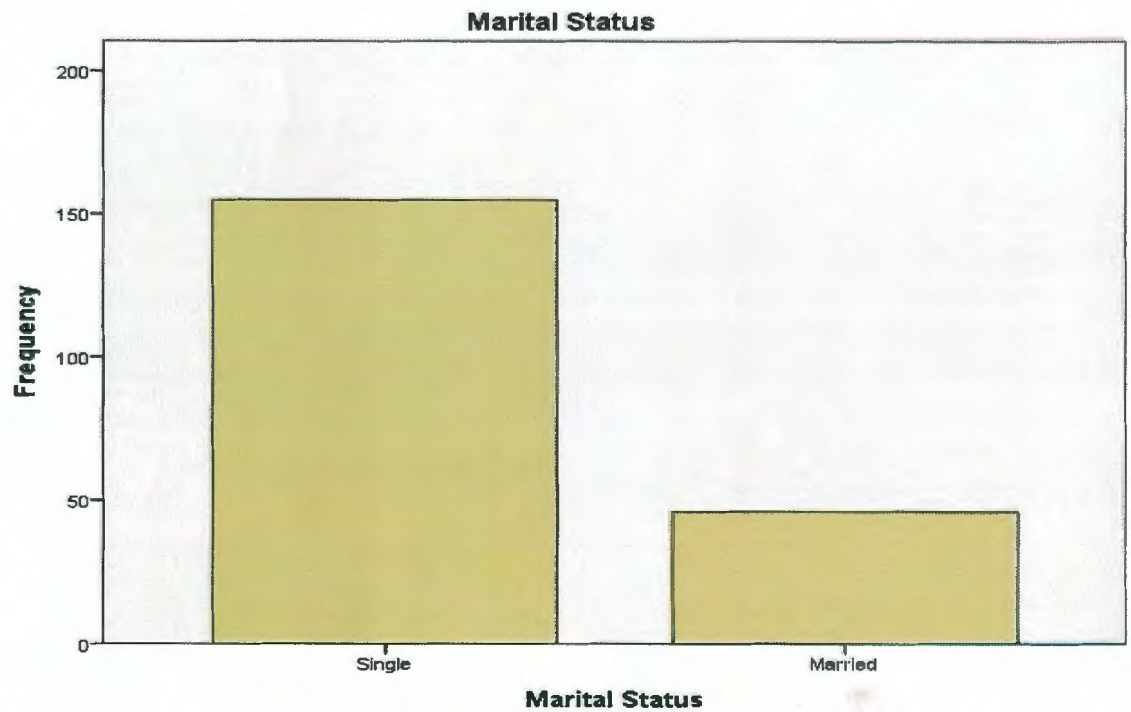


Table 4.4 illustrates that the majority of the respondents are **single** (155 respondents, 77.1%) and followed by **married** (46 respondents, 22.9%).

Table 4.5 Respondents frequency and percentage by age

Characteristics	Frequency (n)	Percentage (%)
Age		
18 – 20 years	25	12.4
21 – 30 years	138	68.7
31 – 40 years	27	13.4
41 – 50 years	7	3.5
51 – 60 years	4	2.0

Figure 4.3 Respondents' age

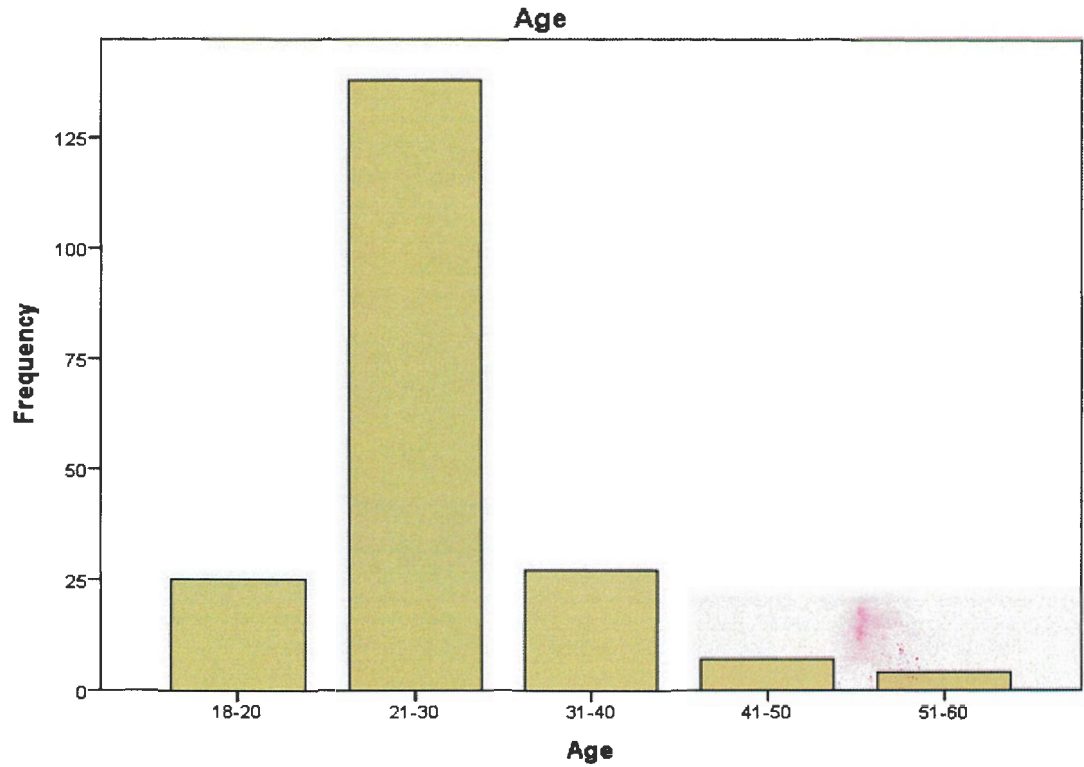


Table 4.5 demonstrates that the respondents' ages are based on 5 categories. The highest percentage is the respondents in the **18 – 20 years** category (25 respondents, 12.4%). Second highest is **21 – 30 years** category with 138 respondents or 68.7%. Next, are respondents that age between **31 – 40 years** (27 respondents, 13.4%). Followed by **41 – 50 years** (7 respondents, 3.5%) and last one is age of **51 – 60 years** (4 respondents, 2.0%).

Table 4.6 Respondents frequency and percentage by education

Characteristics	Frequency (n)	Percentage (%)
Secondary	35	17.4
Undergraduate	130	64.7
Post-graduate	36	17.9

Figure 4.4 Respondents' Education

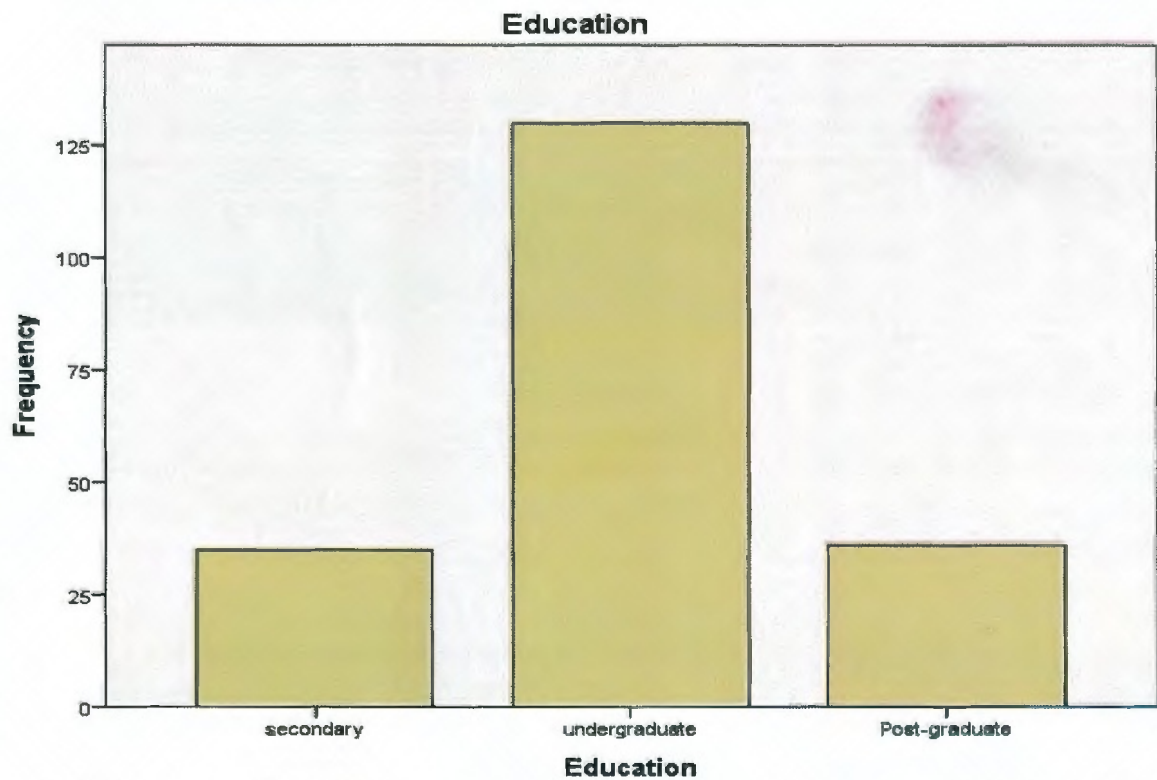


Table 4.6 shows that the majority of the respondents are from the **undergraduate** (130 respondents, 64.7%) followed by **post-graduate** with 36 respondents or 17.9% and lastly **secondary** (35 respondents, 17.4%)

Table 4.7 Respondents frequency and percentage by country

Characteristics	Frequency (n)	Percentage (%)
Malaysian	179	89.1
Non Malaysian	22	10.9

Figure 4.5 Respondents' country

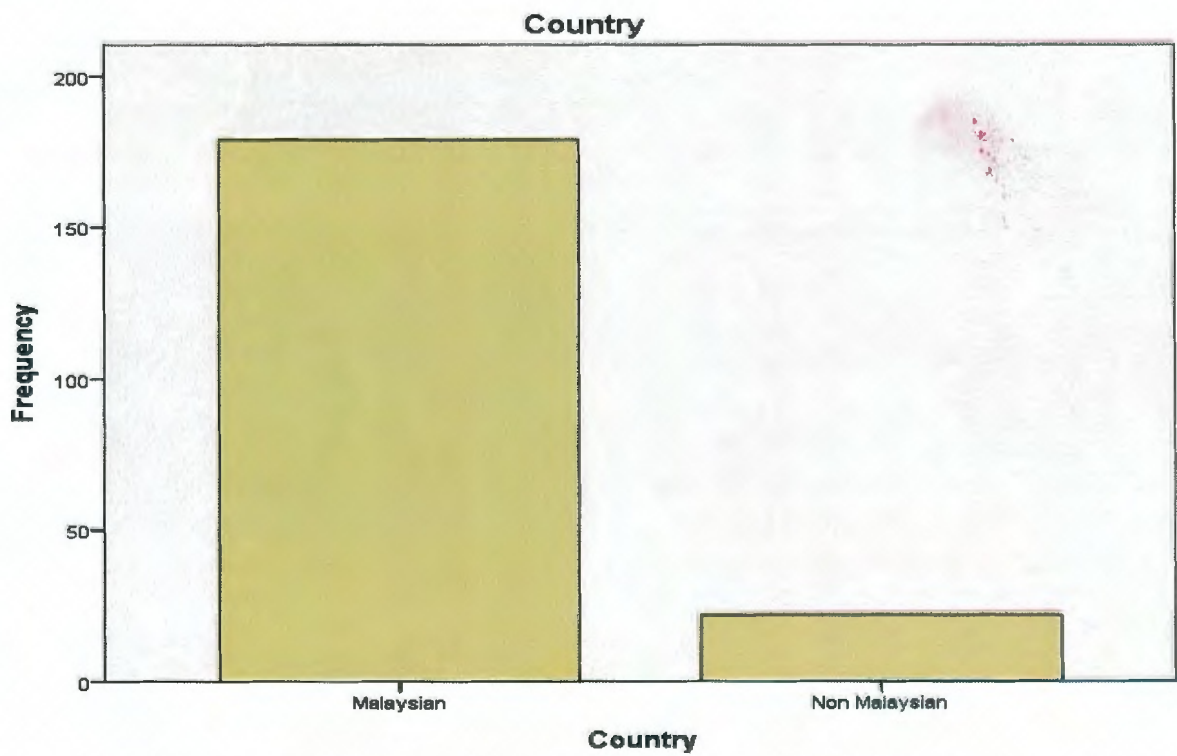


Table 4.7 shows that the majority of the respondents are from **Malaysian** (179 respondents, 89.1%) and **non Malaysian** (22 respondents, 10.9%)

Table 4.8 Respondents frequency and percentage by income

Characteristics	Frequency (n)	Percentage (%)
<RM18,000	168	83.6
RM18,001-RM36,000	21	10.4
RM36,001-RM60,000	6	3.0
>RM60,001	6	3.0

Figure 4.6 Respondents' income

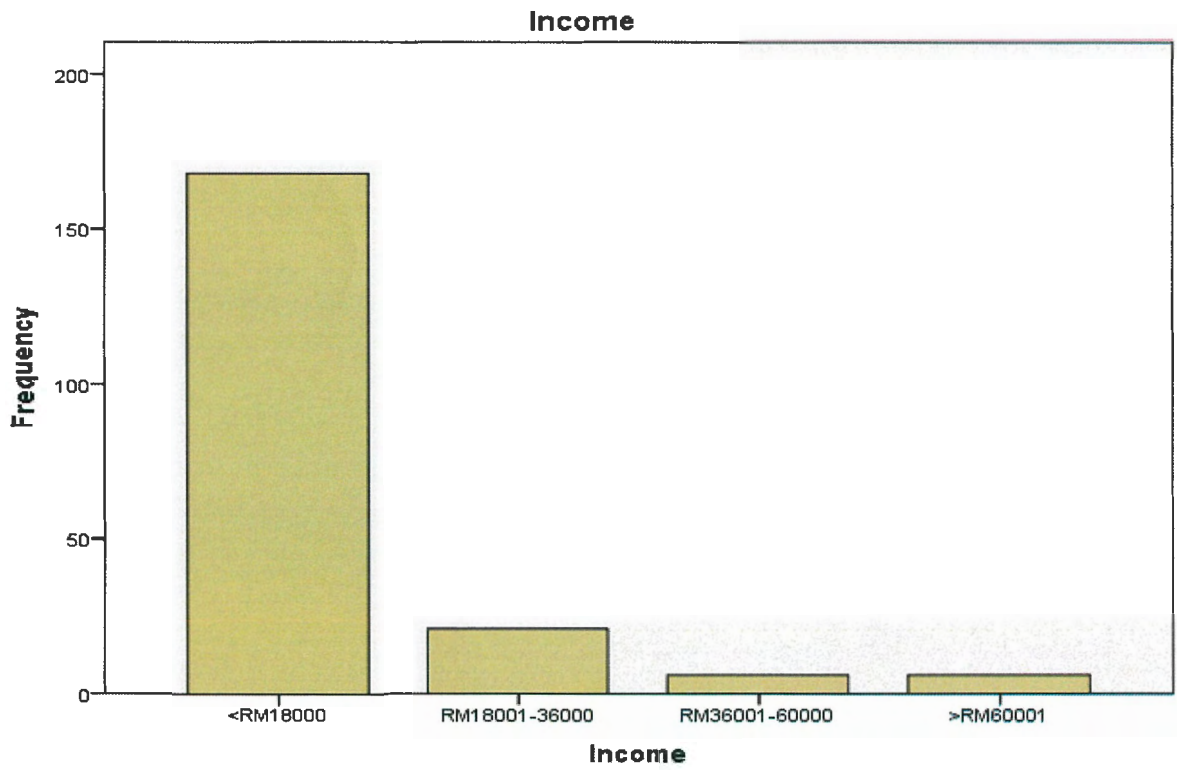


Table 4.8 demonstrates that the respondents' incomes are based on 4 categories. The highest percentage is the respondents in the **below RM18,000** category (168 respondents, 83.6%). Second highest is **RM18,001-RM36,000** category with 6 respondents or 10.4%. Next, are respondents that age between **RM36,001-RM60,000** (6 respondents, 3.0%) and lastly **RM60,001 and above** (6 respondents, 3.0%).

4.4 Inferential Analysis

Inferential analysis is used to provide the creation of conclusion regarding the characteristic of the population based on the sample data. Pearson correlation analysis and multiple regression analysis were used to examine the individual variables and its relationship with other variables.

4.4.1 Pearson Correlation Analysis

Table 4.9 The result of Pearson r correlation coefficient analysis

Variables	Tourist shopping satisfaction
Perception	0.488**
Availability	0.433**
Product	0.528**
General	0.500**
Trust	0.653**

Note: *p<0.05, **p<0.01, ***p<0.001

Referring to table 4.9, it shows the result of Pearson r correlation coefficient analysis from all the variables based on the formulated hypothesis. It shows that all the variables have positive significant relationship. **Trusts** has the strongest relationship with customer satisfaction as compared to other variables ($r=0.653$). Followed by **product** ($r=0.528$) and **general** ($r=0.500$), showing moderate relationship with customer satisfaction. Next, **perception** managed to score $r=0.488$ on the correlation analysis while **availability** only score $r=0.433$. According to Pallant (2005), a higher number of correlations indicate that there is a strong relationship between each independent variables and the dependent variable. All the correlations were significant at 0.01 levels, thus showed that there is a significant relationship between tourists shopping perception and tourists shopping satisfaction. As there are no variables in table 4.7 that exceed 0.7 in value, it can be said that all the variables did not overlap with each other.

4.4.2 Multiple Regression Analysis

Multiple linear regressions was used in order to determine the relationship between tourists shopping perception (independent variable) and tourists shopping satisfaction (dependent variables) at 5 variables which are perception, availability, product, general and trust. Pallant (2005) explained that the standard or linear multiple regression is a technique that can be used to explore the relationship between one continuous dependent variable and a number of independent variables or predictors. In addition, Pallant (2005) said that each independent variable is evaluated in terms of its predictive power, over and above that offered by all the other independent variables.

Table 4.10 Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.708 ^a	.501	.488	5.81521

a. Predictors: (Constant), trust, perception, product, general, availability

From table 4.10, it can be seen that the **Adjusted R Square** is 0.488. Pallant (2005) explained that Adjusted R Square is used when the sample is small as the value of R Square will give optimistic overestimation of the true value of the populace. The Adjusted R Square thus corrects the value to offer a better estimation of the true population value. It is used to tell how much of the variance in the dependent variable (tourist shopping satisfaction) is explained by the model or independent variables. As this study's samples are 201, R square will not be used as the sample is small. This means that when converted into percentage, 48.8% of the difference in the tourists shopping satisfaction can be explained by the 5 independent variables which are Perception, Availability, Product, General and Trust. The other 51.2% remained unexplained.

Table 4.11 ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6614.245	5	1322.849	39.118	.000 ^b
Residual	6594.242	195	33.817		
Total	13208.488	200			

a. Dependent Variable: TouristSatisfaction

b. Predictors: (Constant), trust, perception, product, general, availability

Table 4.12 Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.279	2.941		2.215	.000
Perception	.385	.163	.164	2.360	.019
Availability	-.053	.368	-.010	-.144	.886
Product	.934	.386	.164	2.421	.016
General	.192	.168	.079	1.146	.253
Trust	1.609	.226	.458	7.111	.000

a. Dependent Variable: TouristsSatisfaction

Standardised coefficients are used when comparing different variables in regards to their contributions to the prediction of dependent variable (Pallant, 2005). Standardised means that the values for each variables have been altered to the same scale so that comparison is possible. Unstandardized is used when constructing regression equation. Beta values is used when comparing contribution of each independent variable. The highest beta value is Trust (0.458) followed by Perception and Product (0.164), General

(0.079) and Availability (0.010). From table 4.12, the significant column will explained whether each variable are making any statistically significant unique contribution to the dependent variable. If the significant value is less than 0.05, then the variable is said to be making a significant unique impact to the prediction of the dependent variable (Pallant, 2005). If it's more than 0.05, it can be concluded that the variable is not making significant unique contribution to the prediction of dependent variable.

H1: There is a relationship between tourist shopping perception and tourists shopping satisfaction

Perception of Shopping Culture

H0: There are no relationship between perception of shopping culture and tourists shopping satisfaction

H1 (a): There is a positive relationship between perception of shopping culture and tourists shopping satisfaction

Reject H0 if $p < 0.05$

Based on table 4.12, the significant values for perception of shopping culture is 0.019. The values are below p-value of 0.05. This can be concluded that there is a significant relationship between perception of shopping culture and tourists shopping satisfaction, so reject H0.

Availability of local shopping information

H0: There are no relationship between the availability of local shopping information and tourist shopping satisfaction

H1 (b): There is a positive relationship between the availability of local shopping information and tourist shopping satisfaction

Reject H0 if $p < 0.05$

Based on table 4.12, the significant values for availability of local shopping information is 0.886. The values are above p-value of 0.05. This can be concluded that there is no positive relationship between availability of shopping information and tourist shopping satisfaction, so accept H0.

Product reliability

H0: There are no relationship between product reliability and tourists shopping satisfaction.

H1 (c): There is a positive relationship between product reliability and tourists shopping satisfaction.

Reject H0 if $p < 0.05$

Based Table 4.12, the significant values for product reliability is 0.016. The value is below the p-value of 0.05. This can be concluded that there is a positive relationship between product reliability and tourist shopping satisfaction, so reject H₀.

General issues effecting shopping decision making

H₀: There are no relationship between general issues effecting decision making and tourists shopping satisfaction.

H₁ (c): There is a positive relationship between general issues effecting decision making and tourists shopping satisfaction.

Reject H₀ if $p < 0.05$

Based Table 4.12, the significant values for general issues effecting shopping decision making is 0.253. The value is above the p-value of 0.05. This can be concluded that there is a no positive relationship between general issues effecting decision making and tourist shopping satisfaction, so accept H₀.

Trustworthiness

H₀: There are no relationship between trustworthiness and tourists shopping satisfaction.

H₁ (c): There is a positive relationship between trustworthiness and tourists shopping satisfaction.

Reject H₀ if $p < 0.05$

Based Table 4.12, the significant values for trustworthiness is 0.000. The value is below the p-value of 0.05. This can be concluded that there is a positive relationship between general issues effecting decision making and tourist shopping satisfaction, so reject H0.

4.5 Conclusion

Inside this chapter, descriptive analysis was used to examine respondents' profile such as age, gender, marital status, income, country and education. The reliability of the items in the construct was determined using reliability test. Besides that, Pearson correlation and multiple regression analysis were used in order to determine the relationship between the independent variable and dependent variables. The next chapter will provide a more detailed discussion and explanation of the major findings and conclusions of the study.

CHAPTER 5

DISCUSSIONS, IMPLICATIONS, LIMITATIONS, RECOMMENDATIONS FOR FUTURE RESEARCH AND CONCLUSION

5.1 OVERVIEW OF THE CHAPTER

In this chapter, the researcher attempted to conclude all information presented in the study from Chapter 1 until Chapter 4. The contents of this chapter are the discussion of the study, limitation of the study, implication of the study, recommendation and conclusion. The output of the research can help to determine the relationship between tourist shopping perception and tourist shopping satisfaction in Melaka.

5.2 SUMMARY OF STATISTICAL ANALYSIS

5.2.1 Descriptive Analysis

In this study, the respondents' profiles are categorized as gender, marital status, age, education, country of residence and income. A total of 201 questionnaires were found to be valid and analyzed. Majority of the respondents were female which constituted about 60.2% and the remaining 39.8% were male. Besides that, 77.1% respondent is single and 22.9% is married. Furthermore, 68.7% of the respondents fall under the age group between 21-30 years old and majority of the respondent are from Malaysian with 89.1% followed by non-Malaysian with 10.9%. The second largest age group is 31-40 years old which represented about 13.4%, followed by 18-20 years old age

group with 12.4%, followed by 41-50 years old age group with 3.5% and followed by 51-60 years old age group with 2.0%. The majority of the respondents is **single** with 77.1% and followed by **married** with 22.9%. Other than that, the majority of the respondents are from the **undergraduate** with 64.7% followed by **post-graduate** with 17.9% and lastly **secondary** with 17.4%. The majority of the respondents are from **Malaysian** with 89.1% and **non-Malaysian** with 10.9%. In addition, the respondents' income is based on 4 categories. The highest percentage is the respondents in the **below RM18,000** category with 83.6%. Second highest is **RM18,001-RM36,000** category with 10.4%. Next, are respondents that income between **RM36,001-RM60,000** with 3.0% and lastly **RM60,001 and above** with 3.0%.

5.2.2 Scale Measurement

Scale measurement is identified by using reliability test. The Cronbach's Alpha was used to determine the reliability among the nine construct that consist of 31 items. Among the nine construct measured, product scored the highest (0.889), followed by service and merchandise have same value (0.864), service differentiation (0.846), trust (0.810), perception (0.799), general (0.789) availability (0.782) and staff (0.687). All of the construct managed to achieve value of more than 0.7 thus the construct is considered good and reliable except staff just achieve value 0.687 considered acceptable but still reliable.

5.2.3 Inferential Analysis

5.2.3.1 Pearson Correlation Analysis

Pearson correlation analysis is used to measure the association among the constructs. Based on the result of the analysis, the highest correlation is trust with ($r=0.653$), followed by product with ($r=0.528$), general ($r=0.500$), perception ($r=0.488$), and lastly availability with ($r=0.433$). All correlation was significant at 0.01 levels. The result shows that there are positive correlations among the constructs because none of the constructs has negative sign.

5.2.3.2 Multiple Regression Analysis

Multiple regression analysis conducted in the previous chapter was to measure the relationship between independent variables against tourist shopping satisfaction in Melaka. Based on the result, the value of Adjusted R Square is 0.488 which indicates that 48.8% of the difference in variation in tourist shopping satisfaction can be explained by the independent variables. The regression coefficient for perception (0.164), availability (-0.010), product (0.164), general (0.079), and trust (0.458). The constant is 18.279, therefore the estimated equation for the model is:

Customer Satisfaction: $18.279 + 0.164(\text{PER}) - 0.010(\text{AVAI}) + 0.164(\text{PRO}) + 0.079(\text{GEN}) + 0.458(\text{TRU})$

PER: Perception

AVAI: Availability

PRO: Product

GEN: General

TRU: Trust

5.3 Discussion of the Major Findings

This part will discuss the output of each of the objectives. The research objectives were;

1. To analyze the relationship between tourist shopping perception and tourist shopping satisfaction in Melaka.
2. To determine the most attribute of tourist shopping perception towards tourist shopping satisfaction in Melaka.

5.3.1 Determine the relationship between tourists shopping perception and tourist shopping satisfaction in Melaka

The first objective was to determine the relationship between tourists shopping perception and tourists shopping satisfaction in Melaka. By looking at the study, with result from Pearson correlation analysis, perception, availability, product, general and trust had influenced towards tourists satisfaction. This findings were reported in previous research which state that perception, availability, product, general and trust influence tourists satisfaction (Tosun, Temizkan, Timothy and Fyall, 2007).

Based on the table 4.9 its shows the result of Pearson correlation analysis for all the variables. The result stated that all variables have positive relationship. The higher the value of correlation means that the relations between both independent and dependent variables are strong.

Trust have the strongest correlation value ($r=0.653$, $p<0.01$) as compared to other variables. Trust is the willingness to be vulnerable to the actions of another person, regardless of how much control or monitoring one may have concerning the other party (Olson, Bao and Parayitam, 2015). The second highest value is product ($r=0.528$, $p<0.01$). Product reliability is important variables to determine tourists' satisfaction. According to Gonroos (1984), reliability is connected to the consistency of performance and dependability. Hence, the shopkeepers need to provide the reliable and accurate information about shopping souvenir in order to satisfy the customers need and wants. The third value is general which valued ($r=0.500$, $p<0.01$). It involved a decision of the consumers when they consider many issues before shopping for example visit different shops to compare the best product and price and the low prices. The forth one is perception that is valued ($r=0.488$, $p<0.01$). The perceptions of service providers also part of the overall customer perceptions of shopping culture. It influenced the willingness of the customer to purchase and affected their satisfaction. The lowest correlation value is availability ($r=0.433$, $p<0.01$). It involved giving information in advance to the customers in order to help them in purchasing product.

5.3.2 Determine the most attribute of tourist shopping perception towards tourist shopping satisfaction in Melaka

The second objective of this research is to determine the most attribute of tourist shopping perception towards tourist shopping satisfaction in Melaka. The result shows that only three of the five attributes have significant relationship towards shopping satisfaction in Melaka. Perception of shopping culture, product reliability and trustworthiness achieved significant relationship with tourist shopping satisfaction. It is also revealed that the most significant between five attributes is trustworthiness with $\beta=0.458$ (sig. 0.000) using standardized coefficient as it is often used for comparison. By looking at this result, it means that the tourist shopping satisfaction in Melaka is most affected by trustworthiness as compared to the other four. It can be concluded that trustworthiness is the most important attributes that influenced the tourists shopping satisfaction in Melaka.

5.4 Limitation of the Study

Throughout the period of the study, there are several limitations or restrictions that have been identified and significant enough to be pointed out for the betterment of the researchers. Firstly, researchers have a time constraints as researchers have limited of time in conducting research. This is because the researchers have limit of time to reach more respondent in this study. The result may slightly differ if the study can reach more respondent. Secondly, the researchers also have limited of resource in term of cost of conducting this study. Other than that, the researchers also have difficulties in receiving cooperation from the international respondent to take part in this study in collecting data.

5.5 Implication of the Study

Based on this research, the result can provide a new body of knowledge in tourist shopping perception and tourist shopping satisfaction in Melaka. The research can also be used by the future researchers as their references. The stores in Melaka can use this research in order to improve their quality in service in future in order to satisfy the tourist shopping satisfaction. Furthermore through the findings of this study, it also can provide suggestions and recommendation for the shopping industry in Melaka to plans for future improvements.

5.6 Recommendation for Future Research

At the completion of the study, the researchers have discovered several improvements that can be considered in order to increase the quality of this study in the future. The accuracy and quality of the research can be improved by expanding the current sample to a size that properly matches the population. It is the opinion of the researchers that the sample size should be at least 350 or more. With the increase of sample size, it is also appropriate to extend the time frame for conducting data collection process in order to have sufficient time distributing and collecting from large sample size. Next, the authenticity of retail merchandise in particular and the region as a local tourist destination in general should be defined, maintained and protected. For example, a participatory tourism development approach can be utilized to maintain and improve product authenticity in terms of souvenirs and handicrafts. To achieve this objective, local people including local artisans should be encouraged by receiving financial incentives, free consultancy services in the production of crafts and souvenirs and training to develop their entrepreneurial skills.

Lastly, future research may be interested in doing a qualitative research rather than quantitative research that may bring out unexpected or interesting findings.

5.7 Conclusion

As a conclusion, shopkeepers should be educated about communication skills and relevant cross cultural issues in the context of shopping. This could increase levels of satisfaction among tourists involved in shopping activities in the region. Other than that, stakeholders in the industry should pay careful attention to pricing policies at local, regional and national levels by taking into account the purchasing power of potential visitors and other relevant factors directly related to cost perceptions. They should not ignore pricing strategies at the sectoral level such as shopping, accommodation and entertainment.

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APPENDICES

Correlations

		perception	availability	Product	general	trust	Tourist Satisfaction
perception	Pearson Correlation	1	.615**	.527**	.549**	.437**	.488*
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	201	201	201	201	201	201
availability	Pearson Correlation	.615**	1	.528**	.531**	.466**	.433*
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	201	201	201	201	201	201
product	Pearson Correlation	.527**	.528**	1	.550**	.523**	.528*
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	201	201	201	201	201	201
general	Pearson Correlation	.549**	.531**	.550**	1	.538**	.500*
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	201	201	201	201	201	201
trust	Pearson Correlation	.437**	.466**	.523**	.538**	1	.653*
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	201	201	201	201	201	201
Tourist Satisfaction	Pearson Correlation	.488**	.433**	.528**	.500**	.653**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	201	201	201	201	201	201

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

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.501	.488	5.81521

a. Predictors: (Constant), trust, perception, product, general, availability

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6614.245	5	1322.849	39.118	.000 ^b
	Residual	6594.242	195	33.817		
	Total	13208.488	200			

a. Dependent Variable: TouristSatisfaction

b. Predictors: (Constant), trust, perception, product, general, availability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.279	2.941		6.215	.000
	perception	.385	.163	.164	2.360	.019
	availabilit y	-.053	.368	-.010	-.144	.886
	product	.934	.386	.164	2.421	.016
	general	.192	.168	.079	1.146	.253
	trust	1.609	.226	.458	7.111	.000

a. Dependent Variable: TouristSatisfaction

RELIABILITY ANALYSIS

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Reliability Statistics

Cronbach's Alpha	N of Items
.782	2

Reliability Statistics

Cronbach's Alpha	N of Items
.889	2

Reliability Statistics

Cronbach's Alpha	N of Items
.789	5

Reliability Statistics

Cronbach's Alpha	N of Items
.810	3

Reliability Statistics

Cronbach's Alpha	N of Items
.864	4

Reliability Statistics

Cronbach's Alpha	N of Items
.687	3

Reliability Statistics

Cronbach's Alpha	N of Items
.864	4

Reliability Statistics

Cronbach's Alpha	N of Items
.846	3

Descriptive**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	80	39.8	39.8	39.8
Female	121	60.2	60.2	100.0
Total	201	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20	25	12.4	12.4	12.4
21-30	138	68.7	68.7	81.1
31-40	27	13.4	13.4	94.5
41-50	7	3.5	3.5	98.0
51-60	4	2.0	2.0	100.0
Total	201	100.0	100.0	

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	155	77.1	77.1	77.1
Married	46	22.9	22.9	100.0
Total	201	100.0	100.0	

Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malaysia	179	89.1	89.1	89.1
Non Malaysian	22	10.9	10.9	100.0
Total	201	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid secondary	35	17.4	17.4	17.4
undergraduate	130	64.7	64.7	82.1
Post-graduate	35	17.4	17.4	99.5
4.00	1	.5	.5	100.0
Total	201	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <RM18000	168	83.6	83.6	83.6
RM18001-36000	21	10.4	10.4	94.0
RM36001-60000	6	3.0	3.0	97.0
>RM60001	6	3.0	3.0	100.0
Total	201	100.0	100.0	



UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM MANAGEMENT

Survey Questionnaire:
A Case Study of The Relationship Between Tourist Shopping Perception and Tourist
Shopping Satisfaction in Melaka

We are undergraduate students from Faculty of Hotel and Management at Universiti Teknologi MARA. We are at the moment conducting research as a requirement to our bachelor degree program and currently in the process of collecting data to complete our research. The purpose of the study is to determine the factors that influence tourist shopping perception and to explore the relationship between tourist shopping perception and tourist shopping satisfaction. This site of questionnaire consists of 3 sections such as section A, section B and section C. Section A contains of the Demographic Question, Section B contains of the Tourist Shopping Perception, and Section C contains of the Tourist Shopping Satisfaction.

The findings in this study are expected to contribute to a new body of knowledge in Melaka and extending the body of literature in tourist destination perception and bring insight on what initiative the state government can undertake to improve image of Melaka in order to fulfill the satisfaction of the tourist based on the data collected throughout this study. You are invited to volunteer as a subject in a study being conducted at Universiti Teknologi MARA (UiTM). You are required to answer all the questions provided in the questionnaire.

Your sincerely,

STUDENTS

Natasha Ainaa Binti Zakaria

Nur Nadia Binti Abdullah

Nur Izreena Binti Ishak

LECTURER/ADVISOR

Siti Amalina Binti Mohd Yazid

Survey Form (*Borang Kaji Selidik*)
A Case Study of The Relationship Between Tourist Shopping Perception and Tourist
Shopping Satisfaction in Melaka

SECTION A : Demographic Information
BAHAGIAN A : Maklumat Demografi

Please read each statement carefully and tick your answer.

Sila baca setiap kenyataan dengan teliti dan tandakan jawapan anda.

1. Gender (*Jantina*)

- Male (*Lelaki*)
 Female (*Perempuan*)

2. Age (*Umur*)

- 18 - 20
 21 - 30
 31 - 40
 41 - 50
 51 - 60

5. Education (*Pendidikan*)

- Secondary (*Menengah*)
 Undergraduate (*Sarjana*)
 Post-graduate (*Lepasan Ijazah*)

6. Household Income (*Pendapatan*)

- < RM18,000
 RM18,001 – RM36,000
 RM36,001 – RM60,000
 > RM60,001

3. Marital Status (*Status Perkahwinan*)

- Single (*Bujang*)
 Married (*Berkahwin*)

4. Country of Residence (*Kewarganegaraan*)

- Malaysian (*Malaysia*) _____
 Non-Malaysian (*Bukan Malaysia*)

SECTION B : Tourist Shopping Perception
BAHAGIAN B : Persepsi Membeli-Belah Pelancong

Please indicate your response to the following statements. Items scored on a Likert scale as below. *(Sila nyatakan jawapan anda bagi kenyataan-kenyataan berikut. Elemen-Elemen dinilai menggunakan skala Likert seperti dibawah):*

- Score (Skor) : 1- Strongly Disagree (*Sangat Tidak Bersetuju*)
2- Disagree (*Tidak Bersetuju*)
3- Neutral (*Neutral*)
4- Agree (*Bersetuju*)
5- Strongly Agree (*Sangat Bersetuju*)

No.	Tourist Shopping Perception in Melaka (<i>Persepsi Membeli-Belah Pelancong di Melaka</i>)	1	2	3	4	5
1.	Perception of Shopping Culture (<i>Persepsi Budaya Membeli-Belah</i>)					
	I have gained a positive impression from my shopping experience in Melaka. (<i>Saya telah mendapat gambaran yang positif semasa membeli-belah di Melaka</i>)					
	Sales Staff behave in an aggressive manner to capture tourist spending. (<i>Kakitangan Jualan perlu memainkan peranan penting untuk menarik pelancong untuk membeli belah</i>)					
	I like the tradition of bargaining. (<i>Saya suka akan tradisi tawar-menawar.</i>)					
	The difference in shopping culture is difficult for me. (<i>Perbezaan dalam budaya membeli-belah adalah sukar bagi saya.</i>)					
	Lack of price labels on the products reduces my confidence. (<i>Kekurangan label harga pada produk mengurangkan keyakinan saya untuk membeli</i>)					
2.	Availability of Local Shopping Information (<i>Kewujudan Maklumat Tempatan Membeli-Belah</i>)					
	There is a lack of information about shopping. (<i>Terdapat kekurangan maklumat mengenai membeli-belah.</i>)					
	More information about shopping should be given in advance.					

	<i>(Maklumat yang lebih mengenai membeli-belah perlu diberikan terlebih dahulu.)</i>					
3.	Product Reliability <i>(Kebolehpercayaan Produk)</i>					
	I am satisfied with product reliability. <i>(Saya berpuas hati dengan kebolehpercayaan produk.)</i>					
	I am satisfied with the quality of the products. <i>(Saya berpuas hati dengan kualiti produk.)</i>					
4.	General Issues Effecting Shopping Decision Making <i>(Isu-isu yang melaksanakan untuk membuat keputusan membeli-belah)</i>					
	I usually visit different shops to compare products and prices. <i>(Saya kebiasaannya melawat kedai yang berbeza untuk membandingkan produk dan harga.)</i>					
	I prefer shopping places where local people shop. <i>(Saya lebih suka tempat membeli-belah yang dikunjungi oleh orang tempatan)</i>					
	Low prices are major factor in my shopping decision. <i>(Harga yang murah adalah faktor utama dalam keputusan membeli-belah)</i>					
	I prefer shopping centers to single shops. <i>(Saya lebih suka pusat membeli-belah dari kedai-kedai kecil.)</i>					
	I shop generally for souvenirs. <i>(Secara amnya saya membeli-belah untuk membeli cenderahati.)</i>					
5.	Trustworthiness <i>(Amanah)</i>					
	I am satisfied with the information given by the local people about shopping. <i>(Saya berpuas hati dengan maklumat yang diberikan oleh orang tempatan mengenai membeli-belah.)</i>					
	I was hesitant about shopping in Melaka before coming. <i>(Sebelum datang ke Melaka saya berasa ragu mengenai membeli-belah di sini)</i>					
	Shopkeepers in Melaka are honest. <i>(Para peniaga di Melaka adalah jujur.)</i>					

SECTION C : Tourist Shopping Satisfaction
BAHAGIAN C : Kepuasan Membeli-belah Pelancong

Please indicate your response to the following statements. Items scored on a Likert scale as below. *(Sila nyatakan jawapan anda bagi kenyataan-kenyataan berikut. Elemen-Elemen dinilai menggunakan skala Likert seperti dibawah):*

- Score (Skor) : 1- Strongly Dissatisfied (Sangat Tidak Berpuas-hati)
 2- Dissatisfied (Tidak Berpuas-hati)
 3- Neutral (Neutral)
 4- Satisfied (Berpuas-hati)
 5- Strongly Satisfied (Sangat Berpuas-hati)

No.	Tourist Shopping Satisfaction in Melaka (Kepuasan Membeli-Belah Pelancong di Melaka)	1	2	3	4	5
1.	Service Product and Environment (Produk perkhidmatan dan alam sekitar)					
	The stores in Melaka accept variety kind of payment method. Example: Cash, Credit Card, Traveler Voucher. <i>(Kedai-kedai di Melaka menerima pelbagai kaedah pembayaran. Contoh: Tunai, Kad Kredit, Baucar Pelancong.)</i>					
	The stores in Melaka carry variety of product categories. <i>(Kedai-kedai di Melaka membawa pelbagai kategori produk.)</i>					
	The stores in Melaka is easily accessible. <i>(Kedai-kedai di Melaka adalah mudah diakses.)</i>					
	The location of the stores in Melaka is strategic. <i>(Lokasi kedai di Melaka adalah strategik.)</i>					
2.	Staff Service Quality (Kualiti Perkhidmatan Kakitangan)					
	The stores' employee attitude is in well-manner. <i>(Sikap pekerja kedai adalah dalam cara yang baik.)</i>					
	The stores' employee able to communicate well with customer. <i>(Pekerja kedai dapat berkomunikasi dengan baik bersama pelanggan.)</i>					
	The stores' employee have an excellent knowledge about the product they sale. <i>(Pekerja kedai mempunyai pengetahuan yang</i>					

	<i>sangat baik mengenai produk yang mereka jual.)</i>					
3.	Merchandise Value (Nilai barangan)					
	The stores in Melaka carry high quality of goods. <i>(Kedai-kedai di Melaka membawa barangan yang berkualiti tinggi.)</i>					
	The stores in Melaka carry the authentic products. <i>(Kedai-kedai di Melaka membawa produk yang asli.)</i>					
	The price of goods in the store is affordable. <i>(Harga barang-barang di kedai adalah berpatutan.)</i>					
	The stores in Melaka carry different style of goods. <i>(Kedai-kedai di Melaka membawa gaya barangan yang berbeza.)</i>					
4.	Service Differentiation (Pembezaan perkhidmatan)					
	Stores are able to provide home delivery service. <i>(Kedai-kedai yang dapat menyediakan perkhidmatan penghantaran ke rumah.)</i>					
	Stores are able to offer unique or specialized merchandise. <i>(Kedai-kedai yang boleh menawarkan barangan unik atau khusus.)</i>					
	Stores are able to offer special deals. <i>(Kedai-kedai yang mampu menawarkan tawaran istimewa.)</i>					

THANK YOU