



UNIVERSITI TEKNOLOGI MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

**THE FACTORS THAT INFLUENCE VISITOR'S PURCHASING
DECISION TOUR PACKAGES TO PULAU PAYAR MARINE PARK,
KEDAH**

By

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ABSTRACT

This study is designed to identify the factors influence visitor's purchasing tour packages to Pulau Payar Marine Park (PPMP). Services and price are the independent variables. The dependent variable is visitor purchase decision. The objectives of the study are to identify the most factor influence visitor's purchase decision tour packages and to identify the relationship between visitor's motivation and the factors influences visitor purchase decision. The data set in this study are collected from the visitors using tour packages in PPMP through questionnaires. A number of 108 respondents in that area had become the sample in this study by answering the questionnaires that randomly distributed.

AUTHOR'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 is the results 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 degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi Mara, regulating the conduct of my study and research.

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