



UNIVERSITI TEKNOLOGI MARA

**THE STUDY OF VISITOR SATISFACTION AND
INTENTION TO REVISIT IN NILAI 3, NEGERI
SEMBILAN**

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Thesis submitted in fulfilment
of the requirements for the degree of
Bachelor of Science (Hons) (Tourism Management)

Faculty of Hotel and Tourism Management

June 2015

AUTHOR'S DECLARATION

We declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our 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.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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ABSTRACT

The objective of this study is to investigate the relationship between customer interaction, convenience, and variety as an antecedent on visitor satisfaction and intention to revisit the destination in Nilai 3, Negeri Sembilan. This study also identified the relationship between the mediator of visitor satisfaction and intention to revisit in Nilai 3, Negeri Sembilan. A total of 300 questionnaires were collected from visitor who had visited the destination. The data is analysed using Statistical Package for Social Sciences System (SPSS). The results of this study indicated that customer interaction has the greatest influence on the visitor satisfaction followed by convenience and variety. Therefore, customer interaction is important to satisfy visitors to return back to Nilai 3 as visitor also shop for social reason.

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