UNIVERSITI TEKNOLOGI MARA

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# VISITOR'S PERCEPTION AND SATISFACTION TOWARDS A HERITAGE SHOPPING MALL: A CASE OF AMPANG PARK SHOPPING CENTRE


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# ABSTRACT

Shopping Tourism is one of the large contributions for tourism sectors in Malaysia. This research is to study the visitor's perception and satisfaction towards a heritage shopping mall specifically studies at Ampang Park Shopping Centre. Ampang Park Shopping Centre is the first and oldest shopping centre in Malaysia that was established since 1973 and now it became 42 years old. This study were explore more on visitor's perception towards Ampang Park Shopping Centre, to what extent the visitors are satisfied with Ampang Park Shopping Centre and to identify the most significant factor that leads visitor's satisfaction with Ampang Park Shopping Centre. A total 100 questionnaires was distributed to the respondents and 53 completed questionnaires are valid for the data analysis. The data was analyzed to determine the visitor's perception and satisfaction towards Ampang Park Shopping Centre based on the three factors that used in this study which are mall environment, tenant variety and mall facilities. From the result analyzed by the researcher tenant variety is the highest factor that influences visitor's perception and satisfaction towards a heritage shopping mall.

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