

**MALAYSIA MY SECOND HOME (MM2H) PROGRAMME: THE
IMPACT OF PERCEIVED VALUE ON EXPRESSED
INTENTIONS**



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5 Report

5.1 Proposed Executive Summary

The government has initiated, organised and will continuously seek to improve the MM2H programme. The success in getting the wealthy foreigners will be meaningless if they are not satisfied with their stay in Malaysia. Since long-term tourism depends a lot on word-of-mouth, their recommendation will be a promotion tool for the programme, thus ensuring their satisfaction is vital. Research on the second homers' perception towards the country is very much lacking thus this study aims to fulfil the gap. The main objective of this research is to undertake a qualitative approach on the perceptions on Malaysia by the second homers who stay here under the MM2H programme.

Looking at the significance of the economic contribution of the second homer under the MM2H programme, the information obtained from this research could assist both the government and private sector in fulfilling the needs and wants of the foreigners, which in turn lead to their satisfaction level. Satisfied customers will usually have positive word of mouth; this in turn will generate more foreigners to the programme (MM2H). Academically this research will add value to the literature of second homes especially for host country from this side of the world. Nationally, the country will gain in terms of foreign exchange for the national economy.

5.2 Enhanced Executive Summary

Second Home Tourism is by no means a new activity created to enhance tourism in a country. It started after World War 1. Today, the globalization of modern tourism has given added mileage to home stay; corporate tourists are using it for longer periods of stay in a host country. Recognizing the dire need for the long term continual economic income, Malaysia My Second Home (MM2H) was set up to provide foreigners the opportunity to make Malaysia their host country. However, a gap exists in the targeted and the actual second homers in Malaysia. This study hopes to bridge the gap by exploring the expressed behavior intentions of second homers in order to obtain pertinent information to address the present inadequacies in the existing programme. The study objectives include the following:

(i) To identify and confirm the dimensions of second homers perceived value towards the host country; (ii) To rank the importance of perceived value dimensions from the second homers perspectives; and (iii) To examine the relationship between perceived value, overall satisfaction and expressed behavioral intentions of the second homers towards the host country, Malaysia.

The research sampling was drawn from the current MM2H population obtained via the MM2H agencies in the country. A dual sampling method (convenience and snowballing) was deemed best to fulfill: (i) the government confidentiality policy which is the researchers were not provided with the contact details of second homers, and (ii) to permit inroads into reaching out to the MM2H participants.

A self-administered questionnaire was used to gauge perceived value, overall satisfaction and expressed behavioral intentions towards continuing to reside in the country. 380 questionnaires were distributed and face-to-face interviews were conducted. The return rate was 100%. SPSS and AMOS software programmes were used to analyze the data. The results showed the MM2H profile to be dominated by the English followed by the Japanese. The respondents are predominantly between