



MOTIVATION OF FIRST TIME AND  
REPEAT VISITORS TO SABAH

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## **ABSTRACT**

This study is conducted to give insight and findings about the motivation of first time visitors and repeat visitors that come to Sabah. This research has never been conducted in Sabah before, therefore this research is being conducted in order to identify the motivation. Based on previous study on motivation of first time visitors and repeat visitors that being conducted in other destination, the research is supported through several variable that is used in this research to identify whether it has the same motivation that motivates both first time and repeat visitors to visit Sabah. This research methodology used questionnaire survey and 100 questionnaires are distributed around Kota Kinabalu city area and airport terminal to obtain data from tourist. The result shown some of the variable used is significant to the motivation of first time visitors and also repeat visitors that come to Sabah.