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**FACTORS INFLUENCING PURCHASE INTENTION OF TOURISTS IN SELECTION  
OF TRAVEL AGENCY: KOTA KINABALU, SABAH**

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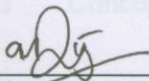
Assalamualaikum W.B.T, Praise to Allah S.W.T because of the blessing and grace that has been given to me to successfully accomplish the research on “Factors Influencing Purchase Intention of Tourist in Selection of Travel Agency: Kota Kinabalu Sabah”.

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Yours sincerely,



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## TABLE OF CONTENT

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	iv
<b>LIST OF TABLES</b>	v
<b>LIST OF FIGURES</b>	vi
<b>LIST OF ABBREVIATIONS</b>	vii
<b>ABSTRACT</b>	viii
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Scope of Study	5
1.3 Problem Statement	6
1.4 Research Objectives	9
1.5 Research Questions	9
1.6 Limitations of the study	9
1.7 Significance of Study	10
1.8 Organization of the Report	11
<b>CHAPTER 2: LITERATURE REVIEW</b>	
<b>CHAPTER 3: DISCUSSION, RECOMMENDATION AND CONCLUSION</b>	
2.0 Introduction	13
2.1 What is Purchase Intention?	16
2.2 Factors Influencing Tourist Purchase Intention	17
2.3 Conceptual Framework	23

### **CHAPTER 3 : RESEARCH METHODOLOGY**

**Page**

3.0	Introduction	24
3.1	Research Design	24
3.2	Population	25
3.3	Sample Frame	25
3.4	Sample Size	26
3.5	Sampling Technique	26
3.6	Instruments	27
3.7	Data Analysis	28
3.8	Validity and Trustworthiness of Data	29

### **CHAPTER 4: RESEARCH ANALYSIS AND INTERPRETATION**

4.0	Introduction	
4.1	Questionnaire Distributed, Returned and Completed	30
4.2	Reliability Analysis	31
4.3	Frequency Distribution Analysis	32
4.4	Descriptive Statistics : Univariate Data Analysis	39
4.5	Correlation Analysis	41
4.6	Regression Analysis	43

### **CHAPTER 5 : DISCUSSION, RECOMMENDATION AND CONCLUSION**

5.1	Introduction	46
5.2	Discussion	47
5.3	Recommendation	52
5.4	Future Research	54
5.5	Conclusion	55

## ABSTRACT

### INTRODUCTION

The purpose of this study conducted is to examine the independent variables that give greater influence towards tourists purchase intent in selecting the right travel agency in Kota Kinabalu Sabah area. All these variables have their own influences to the tourists purchase intent yet this study discovered which factors is more significant one and become important for the tourists. The three variables are reputation/image of the travel agent, price, and service quality factors.

In addition, this study is a descriptive research which the respondents for this study were the tourists who came to Kota Kinabalu Sabah either for vacation, business or visiting family and friends. Moreover, in this study, the researcher used questionnaires to gather all data necessary and distributed to 160 respondents. The findings were analysed using SPSS Statistics Data Editor version 20.0. Finally, the discussion derived from the findings suggested several recommendations and suggestions for future research.