



**FACTOR THAT INFLUENCE DESTINATION LOYALTY IN MALACCA**

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## **ABSTRACT**

Tourism is most industry in Malacca that contribute income to the country. In Malacca itself, tourism is most important industry and give a lot of contribution income. Announcement of Malacca as “World Heritages Sites” on 7<sup>th</sup> October 2008 that attract the tourists from around the world to visit historical places to learn history at Malacca. So from that, the facilities of accommodation is important. One of choices accommodation is homestay. In this study, the researcher conduct the research to testing the destination loyalty of tourist towards homestay in Malacca and its relationship with tourist satisfaction, tourist motivation and also destination attributes.

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