

**UNIVERSITI TEKNOLOGI MARA**

**FINAL YEAR PROJECT REPORT**

**THE FACTORS THAT INFLUENCED THE SUSTAINABILITY  
OF REVISIT INTENTION TO KELANTAN**

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**Report submitted in partial fulfillment of the requirement  
for the degree of  
Bachelor of Science (Hons.) (Statistics)  
Center of Statistics Studies  
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**JULY 2016**

## **ACKNOWLEDGEMENT**

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

First and foremost, we would like to express our deepest gratitude to God Almighty for giving us this opportunity and possibility to complete this project successfully.

A special gratitude we give to our final year project supervisor, Madam Nor Azima Binti Ismail, who give contribution in stimulating suggestions and encouragement, helped us to coordinate and assist our project especially in writing this project.

Furthermore, a special thanks goes to our beloved family for their endless support, prayers and encouragement. Sincere thanks to our friends for their advices and moral support throughout the completing process.

I have to appreciate the guidance given by other supervisor as well as the panels especially in our project presentation that has improved our presentation skills thanks to their comment and advices.

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## **ABSTRACT**

The study was investigated the sustainability of revisit intention to Kelantan. There are several independent variables that involved in the study which are novelty seeking, destination attractiveness, service quality, value for money and revisit intention as the dependent variable. A descriptive research design was implied in this study. Sample size of 170 are selected randomly through simple random sampling. Questionnaire from previous study are used to collect the data from the respondent. There are four objective developed under this study. The study revealed that novelty seeking, service quality, and value for money are significant predictor in explaining the sustainability of revisit intention to Kelantan. Forward Elimination Method is done to find the best model. For the third result shows that the tourist past visit's intention has no difference in the sustainability of revisit intention to Kelantan. Lastly, there exist significant effect between number of visit and the sustainability of revisit intention to Kelantan.

**Keywords:** Novelty Seeking, Service Quality, Destination Attractiveness, Value for Money, Revisit Intention

# **CHAPTER 1**

## **RESEARCH PROJECT**

### **1.0 INTRODUCTION**

This chapter would be discussed on the background of this study, the problems that occurs in this study, the research questions and several objectives that needs to be achieved by the end of this study. Besides that, it also discusses on the hypotheses to be tested and the theoretical framework that involves in this study. The significance of this study and the scope and limitation would be discussed in the last two subtopic of this chapter.

### **1.1 BACKGROUND STUDY**

The develop countries have top sector industry that highly contribute towards their national income. Each of develop countries will move forward the level of top sector industry in order to increase their national income. One of the top sector industry that highly contribute is tourism industry. What tourism is all about? Tourism is activities of persons that travel to and staying at somewhere places which are not their common places for some intention such as leisure, business and other purpose within a period of time.

In Malaysia, tourism industry is one of the industries that contributed towards Malaysia economy. According to The Star Online (2013), the tourism industry have experienced outstanding growth and progress to become one of the country that have fastest growing economic sector. By this statistic, it shows that Malaysia have many