

UNIVERSITI TEKNOLOGI MARA

**BRITISH TOURISTS' TRAVEL
MOTIVATION, SATISFACTION AND
POST TRAVEL BEHAVIOUR TOWARDS
VISITING MALAYSIA**

NORIMAN B. ROJULAI

Dissertation submitted in partial fulfillment of the requirements
for the degree of

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate : Noriman B. Rojulai
Candidate's ID No. : 2009640126
Programme : Master of Tourism Management – HM 771
Faculty : Faculty of Hotel and Tourism Management
Thesis Title : British Tourists' Motivation,Satisfaction and Post Travel
Behaviour Towards Visiting Malaysia

Signature of Candidate :
Date :

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ABSTRACT

Purpose of this study is to analyze the determinants of British tourist intentions to revisit Malaysia and also paying special attention to the effects of motivations and satisfaction. British tourists can be categorized as quality tourist and has enormous purchasing power when refers to their exchange rate. Satisfied British tourists may recommend Malaysia to others and may repeat their visit to Malaysia. Therefore, to understand their preferences is crucial in order to maintain existing tourist and attract new tourist from United Kingdom. Data was gathered by self-administered questionnaire at Kuala Lumpur International Airports (KLIA), Low Cost Carrier Terminal (LCCT) and Malaysia Tourism Centre (MTC). From the findings, the study revealed that there is a mix of pull and push factors. Top motivational factor was the push factor where the British tourists tend to experience different lifestyles and was followed by pull factors which are to enjoy the beautiful environment, scenery and beaches. The study also proofed that satisfaction mediate the relationship between motivation and post travel behaviour. The result obviously showed that satisfaction played the intervening role in influencing British Tourist to revisit Malaysia. The overall findings of this study provide valuable information and at the same time being an eye-opener for the government especially Ministry of Tourism and other related organization in providing and improving the products, facilities and services offered to the tourist especially British tourist.