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**THE RELATIONSHIP BETWEEN PERCEIVED SERVICE QUALITY AND
PERCEIVED SERVICE VALUE TOWARDS
CUSTOMER REVISIT INTENTION**

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ABSTRACT

Revisit intention has always been the important topic in competitive market of tourism destinations. However, it remains unclear why customers undertake repeat visit. Therefore, the main concern of this research is to figure out the factor of customers revisit intention to a hotel which is specifically focus on Perkasa Hotel Keningau. Specifically, this paper will use two factors which is perceived service quality and perceived service value which is chosen to be the factor of customer revisit intention. A field survey through questionnaires was conducted on 138 respondents. The results of this study indicated that perceived service value was the most important attributes and travel motives for revisit intention to Perkasa Hotel keningau. It revealed that respondents were loyal to Perkasa Hotel Keningau and intent to revisit.

Keywords: Perceived service quality, Perceived service value, Revisit intention.

CHAPTER 1

INTRODUCTION

1.1 Background of study

Travel and tourism is one of the largest service industries in the world. When tourism is well planned, it can generate benefits at the destination by increasing tourist arrival, government revenue in the particular countries as well as preparing vast employment opportunities for citizen in that country especially the youths. As stated by the World Tourism Organization (UNWTO 2004), the definition of tourism is the activity engaged in outside a person's usual environment for any purpose other than the pursuit of remuneration from within the place visited. This definition is based on geographical concepts, such as place and travel. International tourist arrivals by countries compiled by UNWTO World Tourism Barometer of rankings as per 2011, the top country received tourist is France with 79.5 million of visitors and Malaysia is among the top ten countries in the world that received most international tourist arrivals with 24.7 million of arrivals. Based the regional category, Malaysia which is situated in South East Asia is ranked on the second position of most international tourist arrivals after China.

Malaysia is one of the countries in South East Asia which is well known as the cultural melting pot of Asia. Despite of its multiculturalism, Malaysia is well-known through its Towering skyscrapers which are the Petronas Twin Tower and the Kuala Lumpur Tower that became the symbol of Malaysia as well as the tourist attraction. The 10th Malaysia Plan recognises the importance of the tourism sector which has been identified as a driver of economic activity that will contribute towards the growth and development to the economy. One of the states in Malaysia that has lots of tourist attraction is Sabah.

Sabah which is also known as "Land below the Wind" is a Malaysian state located at the east coast of Peninsular Malaysia. There are three main industries in Sabah, namely tourism, agricultural and manufacturing. Based on the United Nations