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**FACTORS INFLUENCING TOURISTS' REVISIT INTENTION TO PANGKOR ISLAND:
THE ROLE OF TRAVEL MOTIVATION AND DESTINATION SATISFACTION**

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ABSTRACT

It is interesting for the tourism industry worldwide to better understand the intention of tourists to revisit destination. Despite the considerable number of research on repeat visitors, it remains unclear why people undertake repeat visit and what kind of characteristics hold repeat visitors. This study examined the attraction of Pangkor Island in Perak, an island tourism as perceived by international and domestic tourists. Pangkor Island is chosen because it is currently being developed as a world class island tourism destination which endowed with rich natural resources, variety of coral reefs and exotic marine liives. Therefore, this study aims to identify the factors influencing tourist intention to revisit Pangkor Island. Multiple regression analysis was carried out in order to examine the relationship between destination satisfaction and travel motivation towards revisit intention within a sample of 140 respondents. Results indicated that destination satisfaction and travel motivation which are the pull and push factors were significant predictors of tourists' intention to revisit and recommend Pangkor Island as a holiday destination. Island tourism including maritime attractions, water recreations and scuba diving are forms of alternative tourism which have gained increasing demand among tourists nowadays. Thus, the result of this study can serve as inputs to the Ministry of Tourism Malaysia and Perak State Government in particular with developing effective strategies to stimulate island tourism demand from both international and domestic tourists

Keywords: revisit intention, destination satisfaction, travel motivation, Pangkor Island, Malaysia