UNIVERSITI TEKNOLOGI MARA

ASSESSING REVISIT INTENTION TO LEGOLAND MALAYSIA RESORT

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ABSTRACT

The number of theme parks is trending in Malaysia and it has stiffened the competition among the theme park players in the industry. This research studies the impact of perceived quality, past experiences and visitors contentment on visitor intention to revisit LEGOLAND Malaysia Resort over time. The study is done over the period of 12 months and covers a variety of season that reflects a fair perspective in data and summary of contents. By using the descriptive method of study based on the survey approach, questionnaires were distributed with 201 responses and interview sessions are held with LLMR top management. Data accumulated are quantitatively and qualitatively analyzed using business strategic tools and descriptive as well as correlation analysis to answer the research objectives. The outcome of the study found that perceived quality, past experiences and visitors contentment do have significant influence towards intention to revisit LEGOLAND Malaysia Resort. The recommendations outlined in the study suggest that market penetration would be the best method to enhance the sustainability and revenue of LLMR. In addition, by enhancing park facilities and service capabilities, revisit intention can be intensified. The findings of this study are also applicable to the future study of sustainability and longevity of other tourist attractions.

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