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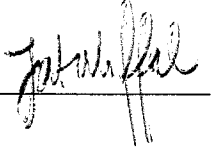
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DECLARATION

We hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own expect those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

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ABSTRACT

Generally, studies have highlighted that the factors affecting a tourist's intention to revisit a theme park vary from one to the other for several reasons. Previous research has focused more on the "repurchase intention of products" rather than the services, another one was pertaining to the perception of tourists towards service recovery and its relationship with their intention to revisit the theme park, meanwhile in Malaysia, a study was conducted in order to identify the satisfaction of visitors towards the attractions in Sunway Lagoon. Hence, the need for identifying the factors of intention to revisit is important because there is still lack of proof and information. The research objectives of this study are to investigate the factors affecting tourists' intention to revisit a theme park, and to determine the most important factor that affects tourists' intention to revisit a theme park. The method used in this study is based on primary research – electronically distributed questionnaire. The findings supported that satisfaction, motivation, and word-of-mouth are indeed the factors affecting tourist revisit intention to a theme park. The outcome of this study will provide a better understanding to the industry players and policy makers about the factors affecting tourists' intention to revisit a theme park. Besides, this study can also contribute to enhance the previous studies done in this field and as a reference for further studies as well.

TABLE OF CONTENTS

DECLARATION	2
ACKNOWLEDGEMENT	3
ABSTRACT	6
CHAPTER 1: INTRODUCTION	7
1.1 Introduction & Background of Study	7
1.2 Problem Statement	8
1.3 Objectives of the Study	8
1.4 Research Questions	9
1.5 Significance of the Study	9
1.6 Definition of Terms	9
CHAPTER 2: LITERATURE REVIEW	11
2.1 Factors (Independent Variable)	11
2.1.1 Motivation	11
2.1.2 Word-of-mouth	12
2.1.3 Satisfaction	13
2.2 Tourist Revisit Intention (Dependent Variables)	14
2.3 Conceptual Framework	15
CHAPTER 3: RESEARCH METHODOLOGY	16
3.1 Research Design	16
3.2 Unit of Analysis	16
3.3 Population and Sample Size	16
3.4 Data Collection Method	17
3.5 Instrumentation	18
3.6 Plan for Data Analysis	19
CHAPTER 4: DATA ANALYSIS AND FINDINGS	20
4.1 Introduction	20
4.2 Reliability Analysis	20
4.2.1 Cronbach's Alpha	20
4.3 Descriptive Analysis	21
4.3.1 General Questions (Part A)	21
4.3.2 Section B: Factors Affecting Tourist Revisit Intention to a Theme Park 23	
4.3.3 Section C: Demographic Information	26

4.3.3.1	<i>Gender</i>	26
4.3.3.2	<i>Age</i>	27
4.3.3.3	<i>Annual income</i>	27
4.3.3.4	<i>Marital status</i>	28
4.3.3.5	<i>Employment status</i>	28
4.3.3.6	<i>Educational background</i>	29
4.4	<i>Summary</i>	30
CHAPTER 5: RECOMMENDATIONS AND CONCLUSION		31
5.1	<i>Introduction</i>	31
5.2	<i>Discussion</i>	31
5.2.1	<i>Research Question 1</i>	31
5.2.2	<i>Research Question 2</i>	33
5.3	<i>Limitations of the Study</i>	34
1.	<i>Time management</i>	34
2.	<i>Gain handful resources</i>	34
3.	<i>Revise data collection method</i>	35
5.4	<i>Conclusion</i>	36
REFERENCES		37