

UNIVERSITI TEKNOLOGI MARA

**ASSESSING DESTINATION
ATTRIBUTES, SATISFACTION AND
REVISIT INTENTION FROM
INTERNATIONAL LEISURE
TRAVELERS PERSPECTIVE: THE
CASE OF KUALA LUMPUR CITY**

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MSc

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AUTHOR'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 results 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 degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Tourism industry is one of the major key contributors to the economic growth in many countries. The industry has become an important global economic and leisure activity due to its growth and benefits. Destination attractiveness is important element in drawing international tourists to visit a destination. Tourist destination competitiveness depends on various service offerings including infrastructure, transportation and the attraction itself that may influence satisfaction to attract international tourists to visit attractive destinations in any countries. However, the growth of international tourists visiting Malaysia is relatively lower compared to the other destination in Southeast Asian region and this may cause the country to be less competitive. Therefore, this study aims to investigate factors that influence revisit intention among international leisure tourists to Kuala Lumpur. This study undertake a descriptive research design using a quantitative approach through correlational study as methodology for the research. The demographics and the key variables, which are the destination attributes, satisfaction, and revisit intention, which age and gender as the moderators are the main variables in the research framework. Data analysis is based on 198 usable survey respondents feedback received from the international leisure travellers. The data analysis was carried out using SPSS 22.0 version. Linear regression was used to test the hypotheses and hierarchical regression used for testing the moderation effect. The results revealed that all four hypotheses were supported. Moderation results found to be partial supported as gender has no moderating effect on the relationship between Destination Attributes Attractiveness, Destination Attributes Satisfaction, Overall Satisfaction and Revisit Intention. The outcome of this study perhaps could benefit the tourism agencies and authority in improving destination attraction services to meet international tourists expectation.

Keywords: Destination Attribute, Destination Attractiveness, Satisfaction, Revisit Intention, Leisure Traveller.

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