

UNIVERSITI TEKNOLOGI MARA

**TOURIST SATISFACTION
REGARDING UPON THE SHOPPING
MALLS ATTRIBUTES IN MELAKA
CITY**

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requirements for the degree of
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AUTHOR'S DECLARATION

We declare that the work in this thesis/dissertation 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 qualification.

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

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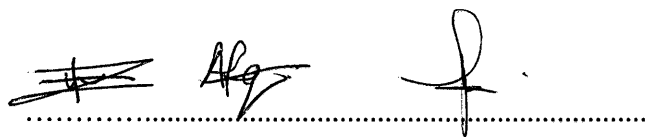
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ABSTRACT

Tourism is an emerging economic sector for Malaysia has targeted to capture a place within the top 10 countries in the world in terms of international tourist arrivals through various development plans and shopping tourism is one of it. Shopping is a popular tourist activity. While a person might not travel for the purpose of shopping, many tourists shop while traveling. The objective of this research is to investigate which attributes of shopping malls can give satisfaction and attract tourist to visit. Second objectives is to examine the relationship between shopping attributes and customer shopping satisfaction in Melaka's shopping malls. Shopping satisfaction is overall evaluation that is based on the total purchase consumption and experience. In general, satisfaction has been conceptualized in terms of whether the product/service meets consumer needs and expectations. In this research, the attributes that were taken into measurement of customers' satisfaction are facilities convenience, service convenience, shopping convenience, neat/ spacious area, price competitive and fashion goods. The result of this study indicates there is positive relationship between the attributes and customers' satisfaction. The most attributes that influence customers' satisfaction is facilities convenience. Facilities convenience of the shopping mall gives high value on customers' satisfaction. Lastly, further research should be enhance to improve the shopping tourism in Melaka.

Keywords: Shopping tourism, customers' satisfaction, shopping mall

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