

UNIVERSITI TEKNOLOGI MARA

**PERIPHERAL SERVICE QUALITY, SATISFACTION AND INTENT TO RETURN
AMONG TOURISTS ATTENDING SPORTS EVENT: A CASE OF MELAKA
CENTURY RIDE 2015**

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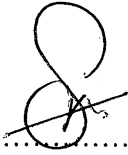
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ABSTRACT

The primary purposes of this study were to: a) to examine the satisfaction of attendees based on peripheral service quality at Melaka Century Ride 2015; and b) to investigate the relationship of satisfaction and intention to participate in the future Melaka Century Ride 2015. This research intends to explore the participants satisfaction and their future intention at MCR 2015 by quantifying perceived assessments using proposed model suggested by Tsuji, Bennet and Zhang. In order to answer the issues related to the main objectives, the following research question are develop: a) to what extent attendees is satisfied with peripheral service quality at MCR 2015? b) is there any relationship between participant satisfaction and future intention to participate in future MCR 2015? A secondary purpose of the study was to develop a scale to measure service quality in selected dimensions, participant satisfaction and future intentions. The model was tested using data collected from participants at the Melaka Century Ride 2015.

Keyword: Sporting event, peripheral service quality, satisfaction, future intention

TABLE OF CONTENT

	Page
TITLE PAGE	
AUTHOR'S DECLARATION	ii
ABSTRACT	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	xi
LIST OF FIGURES	xiii
CHAPTER 1: INTRODUCTION	
1.1 Introduction	2
1.2 Background of the study	4
1.3 Problems Statement	5
1.4 Aims And Objectives Of The Research	8
1.4.1 Research Objectives	8
1.4.2 Research Question	8
1.5 Theoretical Framework And Research Hypotheses	9
1.6 Definitions Of Important Terms	9
1.6.1 Sporting Event	9
1.6.2 Peripheral Service Quality	10
1.6.3 Satisfaction	10
1.6.4 Future Intention	10
1.7 Scope of the study	10
1.8 Significant of The Study	11
1.8.1 Theoretical advancement in tourism study	11
1.8.2 Practical application for the local tourism program and development	11

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	12
2.2	Sport Event Tourism	12
2.3	Peripheral Service Quality	14
2.4	Satisfaction	15
2.5	Future Intentions	16
2.6	Relationship of Peripheral Service Quality, Satisfaction and Future Intention	17

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	19
3.2	Research Design	20
3.3	Population and Sampling	20
	3.3.1 Unit Analysis	21
3.4	Research Instrument Design	22
	3.4.1 Question used in Respondent's Background of the Questionnaire	23
	3.4.2 Question used in Section B of the Questionnaire	25
	3.4.3 Question used in Section C of the Questionnaire	27
3.5	Procedure of Data Collection	27
3.6	Reliability and Validity	28
3.7	Chapter Summary	28

CHAPTER 4: RESULTS AND DISCUSSION

4.1	Introduction	29
4.2	Respondents' Profiles	29
4.3	Analysis Procedure	35
4.4	Analysis of the Participant Satisfaction on Melaka Century Ride 2015	35
	4.4.1 Analysis of the Participants Satisfaction Towards Melaka Century Ride 2015; (Before the Event – Website, Registration and excetra)	35