



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**A STUDY ON MOTIVATION TOWARDS CUSTOMERS' REVISIT  
INTENTION TO SHOP AT AEON BANDARAYA MELAKA**

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**HM221**

**JULY 2014**

# DECLARATION OF ORIGINAL WORK



## UNIVERSITI TEKNOLOGI MARA

BACHELOR OF SCIENCE (HONS) (TOURISM MANAGEMENT)  
FACULTY OF HOTEL AND TOURISM MANAGEMENT  
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### “DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

This work has not previously been accepted in any substance for any degree, locally or overseas and not being concurrently for this degree or any other degree.

This project paper is the result of my independent work and investigation, except where otherwise stated.]

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## LETTER OF SUBMISSION

The Head of Program,  
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75300 Melaka.

JULY 2014

Dear Sir / Madam,

### SUBMISSION OF PROJECT PAPER (HM221)

Attached is the project paper titled "A Study on Motivation towards Customers' Revisit Intention to Shop at AEON Bandaraya Melaka" to fulfill the requirement as needed by the Faculty of Tourism Management, Universiti teknologi MARA, Melaka.

Thank You.

Yours Sincerely,

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## **ABSTRACT**

Tourism is one of the largest industries in the world and shopping is an increasingly a favorite activity for tourists. Shopping is known as a major activity that can generates tourism income and also adds to the economic growth. In Malaysia, shopping was the second highest next to accommodation in tourist expenditure of RM18.6 billion said Tourism and Culture Minister, Datuk Seri Mohamed Nazri Abdul Aziz. For that reason, this paper aims to highlight the dimensions of motivation which are the push and pull factors towards customers' revisit intention in Melaka. The first objective of this study is to identify to what extent the dimensions of motivation which are the push and pull factors encourage customers' revisit intention to shop at AEON Bandaraya Melaka. The second objective is to determine the most influential factor that affects customers' revisit intention at AEON Bandaraya Melaka. The results provide strong support for the proposition of this study that two dimensions of motivation which are the push factors and pull factors have significant influential effects on customers' revisit intention to shop at AEON Bandaraya Melaka. This study also found out that the push factors have the most influential effects on customers' revisit intention to shop at AEON Bandaraya Melaka.

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