

**A STUDY ON REVISIT INTENTION AND
CUSTOMER SATISFACTION TOWARDS
SERVICE QUALITY PROVIDED AT AEON
BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



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WITH HONOURS (TOURISM MANAGEMENT)

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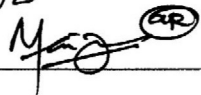
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LETTER OF TRANSMITTAL

JULY 2014

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Dear Madam / Sir,

Submission of Project Paper.

Attached is project paper titled "A study on revisit intention and customer satisfaction towards service quality provided at AEON Bandaraya Melaka" to fulfil the requirement as needed by the Faculty of Hotel and Tourism Management Universiti Teknologi MARA.

Thank You.

Yours sincerely,



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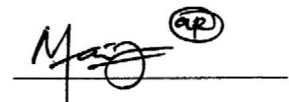
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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Nowadays, tourism is becoming an important industry in the world. Tourism is one of the most vibrant economic generators (Habibi, Abdul Rahim, Ramachandran, & Chin, 2008). According to World Tourism Organization (UNWTO, 2013), international tourist arrivals reached 1.035 billion in 2012 with 4% growth, that is an additional of 39 million tourists. A total of 145 countries and territories around the world monitored by UNWTO, including virtually all major destinations, have reported monthly or quarterly data on international tourists arrivals for 2013. UNWTO World Tourism Barometer estimated that international tourist arrivals grew with additional 52 million by 5% in 2013, which reaching a record 1,087 million.

Tourism industry has become one of the important sectors for developing country like Malaysia. According to Tourism Malaysia (2011), the industry has become one of the largest and fastest growing economic sectors over the past six decades and has shown a remarkable performance in term of tourist arrivals and receipts. Between 2009 and 2013, tourist arrivals increased by 8.8% from 23.65 million to 25.72 million, and the revenue increased by 22.5% from RM53.4 billion to RM65.44 billion. Tourism has contributed at least about 8 to 10 percent to the GDP (Sivalingam, 2007). In 2008, United Nations Educational, Scientific and Cultural Organization (UNESCO) chose to register Melaka into

the World Heritage List. Melaka is now receiving international tourists and domestic visitors to rediscover the city since its UNESCO inception. In 2011, Melaka recorded its number visitors at 12.5 million with revenues of RM7.06 billion. Then in 2012, it increased by 9.6% with 13.7 million tourists arrival. According to State Tourism Department, Melaka most visited tourist arrivals were China, Singapore, Indonesia, Taiwan, and Hong Kong.

Based on the statistic that has been reported, it shows that the increasing number of tourists is derived by fulfill of theirwants and needs on travel. It also can lead to their satisfaction towards the destination. According to Jham & Khan (2009), customer expectations can be known through the knowledge of satisfaction levels of customers. Customer satisfaction cannot be measured unless the factors affecting customer satisfaction are determined. Customer satisfaction can be defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals (Farris, et al., 2010).

Customer satisfaction can influence the tourists to revisit the destination. Revisit intention has been highlighted as an important research topic in competitive market of tourism destinations. Despite the considerable number of research on repeat visitors, it remains unclear why people undertake repeat visits and what factors hold repeat visitors. Repeaters are the adopters of management innovation that has been implemented by marketers since opening, including special events and acquisition of new attractions, and other marketing promotion strategies. First-timers' revisit intentions may be influenced mainly by destination performance as a whole because of their initial stay, while repeaters'

intentions may be influenced largely by promotional efforts to recall their positive memory and by disseminated information on new attractions. The latter often show more diversified and detailed demands for information and level of destination awareness (Oppermann 2000). The number of previous visits also has been regarded as one of the influential factors for revisit intention.

Malaysia also promise the good quality of shopping destination for the tourists who are comes with the main intention to shopping only or for the tourists who wish to get a souvenir to bring back to their hometown as a memory. Shopping tourism should be further enhancing by the government especially on the shopping facility. This is because it can gain more future benefits for the country and for the government itself. According to Wong and Wan (2012), tourist destinations are developing more shopping facilities and options for tourist, not only because shopping is one of the primarily travel motives, but also because it helps to improve the retail industry and to generate job opportunities within an economy. The tourists satisfaction on their shopping experience at the visit destination also can be one of the important factor to be considered in order to estimate that they are wish to revisited the destination in the future or not.

1.1 Background of Study

Competition between malls and newer forms of shopping centers has led mall developers and management to consider alternative methods to build excitement with customers. All this make the shopping mall around the world need to have the attractiveness.

Attractive can be the quality that specific shopping malls have to attract the shopper to visit the mall and shop also can make them revisit again in the future. Wong, Yu and Yuan (2011) stated that, the growing number of malls has lead shoppers to select their destination. They are likely to patronize malls that are more attractive and exhibit a large variety of stores and merchandise that suit with their preferences. These days, people with more money and time are willing to travel further to shop and by the increasing number of retails areas; consumers have a growing selection of shopping destination around the world. People tend to seek for a convenient, comfortable and pleasant shopping environment. Ahmed et al. (2007) believes that shopping mall is a place to socialize and to have leisure. There are many kinds of reasons for consumers to visit shopping malls – these include to go shopping, to dine, to have entertainment, to relax and to spend time with friends.

From tourist's perspective, shopping in Malaysia is already quite affordable due to the conversion rates of their own currency to the Malaysia Ringgit. During these shopping sales there are discounts up to 90% in many stores. Turner and Reisinger (2001) stated that shopping is one of the most crucial aspects of tourism which several researches have concluded that no visit is complete without spending time for shopping. That's why shopping mall has played crucial roles in contributing towards the economic growth as the shopping experience will enhance the consumer to visit the place again. Malaysia is amazing country premier shopping destinations in South East Asia. There are varieties product with good qualities branded merchandise, souvenirs, food to local handicrafts at reasonably priced offered in Malaysia. Different states in Malaysian are known to produce and offer the best quality of certain products.

Malaysian crafts and textiles which are apart by intrepid designs and stunning colors are available in major towns. The best bargains easily to get if the tourist buy from places where they are produced. The exemption of duty on certain items has also resulted in more competitive pricing and made shopping in Malaysia a much more attractive option. These duty-free zones can be found at Langkawi Island, Tioman Island and Labuan Island. Products that are especially cheap in these places are tobacco, alcohol, chocolate and perfumes. An interesting mix of duty free shops can also be found at city centers and airports in Kuala Lumpur, Johor Bahru, and Penang. In Malaysia, there are numerous shopping malls, complexes and stores where there is a hit upon stylish clothes, elegant footwear, optical items, elite watches and quality fabrics. There are over 50 big shopping malls in Malaysia. Kuala Lumpur already has well over 20 malls in total with most of them concentrated within the Golden Triangle which is nearby with Bukit Bintang. Shoppers also can have a great time while shopping, roaming through street markets, sidewalk stalls, night markets and shopping malls.

Among the tourism destination in Malaysia, Melaka is a destination that has seen a lot of growth in its tourism sectors in the past few years. Shopping experiences are an amalgam of perceptions of products and services. Some of the most interesting items to shop for in Melaka is traditional handicrafts and antiques. According to BERNAMA (2012), based on Melaka sub-sector tourism products, shopping is one of the main attractions to tourists in Melaka. Mostly tourists in Melaka shop to experience local culture through an engagement with local products, local crafts and people (BERNAMA, 2012). Intocraft Centre is a good

place to start for handicraft shopping. Handmade ceramics, canes, batik and assorted decorated items are made here, and often incorporate meticulous attention to detail.

Traditional Nyonya beaded slippers are an interesting women's item. Compact ethnic pockets around the city center can be fun places to shop for souvenirs or inexpensive trinkets. Goods are sold at open-air markets and attractive colonial buildings, adding a layer of character and charm to the shopping experience. For the best range of antique goods, head to Jonkers St where it's possible to find items dating back two or three centuries. Shops in this part of town are housed in attractive colonial Dutch buildings-a fitting venue for antique dealers. Meanwhile, Little India located to the north of the city center, has a night market dealing in Indian products. Saris are the biggest seller there. Across the river, Chinatown is much bigger than Little India, with plenty of shops to peruse. Located on JalanMerdeka, Dataran Pahlawan is the largest shopping center in Melaka. In addition to shopping outlets, it's full of cafes, restaurants and a range of entertainment facilities, and makes for a great escape for tourists from the midday heat. Generally, tourists assume Melaka as a place where many culture meet and fused, as well as a shopping paradise with various shopping paradise with various shopping destination for instances, Jonker Walk, Dataran Pahlawan, Mahkota Parade, Plaza Hang Tuah, and AEON Bandaraya Melaka (The Star Online, 2010).

AEON Bandaraya Melaka Shopping Centre provides shopping experience to the customer although there are another shopping mall located near to the mall such as Tesco and MyDin. Despite the competition from the other shopping mall, AEON Bandaraya Melaka has its own attraction that can attract the customer to revisit it in the future. For

example, the product offered by AEON Bandaraya Melaka has a better quality with a reasonable price. The product provided by the shopping center was structured according to the type of the products for example toiletries, and food products. This structured is done to facilitate its customer in terms of finding the product they want without to take a long time to find the specific product.

Besides of providing the best quality of product to the customer, AEON Bandaraya Melaka also provides entertainment to its customer. Gaming center, cinemas and other shopping outlet such as Brands Outlet and Padini can give its customer more satisfaction on shopping. AEON Bandaraya Melaka will give its best services to the customer as well as to give satisfaction to the customer. In addition, training to the staff of AEON Bandaraya Melaka has been done to every staff to maintain their best services and also satisfy the customer by providing good services. The importance of customer satisfaction and service quality has been proven relevant to help improve the overall performance of organizations. Today, customer satisfaction is the main concern of business sectors.

1.2 Background of Company

AEON Jusco Mall Shopping Centre or known as Jaya Jusco Stores Sdn Bhd was established in Malaysia in 1984 as a result from response to the former Malaysian Prime Minister Dr. Mahathir's request to help upturn the retail industry in Malaysia using the world's most progressive management expertise. Mr. Takuya Okada is JUSCO Co., Ltd. President agreed with the recommendation of invitation and bringing the JUSCO name to

Malaysia. Following this, a joint venture company was established in September 1984. There were three parties involved: JUSCO Co., Ltd., Japan, Peremba, a leading government owned Property Company and Cold Storage, a premier supermarket chain store. AEON Jusco Mall Shopping Centre's goal was to cultivate with the people of Malaysia through the transfer of proficiency from Japan to Malaysia and human resource development, two factors which would contribute greatly to the progress of Malaysia.

AEON CO. (M) BHD is a leading retailer in Malaysia with total revenue of RM3.26 billion for the financial year ended 31 December 2012. The Company was incorporated on 15 September 1984. The 'AEON' name today is well established among Malaysians as well as foreigners, especially due to its association with the international AEON Group of Companies and also established itself as a leading chain of General Merchandise Stores (GMS). AEON's constant interior refurbishment of stores to project an image designed to satisfy the changing of needs and desires of consumers. AEON Jusco Mall Shopping Centre's performance has been further boosted by the management's acute understanding of target market needs and the provision of an optimal product-mix. AEON's stores are mostly situated in suburban residential areas in order to bring Malaysia's vast middle income group. The AEON Group of Companies consists of AEON Co., Ltd. and about 200 consolidated subsidiaries and affiliated companies. In Malaysia, there are 7 states which AEON Jusco Mall Shopping Centre located includes in Kuala Lumpur, Selangor, Perak, Melaka, Penang, Negeri Sembilan and Johor. There are two AEON Jusco Mall Shopping Centre branch in Melaka, AEON Melaka Shopping Centre which is located at Ayer Keroh, Melaka and AEON Bandaraya Melaka Shopping Centre located at Taman Lagenda Melaka.

1.3 Problem Statement

Shopping is one of the most pervasive leisure activity that engaged by the tourist itself, with significant economic, psychological and their social benefit (Oh, Cheng, Lehto and O’leary, 2004). According to LeHew and Wesley (2007), shopping activity has become the most popular activity for both domestic and international tourist. Nowadays, people are not travelling for the sake of relaxation and enjoying the attraction provided to them, but also to satisfy themselves by shopping at any places for example shopping mall, night stall and grocery store. For them, to fulfill their limited time with shopping can be a best way to satisfy them. As cited by Hsieh and Chang (2006), with the limited time spend in the destination, shopping can be one of the easiest and best means to experiencing the local culture. As shopping one of the tourism activities nowadays, this research are conducted to study the relationship between the customer satisfaction and revisit intension towards service quality provided by the shopping mall.

Previous research done by Wong and Law (2003) stated that, shopping expenditure accounts approximately one-third from the total of tourism spending and it’s also generates employment for the host community in that particular area. According to Turner and Reisinger (2011), some of the tourist spend about one-third of their total trip expenditure on shopping. This proves that people are travel not just for entertainment, sightseeing or relaxation, but also for the purpose of shopping. In addition as stated by Ryan (1991), shopping can often function as attraction and that can be primary purposes of tourism travel.

Although shopping is one of the activities in tourism, the destination also has to maintain their services in order to them satisfy their customer. Customer satisfaction has been studied in different direction. According to (Wilson A, 2008) demonstrated some determinants of customer satisfaction to be product and service quality, price, personal and situational factors. Some researchers have looked into the relationship between total quality management and customer satisfaction (Wen-Yi S, Keng-Boon O, 2009). Customer satisfaction is also based on the level of service quality provided by the service provider and service quality act as a determinant of customer satisfaction according to (Wilson A, 2008). AEON Bandaraya Melaka has been applied all the dimension of service quality to meet the customer satisfaction.

Service quality is a critical component of customer satisfaction about the service. Customers perceived its services in term of its quality and how they are overall with their experiences. Thus, satisfying customers need through excellent service quality provided by service provider will increase the likelihood of customer returning to shop and recommending to others. Thus, this study aims to study on service quality provided at AEON Bandaraya Melaka that lead to customer satisfaction and revisit intention. Satisfaction also varies and changes among individuals therefore there is need for continuous research in this area. Indirectly, this research will help the organization to better understand on how to satisfied the customers.

1.4 Research Objective

1.4.1 To determine main factor that leads to customer satisfaction at AEON Bandaraya Melaka.

1.4.2 To investigate the relationship between customer satisfaction and revisit intention at AEON Bandaraya Melaka.

1.4.3 To determine the relationship between service quality, customer satisfaction and revisit intention in AEON Bandaraya Melaka.

1.5 Research Question

1.5.1 What is the main factor that leads to customer satisfaction at AEON Bandaraya Melaka?

1.5.2 What are relationship between customer satisfactions and revisit intention at AEON Bandaraya Melaka?

1.5.3 What are the relationships between service quality provided by AEON Bandaraya Melaka towards customer satisfaction that influence the customer to revisit the shopping mall?

1.6 Significance of Study

1.6.1 Academician

This study provides useful information regarding the service quality provided by AEON Bandaraya Melaka that influencing the customer satisfaction and their revisit intention to that destination and adds more information about the topic. It also gives support and new evidence to the previous research that have been done before.

1.6.2 Researcher

The researcher can gain more knowledge about the customer revisit intention towards Jusco AEON Bandaraya Melaka and also the service quality provided by the shopping mall. The researchers also were able to gain knowledge about how the customer can play an important role especially in tourism industry.

1.6.3 Students

This study gives additional information about customer satisfaction and revisit intention towards service quality provided by AEON BandarayaMelaka and it also is a good reference to the students that want to explore more about the topic.

1.6.4 Organization

This study will provide information and guidance to AEON Bandaraya Melaka about the service quality that lead to customer satisfaction and revisit intention. It also will help to assist the management teams of AEON Bandaraya Melaka to come up with remarkable strategies to attract and retain customers and satisfied more people to revisit AEON Bandaraya Melaka for shopping.

1.6.5 Practitioners

This study will give information to the other practitioners such as Tesco, Giant and Carrefour as their guideline in providing services to customers. The practitioners can use this study to know the service quality that they should have to give good satisfaction to customers and make them visiting the shopping mall again.

1.7 Theoretical Framework

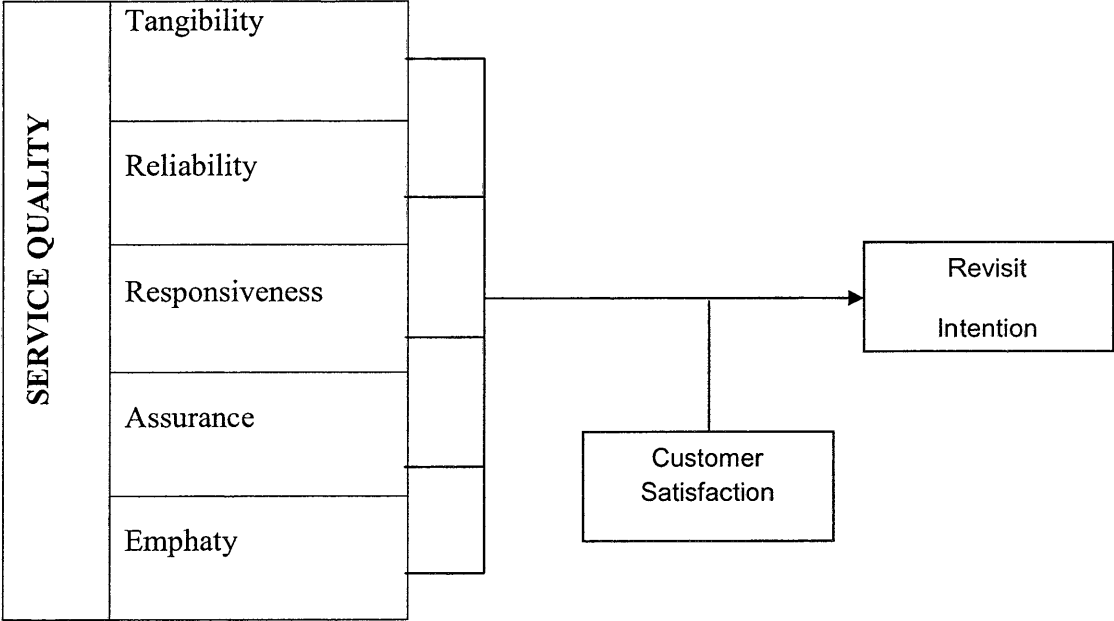


Figure 1: Theoretical Framework for Customer Satisfaction and Revisit Intention towards Service Quality Provided at AEON Bandaraya Melaka

Source :Adopted from Caruana, 2002.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review is a text written of comprehensive review of published and republished work from secondary sources of data in the areas of specific interest to the researcher. In this chapter, the researchers will discuss further on secondary data gained by the researchers that will support the objective, dependent variable (customer satisfaction and customer revisit intention) and every independent variable (tangibility, responsiveness, reliability, assurance, and empathy). All data gathered from past research and articles done by other researcher or author. Secondary data are very useful to support this research as evidence to prove of past research being made and to support findings in this current research.

2.1 Service Quality

According to Gronroos (2001), service quality has been conceptualized as the difference between customer expectations of a service to be received, and perceptions of the actual service received. Customer then compare between the perceived services with the expected service. If perceived services lower than expected service, customer will be dissatisfied and if perceived service meets or exceed their expectation then the chances of

them patronage the service will be high which can lead to customer loyalty (Lee and Ulgado, 1997).

For the last three decades, debates have raged about the dimensions and measures of service quality, about whether contexts (industry) and type of services have any influence on service quality perceptions, whether service quality ought to be assessed at the encounter level, or how cultures influence and modify the effects of service quality (Zeithaml and Bitner, 2003).

A considerable amount of previous research has studied the importance of service quality on customer satisfaction and loyalty using established measurement scales such as SERVQUAL with five dimensions that consist of reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988) cited in Lassar, Manolis and Winsor (2000). The SERVQUAL model was offered to measure consumer's perceptions of service performance (perceived vs. actual outcomes) for particular service providers (Asubonteng et al., 1996). Pan and Kuo (2010) said that the five quality dimensions of the SERVQUAL are adopted as it has been gaining wide acceptance as a common platform for works in service quality research and implementation.

2.1.1 Reliability

Reliability refers to the ability to perform the promised service dependably and accurately (Kouthouris & Alexandris, 2005). Reliability has proven to be the most

important dimension in determining the expectations of service quality. Customers want to do business with companies that keep their promises and involve consistency of performance and dependability. It means that the firm performs the services right the first time and honor its promises.

2.1.2 Responsiveness

Responsiveness refers to willingness or readiness of employees to help customers and provide service (Kouthouris & Alexandris, 2005). Responsiveness is similar to the concept of timeliness of service; it is about how fast employees respond to the customer demands. This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively. Responsive occurs when a company or organizations directly fulfills customer requirements in timely manner. Responsiveness is a kind of social interaction used to gain the maximum effectiveness for the business (Lovelock, Patterson & Walker, 2004).

2.1.3 Assurance

Assurance refers to employees' knowledge and their ability to convey trust and confidence (Kouthouris & Alexandris, 2005). This dimension is particularly important in services that are perceived as high in risk and uncertainties in terms of outcomes. It also contains elements of the organization's credibility, competence, and security (Juwaheer Devi

Thanika, 2004). Storbaka (2014) added that in service organization, for relationship to develop in a positive direction, it is often necessary that the personnel share their knowledge and competence with customer.

2.1.4 Empathy

Empathy refers to employees' willingness to provide individualized attention to customer (Kouthouris & Alexandris, 2005). It treats customers as individuals. This includes access, communication and understanding the customer. It means that customers want to feel important and understood by the firm. According to Niveen El Saghieret.al (2013), empathy involves with understanding customers' wants and needs, convenient operating hours, individual attention given by the staff and attention to customer problem.

2.1.5 Tangibility

Tangibility refers to organization's physical environment such as facilities, equipment and communication materials (Kouthouris & Alexandris, 2005). It represents the services physically. Customers may use the physical representations or images of the services to evaluate service quality. Tangible factor has a huge impact on customers' perception towards the service provider as this is the factor that forms a customer's first impression towards service provider. A good first impression would likely results in the customers returning in the future. According to Krishna et.al (2010), among the tangible

indicator, for service quality are cleanliness, ambience, maintenance, layouts, shelves and display signs.

2.2 Customer Satisfaction

Customer satisfaction has been defined in various ways. Customer satisfaction, defined as a post purchase evaluative judgment of a specific transaction or service encounter (Anderson, Fornell, & Lehman, 1994; Hunt, 1977; Oliver, 1980), is one of the most essential goals of all companies (Fornell, 1992; Morgan, Anderson, & Mittal, 2005; Oliver, 1997). According to Bitner and Zeithaml (2003), satisfaction is the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations. It is a judgment that a product or service provides a pleasurable level of consumption-related fulfillment. In other words, it is the overall level of contentment with a service or product experience. Satisfaction is perceived as a global consumer response in which consumer reflect on their pleasure level. Satisfaction with services is a desired outcome of service encounters, linking consumption with post-purchase occurrences such as attitude change (Mishra, 2009; Siddiqi, 2011).

Customer satisfaction is significant to achieve loyalty not only to the products, but also in context of tourism which is visitors intend to revisit the destination. The importance of customer satisfaction to the success of consumer goods manufacturers (Mittal and Kamakura, 2001) and to the success of retailers (Darian et al., 2000) has been

documented. Customer satisfaction is regarded as a primary determining factor of repeat shopping and purchasing behaviour. Wong and Sohal (2003) said that the greater the degree to which a consumer experience satisfaction with a retailer, the greater the probability the consumer will revisit the retailer.

Lin et al., (2010) defined customer satisfaction as a person's felt state, either pleasure or discontent, ensuing from comparing a product's perceived performance (outcome) in relation to the person's expectations. Customer satisfaction has long been recognized as one of the critical success factor in today's competitive business environment as it affects companies' market share and customer retention. According to Hackl and Westlund (2000), customer satisfaction is considered a prerequisite for customer retention and loyalty, and obviously helps in realizing economic goals like profitability, market share, and return on investment. Satisfied customers tend to be less influenced by competitors, less price sensitive, and stay loyal longer (Dimitriades, 2006). According to Ahmad and Bader (2011), in general context, tourism is known as the high quality of service that could result in tourist satisfaction, and its can led to create a positive word-of-mouth, and lastly it can lead to repeat visitation. Establishing and achieving customer satisfaction is seen to be ultimate goal of every organization.

2.3 Customer Revisit Intention

Every destination in the world wants to retain their existing customer as their stakeholders. The cost to retain the existing customer is less expensive rather than to make and attract a new customer to visit the destination (Um, Chon and Ro, 2006). In addition, loyal customers are more likely to help the destination by promoting the destination to their friends, relatives, and other potential customer to attend the destination. By using the word-of-mouth, the destination doesn't have to promote their product themselves, because their loyal customers are helping them in terms of marketing their products.

According to Lau and McKerher (2004), repeat visitors are a stable market to the destination provider because they are provide a free advertising in the form of word-of-mouth recommendations to their family members, relatives and friends. The success or failure of the destination is determined by the percentage of the arrival of customer or tourist. According to Reid and Reid (1993), perception of the tourist can be used to determine the destination success or failure since the loyal customer can be an "information channels" that can informally link the network between their friends, relatives and other potential traveler to a destination. A word-of-mouth by loyal customer can be good marketing tools for the destination to promote their product.

Some of the tourist or customer is willing to pay more as long as they feel satisfied with the services given to them. According to Zeithaml (2000), a loyal customer is willing to attend the same destination even when the destination increases their price. There

are several factors that can influence a tourist to revisit the destination include attitude towards that site or destination, comments by relatives and friends, past travel experiences and also limitation of budget and time (Sirakaya and Woodside, 2005). According to Chen and Gursoy (2001), tourist made their decision to revisit the destination towards their interaction experience with physical facilities or staffs, and also their degree of satisfaction towards the destination.

People nowadays are busy with their works until they don't have much time to travel to the destination. They also don't get the enough information about new places or destination. According to Oppermann (2000), repeat purchases can be accounted as for time convenience, monetary reward by the company, a lack of substitute or lack of information about the destination, and also the psychological costs of discontinuation. On the other hand, according to Mayo and Jarvis (1981), destination that can offer attraction and entertainment that are not available in tourist home, it can lead to possibility of repeat visitations in the near future. In addition, the organizations which provide a low quality of services will led to lose their existing customer, thus they have spent more to attract a new customer (Choi, 2001).

2.4 Relationship between Service Quality, Customer Satisfaction and Customer Revisit Intention.

There are the relationship between the service quality provided by the destination, customer satisfaction through the services given and also the intention to revisit the destination. Some of the tourist appears to be willing to spend more if they perceive the service quality to be high and are more likely to make a repeat visitation if their expectations are fulfilled (Quintal, Vanessa A, Polczynski and Aleksandra, 2010). If they not satisfied with the services provided to them, the percentage to revisit the destination is low.

Intention to revisit the destination is measure by many factors. According to Alegre, Cladera and Magdalena (2009), the intention to revisit the destination is involves numerous factors such as satisfaction with the stay, tourist motivations and also prior experience of the destination. It shows that, the service quality by the destination is the primary thing to keep maintains in order to satisfy the tourist or customer. As cited by Oliver (1997), the firm with the high level of service quality may have a better reputations, word-of-mouth advertising, consumer awareness and lower cost for attracting new customers.

Intention to revisit the destination is commonly relate with the satisfaction with the service quality by the destination. The customer does not evaluate the service quality solely to get the outcome of the service, but they are considering looking into the process of the services delivered until the completion of the services (Zeithaml, Parasuraman and Berry, 1990). After the customer gone through the process of delivering service by the

destination provider, it will come to a decision whether they have the intention to revisit or not. According to Baker and Crompton (2000), service quality and the overall satisfaction of tourist can be measure for the success of the destination which has made a high cost of investment in physical facilities and equipment.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter will describe on how the study carried out include the method that had been used to meet the objective as well as the method used to analyze the data. Research methodology is a method that the researcher used to conduct the research. These researches focused a study on customer satisfaction and revisit intention towards service quality provided by AEON Bandaraya Melaka.

3.1 Research Design

Customer revisit intention towards service quality research design was a quantitative approach with questionnaires as instrumentation. To be more specific, this study adopted survey method which involved a structured questionnaire give to respondents and designed to elicit specific information. This study used descriptive study which being undertaken in order to ascertain and be able to describe the characteristics of certain groups. A descriptive study is carried out to illustrate the variables of interest in a situation or in particular.

3.2 Population

Sampling design begins by specifying the target population. Target population refers to the entire group of people, events or things of interest that researcher wishes to investigate (Uma Sekaran, 2003). The target population of this study was the customers who spend their time for shopping at AEON Bandaraya Melaka. The researchers choose this location to analyze customer satisfaction and revisit intention towards service quality provided at that shopping mall as this place is one of the most popular shopping in Melaka. A total of 100 questionnaires were sent out to the customers at the shopping mall and the target population of this study focuses to the local only.

3.3 Sampling Design

According to Uma Sekaran (2003), sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and understanding of its properties and characteristics to the population elements. Sampling involves any procedures that use a small number of items, or that uses part of the population to make conclusions regarding the whole population. Sample is a subset from a population.

3.3.1 Sampling Technique

Sampling is one of the important components of research design. It involves process of selecting a representation of study objects of population. Sampling techniques chosen by

the researchers is non-probability sampling. In non-probability sampling design, the elements in the population do not have any probabilities attached being chosen as sample (Sekaran & Bougie, 2011). The sampling technique is the way in which the sampling units are to be selected. The researchers decided to use convenience method as the sampling technique for this study. Convenience method refers to the collection of information from members of the population who are conveniently available to provide it (Uma Sekaran, 2003). It involves picking up any available set of respondents convenient for the researcher to use. Referring to convenience approach, the researchers approach the respondent randomly based on their availability at the shopping mall.

3.3.2 Sampling Size

Sample refers to a segment that is based on the population selected for the study (Sekaran & Bougie, 2011). Sample size is important for the researcher to make decision and analyze it. According to Roscoe (1975), in Uma Sekaran (2003), the rules of thumb for determining the sample size was that the sample size larger than 30 and less than 500 are appropriate for most research. In this research, the sample size of 100 respondents is selected. The researchers select 100 for respondents which are customers of AEON Bandaraya Melaka.

3.4 Data Collection Method

Data gathering process was the process of data collection throughout the research. In this study, both primary and secondary data sources were used to obtain first hand by the researcher on the variables of interest of specific purpose of study. The primary data will be made through conducting a survey through questionnaire which was pre formulated written set of question that has been distributed to the selected respondent. The question used in this study was close-ended question that required the respondent to choose among the options stated. The secondary data was collected through journals and articles. The data information assists and supports the dimensions of the study as well as provides relevant evidences.

3.5 Pilot Test

Pilot test is done as a first preparation for the major study. Before the final form of the questionnaire is constructed, it is vital for the researchers to conduct a pilot test in order to determine if all items are yielding the kind of information that is needed by the researchers. Pilot test is refers to pretesting, or typing out the particular research instrument. In this study, the researchers have picked the total of 30 respondents to answer the questionnaires in order to enroll a pilot test.

3.6 Data Analysis

The researcher need to analysis the data after the questionnaire have been distributed to the selected respondent. The data must be analyzed in order to obtain the accurate answer for the questions. The data will be obtained through Statistical Package for Social Science (SPSS) version 21 software. As an outcome from the analysis it was illustrated the graphic relationship of shopping attributes toward tourist revisit intention. Most of researcher preferred to used this software for their analysis data because it was relatively easy to use and practice as well as allowed for a broader study that involved greater number of subjects and enhanced generalized result.

3.6.1 Reliability Test

Reliability refers to the consistency of a measure. Reliability is testing by Cronbach's Alpha which is a reliability coefficient that indicates how well the item in a set that positively correlate to one another (Uma Sekaran, 2009). It is compute in term of average inter correlation among the item measuring concept. A test is considered reliable if get the same result repeatedly. Each time the test is administrated to a subject, the result should be approximately the same. It is impossible to calculate reliability exactly, but it can be estimated in a number of different ways. The closer Cronbach's Alpha is to 1, the higher the internal consistency reliability.

3.6.2 Descriptive Analysis

Descriptive analysis is very important in data cleaning. It is regularly used to generated or reviewed from hard copy during analysis to keep an eye on the variables being used, especially when a considerable number are being studied. It is very important to monitor the 'N' which is number of valid cases for each variable. If the 'N' differs greatly between variables, consider this is an early warning of problem that may arise when the variables are examined together later on.

3.6.3 Regressions Test

Multiple regressions are statistical process for estimating the relationship among variables. It includes many techniques for modeling and analyzing several variables when focus on the relationship between a dependent variables and one or more independent variables. It also help to understand how the typical value of the dependent variables changes when any one of the independent variables is varied, while the other independent variables are held fixed.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.0 Introduction

This chapter will show the findings of the study which is acquired through the questionnaire. As mentioned, a total of 100 questionnaires were successfully distributed to the respondents which were being the sample of this research and all the 100 sets were returned and fully completed by the respondents chosen. The data is analyzed by using Statistical Package Social Science (SPSS) Windows version 21.0. The major benefit by using this software is that its capacity to perform multi advance statistical analysis, variable transformation and also in producing statistic charts and table. The objective of this chapter is to answer the research questions and also to seek for objectives of this research. It will correspond to the sample of reliability analysis, frequency analysis, descriptive analysis and multiple regressions.

4.1 Reliability Test

Reliability test was conducted in order to find out the consistency and stability of the data obtained from the survey and to measure whether the data is reliable or not for the research. On the other hand, reliability has been referred to as analyses that will show the sturdiness of answer, whether the respondent are likely to respond to the questionnaire

consistently or not. Cronbach's Alpha is used and computed in term of average inter-correlation among the item which indicates the consistency of how well the item measuring a concept which hangs together as a set. Thus, Cronbach's Alpha is defined as a reliability coefficient that indicates how well the item in a set was positively correlated between one another. According to Uma Sekaran (2003), the closer the Cronbach's Alpha value to 1, the higher the internal consistency reliability.

Table 1: Interpretation for Cronbach's Alpha Measurement

Cronbach's Alpha	Internal consistency
< 0.5	Unacceptable
0.5 – 0.6	Poor
0.6 – 0.7	Questionable
0.7 – 0.8	Acceptable
0.8 – 0.9	Good
0.9 – 1.0	Excellent

Table 1 explains how the Cronbach's Alpha coefficient is interpreted. Internal consistency is usually measured with Cronbach's Alpha. Internal consistency is ranges between zero and one. A commonly accepted rule of thumb is that α of 0.6 – 0.7 indicates acceptable reliability, and 0.8 or higher indicates good reliability. High reliabilities (0.95 or higher) are not necessarily desirable, as this indicates that the items may be entirely redundant.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
0.928	26

Table 2 indicates the reliability statistics of the dependent and independent variables with Cronbach's Alpha coefficient value of 0.928 which indicates an excellent value. The high values of Cronbach's Alpha coefficient show that the set of items are positively correlated to each other. Thus, this indicates that the data and the measuring instrument are excellent and therefore the data obtained for this research are reliable.

Table 3: Reliability Statistics According to each Dependent and Independent Variable

DIMENSION	CRONBACH'S ALPHA
Tangibility	0.741
Responsiveness	0.823
Assurance	0.783
Reliability	0.824
Empathy	0.760
Customer Satisfaction	0.887
Revisit Intention	0.841

This reliability analysis result was based on the 100 set of questionnaires which were distributed at AEON Bandaraya Melaka. Table 3 has shown the reliability alpha coefficient values for the six variables. As all the Cronbach's Alpha for dependent and independent variable has shown are greater than benchmark of 0.7, which is indicates good and acceptable in the rules of thumb (Zikmurd, 2003). So, the researchers can use the data as the data were reliable enough. So, the researchers can use the data as the data were reliable enough.

4.2 Frequency Analysis

Frequency analysis is the analysis that indicates the frequency and percentage for respondent's profile. Total of 100 respondents were achieved by the researcher throughout this survey. There were a total of six (6) categories (questions) were asked in order to gather the respondents profile. These categories include gender, age, profession, income, and also respondent's time spend for shopping and frequently of visit. Data of this analysis were being presented by using table and pie chart to give convenience and ease of read.

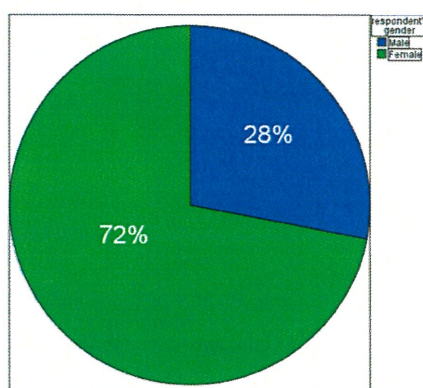
4.2.1 Demographic Profile (Section A)

This section explain about the various demographic factors of respondents gender, age, profession, income, time spend and also frequently of visit AEON Bandaraya Melaka.

Table 4: Frequency and Percentage by Gender

Respondent's Gender	Frequency (n)	Percentage (%)
Male	28	28.0
Female	72	72.0

Figure 2: Pie Chart for Respondent's Gender

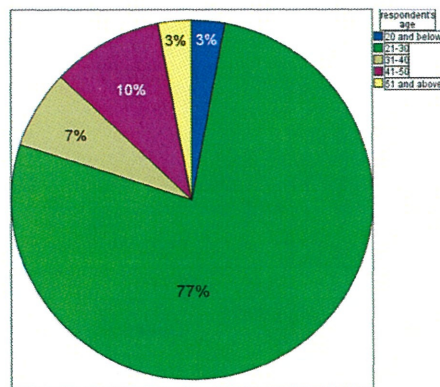


Based on Figure 2, it shows that female customers are more likely to go to AEON Bandaraya Melaka than male customers. According to the studies that have been carried out, researchers found that 72% (n=72) from the sample of the study are female customers, while 28% (n=28) are from male customers. This is because, female customers prefer to spend their time shopping at AEON Bandaraya Melaka compared to male customers.

Table 5: Frequency and Percentage by Age

Respondent's Age	Frequency (n)	Percentage (%)
20 years old and below	3	3.0
21 – 30 years old	77	77.0
31 – 40 years old	7	7.0
41 – 50 years old	10	10.0
51 years old and above	3	3.0

Figure 3: Pie Chart for Respondent's Age

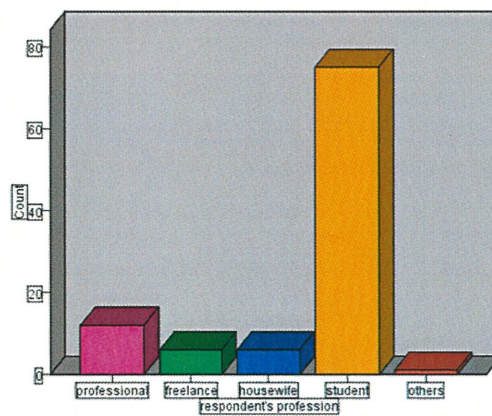


Based on Figure 3, it shows that customers aged 21-30 years old is the highest percentage which is 77% (n=77) from sample of the study. Meanwhile, the lowest percentage of customer's age is 21 years old and below and also customers from age 51 years old and above with 3% (n=3). This is because, customers with age 21 years old and below prefer to spent their time to do other activities than shopping while customers with age 51 years old and above are more likely stay at home because they do not have much energy to do the shopping activities.

Table 6: Frequency and Percentage by Profession

Respondent's Profession	Frequency (n)	Percentage (%)
Professional	12	12.0
Freelance	6	6.0
Housewife	6	6.0
Student	75	75.0
Others	1	1.0

Figure 4: Bar Chart for Respondent's Profession

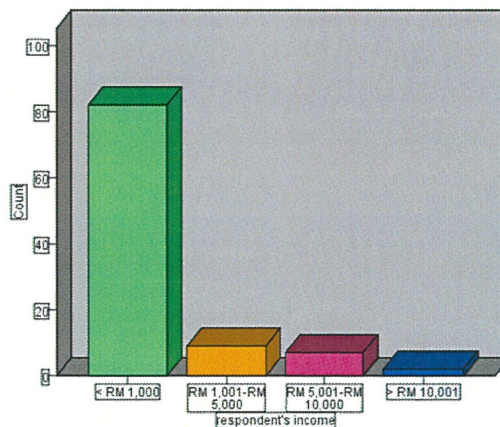


Based on Figure 4, 75% (n=75) of AEON Bandaraya Melaka customers that are likely to come to AEON Bandaraya Melaka are student. This can be assumed that they like to spend their free time during weekend at the shopping mall instead of stay at home. Then, 1% (n=1) of AEON Bandaraya Melaka customers are from other profession. It can be assume that they are more likely to go other shopping mall to go shopping rather than shopping at AEON Bandaraya Melaka.

Table 7: Frequency and Percentage by Income

Respondent's Income	Frequency (n)	Percentage (%)
< RM 1,000	82	82.0
RM 1,001 – RM 5,000	9	9.0
RM 5,001 – RM 10,000	7	7.0
> RM 10,001	2	2.0

Figure 5: Bar Chart for Respondent's Income

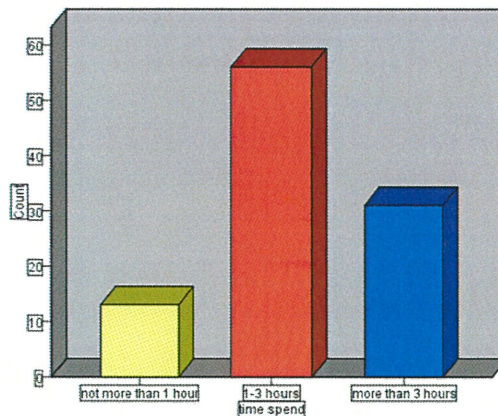


According to Figure 5, the highest number of customers coming to AEON Bandaraya Melaka are those who are earning RM1, 000 and below per month which is 82% (n=82) from the sample study. This is because, maybe the prices of the products are reasonable and respondents with low income can afford to buy the product. The lowest number of customer coming to the shopping mall is those who are earning RM 10,001 and above which is 2% (n=2). It can be assume that the respondent with high income are more likely to shopping at other shopping mall because they more thinking about the quality of the products regardless the price of the products are expensive.

Table 8: Frequency and Percentage by Time Spend

Respondent's Time Spend	Frequency (n)	Percentage (%)
Not more than 1 hour	13	13.0
1 – 3 hours	56	56.0
More than 3 hour	31	31.0

Figure 6: Bar Chart for Respondent's Time Spend

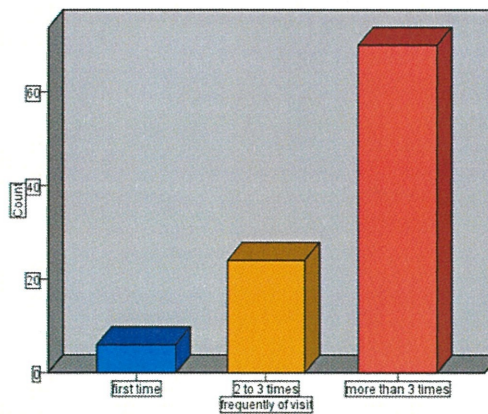


From the Figure 6, most of the customer of AEON Bandaraya Melaka are spend their time to shopping at the mall for 1 – 3 hours which is 56% (n=56). It occurs because maybe after they have find the item or product they need, they will spend their time to walk around the shopping mall. 13% (n=13) from the sample study are the respondents who are spend their time not more than 1 hours per visit. This can happen because they come to the AEON Bandaraya Melaka just seek for the item they need, and after that they will do their other businesses.

Table 9: Frequency and Percentage by Frequently of Visit

Respondent's Frequently of Visit	Frequency (n)	Percentage (%)
First time	6	6.0
2 to 3 times	24	24.0
More than 3 times	70	70.0

Figure 7: Bar Chart for Respondents Frequently of Visit



Based on Figure 7, 70% (n=70) of the respondents has already come to AEON Bandaraya Melaka for more than 3 times. The researchers assume that respondents who have already visit the shopping mall for more than 3 times are local people of state of Melaka or respondents who are studied in Melaka. Whereas, respondents who came for the first time to AEON Bandaraya Melaka recorded the lowest percentage which is 6% (n=6) of the sample study. It is assume that the respondents come to Melaka for the purpose of vacation or visiting their friends and relatives.

4.3 Descriptive Analysis

Objective 1: To determine main factor that leads to customer satisfaction at AEON Bandaraya Melaka.

4.3.1 Tangibility

Table 10: Means and Standard Deviation Table for Tangibility

TANGIBILITY	Means	Standard deviation
The arrangement of product/item at AEON Bandaraya Melaka is satisfactory.	3.86	0.569
The toilet at AEON Bandaraya Melaka is satisfactory.	4.00	0.586
The appearance of AEON Bandaraya Melaka staff is satisfactory.	3.78	0.660
The overall cleanliness at AEON Bandaraya Melaka is satisfactory.	3.93	0.555

Table 10 indicates the Means and Standard Deviation Table for Tangibility. Based on the result, the highest mean is 4.00 with the standard deviation of 0.586 where most of the customers agreed that the toilet at AEON Bandaraya Melaka is satisfactory. The lowest mean is 3.78 with the standard deviation of 0.660 where the customers agreed that the appearance of AEON Bandaraya Melaka staff is satisfactory.

4.3.2 Responsiveness

Table 11: Means and Standard Deviation Table for Responsiveness

RESPONSIVENESS	Means	Standard deviation
The serving time at the payment and customer service counter at AEON Bandaraya Melaka is satisfactory.	3.60	0.752
The willingness to help by AEON Bandaraya Melaka staff's is satisfactory.	3.53	0.758
The availability of handling request by AEON Bandaraya Melaka staff's is satisfactory.	3.52	0.674
The queuing time management at the payment and customer service counter at AEON Bandaraya Melaka is satisfactory.	3.37	0.691

Table 11 shows the Means and Standard Deviation Table for Responsiveness. Based on the result obtained, the highest mean is 3.60 with the standard deviation of 0.752 where most of the customers agreed that the serving time at the payment and customer service counter at AEON Bandaraya Melaka is satisfactory. Meanwhile the lowest mean is 3.37 with the standard deviation of 0.691 where the customers agreed that the queuing time management at the payment and customer service counter at AEON Bandaraya Melaka is satisfactory.

4.3.3 Assurance

Table 12: Means and Standard Deviation Table for Assurance

ASSURANCE	Means	Standard deviation
Staffs of AEON Bandaraya Melaka are friendly.	3.44	0.783
The staff of AEON Bandaraya Melaka has knowledge about the products when being ask by customer.	3.57	0.756
The security service at the AEON Bandaraya Melaka is satisfactory.	3.74	0.691
The audio announcement at AEON Bandaraya Melaka is informative.	3.68	0.764

Table 12 shows the Means and Standard Deviation Table for Assurance. Based on the result obtained, the highest mean is 3.74 with the standard deviation of 0.691 where most of the customers agreed that the security service at the AEON Bandaraya Melaka is satisfactory. The lowest mean is 3.44 with the standard deviation of 0.783 where the customers agreed that staffs of AEON Bandaraya Melaka are friendly.

4.3.4 Reliability

Table 13: Means and Standard Deviation Table for Reliability

RELIABILITY	Means	Standard deviation
The payment process at AEON Bandaraya Melaka is free from error and satisfactory.	3.54	0.758
The complaint handling system at AEON Bandaraya Melaka is satisfactory.	3.49	0.689
The clarity of audio announcement at AEON Bandaraya Melaka is satisfactory.	3.50	0.745
The Auto-pay machine at AEON Bandaraya Melaka is free from error and satisfactory.	3.70	0.905

Table 13 shows the Means and Standard Deviation Table for Reliability. Based on the result, the highest mean is 3.70 with the standard deviation of 0.905 where most of the customers agreed that the Auto-pay machine at AEON Bandaraya Melaka is free from error and satisfactory. The lowest mean is 3.49 with the standard deviation of 0.689 where the customers agreed that the complaint handling system at AEON Bandaraya Melaka is satisfactory.

4.3.5 Empathy

Table 14: Means and Standard Deviation Table for Empathy

EMPATHY	Mean	Standard deviation
The opening hours of AEON Bandaraya Melaka is convenient.	3.88	0.729
Personal attention by the staffs of AEON Bandaraya Melaka to every customer is satisfactory.	3.61	0.601
Extra services given by the staffs of AEON Bandaraya Melaka are satisfactory.	3.52	0.703
The staff on AEON Bandaraya Melaka understands customer needs and wants.	3.73	0.664

Table 14 shows the Means and Standard Deviation Table for Empathy. Based on the result obtained, the highest mean is 3.88 with the standard deviation of 0.729 where the customers agreed that the opening hours of AEON Bandaraya Melaka are convenient. Meanwhile the lowest mean is 3.52 with the standard deviation of 0.703 where the customers agreed that the extra services given by the staffs of AEON Bandaraya Melaka are satisfactory.

4.3.6 Customer Satisfaction

Table 15: Means and Standard Deviation Table for Customer Satisfaction

CUSTOMER SATISFACTION	Means	Standard deviation
Overall I feel satisfied with the services provided by AEON Bandaraya Melaka.	3.97	0.540
I feel satisfied with the quality of product provided by AEON Bandaraya Melaka.	3.96	0.634
I am pleased with the overall experience at AEON Bandaraya Melaka.	3.98	0.603

Table 15 shows the Means and Standard Deviation Table for Customer Satisfaction. Based on the result obtained, the highest mean is 3.98 with the standard deviation of 0.603 where the customers agreed that they feel pleased with the overall experience at AEON Bandaraya Melaka. Meanwhile the lowest mean is 3.96 with the standard deviation of 0.634 where the customers agreed that they feel satisfied with the quality of product provided by AEON Bandaraya Melaka.

4.3.7 Revisit Intention

Table 16: Means and Standard Deviation Table for Revisit Intention

REVISIT INTENTION	Means	Standard deviation
Are you interested to revisit AEON Bandaraya Melaka in the future?	4.13	0.630
Would you like to recommend to your friends and relative to visit AEON Bandaraya Melaka?	3.92	0.677
Are you interested to repurchase the product provided by AEON Bandaraya Melaka in future?	3.92	0.706

Table 16 shows the Means and Standard Deviation Table for Revisit Intention. Based on the result obtained, the highest mean is 4.13 with the standard deviation of 0.630 where the customers agreed that they are interested to revisit AEON Bandaraya Melaka in the future. Meanwhile the lowest mean is 3.92 where the customers agreed that they like to recommend to friends and relative to visit AEON Bandaraya Melaka and they also agreed to repurchase the product provided by AEON Bandaraya Melaka in future.

4.4 Multiple Linear Regression Analysis

A multiple regression analysis which is a stepwise regression analysis has been conducted in order to predict the most influential factor of motivation that affects customers' revisit intention at AEON Bandaraya Melaka.

4.4.1 The Relationship between Customer Satisfaction and Revisit Intention at AEON Bandaraya Melaka

Objective 2: To investigate the relationship between customer satisfaction and revisit intention at AEON Bandaraya Melaka.

Table 17: Regression Analysis between Customer Satisfaction and Revisit Intention

Variable	R^2	Beta	P-Value
Customer Satisfaction	0.427	0.654	0.000

Regression analysis helps one understand how the typical value of the dependent variables when any one of the independent variables is varied, while the other independent variables are held fixed. The value of r^2 is determining the relationship between independent variable and dependent variable. According to Sekaran (2003), any value above 0.14 is considered strong predictor. According to Table 17, customer satisfaction contributes the r^2 value of 0.427 and this shows that 42.7% changes in dependent variable (revisit intention)

are explained by the independent variable (customer satisfaction). Customer satisfaction also considered as a strong predictor to revisit intention.

Beta score is the has the same function with r^2 in determining the tendency of satisfaction but in this case, beta score is more powerful than r^2 in influencing customer satisfaction level. Data analysis shows that customer satisfaction contributes the value of 0.654.

P-value interprets the relationship of independent variable and dependent variable. As shown in Table 17, customer satisfaction variable is significant because its significant levels (0.000) are lower than the alpha level (0.01 or 0.05). The value which has value below than 0.05 is considered significant and positive (Sekaran, 2003). It can be conclude that there are significant and positive relationship between customer satisfaction and revisit intention at AEON Bandaraya Melaka.

4.4.2 The Relationship between Service Quality, Customer Satisfaction and Revisit Intention at AEON Bandaraya Melaka

Objective 3: To determine the relationship between service quality, customer satisfaction and revisit intention at AEON Bandaraya Melaka.

Table 18: Regression Analysis between Service Quality, Customer Satisfaction and Revisit Intention

Variables	Beta	P-Value
Service Quality	0.104	0.000
Customer Satisfaction	0.595	0.000
R^2	0.435	

According to Table 18, $R^2 = 0.435$. It shows that about 43.5% of the variation in dependent variable (revisit intention) is explained by all independent variables (service quality and customer satisfaction). The significant levels (0.000) for both independent variables are lower than the alpha level (0.05 or 0.01). Thus, the regression equation as computed is statistically significant, which means that the relationship between both independent variables and dependent variable is significant. Therefore, it can be said that although both independent variables have a meaningful linear relation with the revisit intention, but the satisfaction variable has a stronger relation with revisit intention.

Customer satisfaction is the predictor variable that contributes the highest to changes of the independent variable because coefficient (0.595) is higher compared to the other independent variable (service quality). Coefficient of 0.595 shows that one unit growth in customer satisfaction, the revisit intention will increase by 0.595 units. Hence, customer satisfaction is the most significant dimension of revisit intention.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.0 Introduction

After all the data have been analyze and the hypothesis is being tested, the researcher will be discussed on the conclusion result from this research and recommendation for future research. Recommendation explains in order to help AEON Bandaraya Melaka to improve their service quality whereby can bring to the customer satisfaction and revisit intention which is can contribute to increase of the profit.

5.1 Discussions of Findings

5.1.1 To Determine Main Factor that Leads to Customer Satisfaction at AEON Bandaraya Melaka

In this first objective that is to determine main factor that leads to customer satisfaction at AEON Bandaraya Melaka. This part will be discussing about the second objective of this study. Through descriptive analysis, it can be concluded that the tangibility is the main factor that leads to customer satisfaction at AEON Bandaraya Melaka with the highest mean of 4.00. Meanwhile, the lowest factor is responsiveness with the mean of 3.60.

5.1.2 To Investigate the Relationship between Customer Satisfaction and Revisit Intention at AEON Bandaraya Melaka

In this second objective that is to investigate the relationship between customer satisfaction and revisit intention at AEON Bandaraya Melaka. Through linear regression analysis, it can be concluded that there is significant and positive relationship between customer satisfaction and revisit intention because the significant value obtained is 0.000 which is lower than the alpha level (0.05 or 0.01).

5.1.3 To Determine the Relationship between Service Quality, Customer Satisfaction and Revisit Intention at AEON Bandaraya Melaka

In this third objective that is to determine the relationship between service quality, customer satisfaction and revisit intention at AEON Bandaraya Melaka. Through multiple regression analysis that have been done, it can be concluded that there is relationship between service quality, customer satisfaction and revisit intention at AEON Bandaraya Melaka. This is because the significant levels (0.000) for both independent variables (service quality and customer satisfaction) lower than the alpha level (0.05 or 0.01). Means that the relationship between both independent variables and dependent variable is significant but one of the independent variables (customer satisfaction) is the most significant dimension of revisit intention because its coefficient (0.595) is higher compared to service quality.

5.2 Limitation of Study

The current study has several limitation faced by the researcher in completing the study. First, time constraint is one of the limitations faced by the researcher due to lack of time. This is because, the research is done during the researchers' period of study and the time assigned to complete the research is just a few month. These limitations cause difficulties to the researcher in terms of obtaining more reliable and accurate data and also geta clearer result.

Besides that, various characteristics of respondent also are another limitation of study. This is because, during the distribution of questionnaire to the respondents, some of the respondent are not willing to give full cooperation to completing the questionnaire. This limitation can causes difficulties to the researcher to obtain the data due to lack of time.

Another limitation faced by the researcher is sample for the study is very small because the researcher only focusing on the local and international customers of AEON Bandaraya Melaka. The samples cannot be generalized due to the study are only focusing on customer of AEON Bandaraya Melaka, not cover all regions of Malaysia. The generalizations cannot be assumed to other region because of the other region might have respondents with different perceptions and preferences.

5.3 Recommendation

This research topic provides many information and feedback from the customers who shop at AEON Bandaraya Melaka that very useful and could be used by AEON Bandaraya Melaka in order to improve their service quality. There are several recommendations that can be suggested in order to help AEON Bandaraya Melaka to improve customer satisfaction and encourage customers to come and revisit again as well as to increase sales. AEON Bandaraya Melaka can take an initiative to change their work environment and to train all the staff in order to gain more customer and to make them satisfied with the services provided by AEON Bandaraya Melaka which is can make them to have the intention to revisit again. This research used five dimension of the service quality to identify the important of each one of the dimension. These researches also want to help the company by giving some tips and recommendation that can be used by AEON Bandaraya Melaka by changing or improve their services.

5.3.1 Tangibility

Based on the research, most of the respondent feels that the appearance of AEON Bandaraya Melaka staff is not satisfactory with mean of 3.78. AEON Bandaraya Melaka can use this information in order to change the customer perception to them by gives the briefing to all the staff about their appearance. The supervisor must to make sure all their staff in their department looks smart and complete with full set of the uniform before their start to work. Whereas for the arrangement of product/item at AEON Bandaraya Melaka, most of the

respondent feels that is not very satisfactory with the mean of 3.86. This is because they faced with the trouble when they want to search the certain product. AEON Bandaraya Melaka can take an initiative to put more signage or make it more attractive or clear to make the customer easier to read it and rearrange the all the product. The product must be arranged based on their similarities of function.

5.3.2 Responsiveness

After the data has been collected from the questionnaire that has been distributed, researcher found that most of the respondent feels that the queuing time management at the payment and customer service counter at AEON Bandaraya Melaka is not satisfactory with mean of 3.37. AEON Bandaraya Melaka can overcome this issue by open more payment counter and customer service counter because based on the observation only two customer service counters were open and it take a long time for customer to renew their membership card or to redeem the point. Whereas there are many payment counter are available but it is not always open for customers to make payment. The available payment counter should be open in order to avoid the customer to queuing and spent a lot of time waiting at the payment counter. AEON Bandaraya Melaka should also recruit only staff that has experience in handling cash or have experience be a cashier in order to make sure the payment service is effectively and smooth.

5.3.3 Assurance

Based on the result that has been collected, most of the respondent feels that staffs of AEON Bandaraya Melaka are not friendly with mean of 3.44. AEON Bandaraya Melaka staffs should be told by the supervisor in their morning briefing, to be friendlier with the customer and should trained the correct way on how to speak and handling the customer. Staffs that got complaint from customers should be received warning letter from the management and if the situation happened again the management should take action such as cut the salary, compound and given the disciplinary action.

5.3.4 Reliability

According to this research, most of the respondent feels that the complaint handling system at AEON Bandaraya Melaka is not satisfactory with mean of 3.49. This is because they have the experience in face with the problem when shop at AEON Bandaraya Melaka and give a complaint to the management but they do not receive any feedback. Customer service do not perform well in handling the customer complaint until the customer feel unsatisfied with the services provided by staffs of AEON Bandaraya Melaka. AEON Bandaraya Melaka should concern more and take an initiative in order to overcome these issues by taking responsibility and take immediate action once the complaint received.

5.3.5 Empathy

Based on the research, many of the respondents feel that extra services given by the staffs of AEON Bandaraya Melaka are not satisfactory with mean of 3.52. In order to overcome this problem, AEON Bandaraya Melaka should train staff on how to give extra service to customer. The management of AEON Bandaraya Melaka also can give incentive to those staffs that perform well and rewarding them. Extra services that can be provided by the staffs for an example security guard can help to assist female customer by escort them to go to the car park at the basement for safety reason. Other than that, the staff can also provide wheelchair to senior citizen to help reduce their burden when doing shopping.

5.4 Conclusion

This study aim to investigate the revisit intention and customer satisfaction towards service quality provided at AEON Bandaraya Melaka. The researchers have selected customers of AEON Bandaraya Melaka as samples in this study. Whether the research question was answered or met the objective, it will depend on the outcomes of the study. From the analysis, the researchers found that customer satisfaction is influenced by the service quality thus lead to the revisit intention. In this research, the researchers used five of the service quality dimensions which are tangibility, reliability, responsiveness, assurance and empathy to answer the research question in order to meet the objective of the research.

Based on the findings, the researchers has suggested some recommendations that may be used by the AEON Bandaraya Melaka to improve on the service quality such as open up more payment counter and customer service counter, staffs trained the correct way to speak and handling customer, staffs take immediate action once the complaint had been received, and company give incentive and encourage staff to give extra service to the customer. This is because service quality plays a vital role in the shopping sector as it is the determinant to satisfy customers that lead to revisit intention at the destination.

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APPENDIX 1



**UNIVERSITI TEKNOLOGI MARA (UiTM)
CAWANGAN MELAKA KAMPUS BANDARAYA**

FACULTY OF HOTEL AND TOURISM MANAGEMENT

SURVEY QUESTIONNAIRE

**A STUDY ON REVISIT INTENTION AND CUSTOMER SATISFACTION
TOWARDS SERVICE QUALITY PROVIDED AT AEON BANDARAYA MELAKA**

Dear Sir/Madam/Ms.

This research survey is conducted as part of our study fulfillment. This project aims to examine the customer satisfaction and revisit intention towards service quality provided by AEON Bandaraya Melaka. We are very grateful if you could spend of your valuable time to complete this survey questions. All information and respondent identity will be kept strictly confidential and will be used for academic purpose only. Thank you for your participation and cooperation in this study. We are genuinely appreciate your time. Have a pleasant leisure.

Kepada Tuan/Puan/Cik.

Kaji selidik ini dijalankan adalah untuk memenuhi keperluan kursus kami. Objektif penyelidikan ini adalah untuk mengkaji kepuasan pelanggan dan niat untuk berkunjung semula terhadap kualiti servis yang disediakan oleh AEON Bandaraya Melaka. Kami amat berbesar hati terhadap masa yang diluangkan untuk menyempurnakan soalan kaji selidik ini. Segala maklumat dan identity responden adalah sulit dan hanya akan digunakan untuk tujuan akademik sahaja. Terima kasih atas penglibatan dan kerjasama yang diberikan.

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QUESTIONNAIRE.

SECTION A: Demographic Questionnaire.

BAHAGIAN A: Soal Selidik Demografik.

- 1) **Gender / Jantina**
- | | |
|--------------------------|----------------------------|
| <input type="checkbox"/> | Male / <i>Lelaki</i> |
| <input type="checkbox"/> | Female
<i>Perempuan</i> |
- 2) **Age / Umur**
- | | |
|--------------------------|---|
| <input type="checkbox"/> | 20 years old and below / <i>20 tahun dan ke bawah</i> |
| <input type="checkbox"/> | 21 - 30 years old / <i>21 - 30 tahun</i> |
| <input type="checkbox"/> | 31 - 40 years old / <i>31 - 40 tahun</i> |
| <input type="checkbox"/> | 41 - 50 years old / <i>41 - 50 tahun</i> |
| <input type="checkbox"/> | 51 years old and above / <i>51 tahun dan ke atas</i> |
- 3) **Profession / Profesion**
- | | |
|--------------------------|--------------------------------------|
| <input type="checkbox"/> | Professional
<i>/Profesional</i> |
| <input type="checkbox"/> | Freelance /
<i>Bekerjasendiri</i> |
| <input type="checkbox"/> | Housewife /
<i>Surirumah</i> |
| <input type="checkbox"/> | Student / <i>Pelajar</i> |
| <input type="checkbox"/> | Others / <i>Lain-lain</i> |

4) Monthly income / <i>Pendapatan bulanan</i>	<input type="text"/>	RM 0 - RM 500
	<input type="text"/>	RM 501 - RM 1,000
	<input type="text"/>	RM 1,001 - RM 5,000
	<input type="text"/>	RM 5,001 - RM 10,000
	<input type="text"/>	RM 10,001 and above / <i>RM 10,001 dan keatas</i>
5) Time spend/ <i>Masa yang diluangkan</i>	<input type="text"/>	Not more than 1 hour / <i>Tidak lebih dari 1 jam</i>
	<input type="text"/>	1 - 3 hours / <i>1 - 3 jam</i>
	<input type="text"/>	More than 3 hour / <i>Lebih dari 3 jam</i>
6) Frequently of visit / <i>Kekerapan berkunjung</i>	<input type="text"/>	First time / <i>Pertama kali</i>
	<input type="text"/>	2 to 3 times / <i>2 hingga 3 kali</i>
	<input type="text"/>	More than 3 times / <i>Lebih daripada 3 kali</i>

SECTION B: Service Quality.

BAHAGIAN B: Kualiti Perkhidmatan.

1	2	3	4	5
Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed

**tick on one (1) box only/tandakan pada salah satu (1) kotak sahaja.*

i)	TANGIBILITY / NYATA	1	2	3	4	5
1.	The arrangement of product/item at AEON Bandaraya Melaka is satisfactory. <i>Susunan produk/barangan di AEON Bandaraya Melaka adalah memuaskan.</i>					
2.	The toilet at AEON Bandaraya Melaka staff is satisfactory. <i>Tandas di AEON Bandaraya Melaka adalah memuaskan.</i>					
3.	The appearance of AEON Bandaraya Melaka staff is satisfactory. <i>Penampilan pekerja di AEON Bandaraya Melaka adalah memuaskan.</i>					
4.	The overall cleanliness at AEON Bandaraya Melaka is satisfactory. <i>Keseluruhan kebersihan di AEON Bandaraya Melaka adalah memuaskan.</i>					
ii)	RESPONSIVENESS / KEBERTANGGUNGJAWABAN	1	2	3	4	5
1.	The servicing time at the payment and customer service counter at AEON Bandaraya Melaka is satisfactory. <i>Waktu perkhidmatan di kaunter pembayaran dan kaunter khidmat pelanggan di AEON Bandaraya Melaka adalah memuaskan.</i>					
2.	The willingness to help by AEON Bandaraya Melaka staff's is satisfactory. <i>Kesanggupan pekerja di AEON Bandaraya Melaka untuk menolong adalah memuaskan.</i>					
3.	The availability of handling request by AEON Bandaraya Melaka staff's is satisfactory. <i>Ketersediaan pekerja di AEON Bandaraya Melaka dalam mengendalikan permintaan adalah memuaskan.</i>					
4.	The queuing time management at the payment and customer service counter at AEON Bandaraya Melaka is satisfactory. <i>Pengurusan masa sewaktu menunggu di kaunter pembayaran dan kaunter khidmat pelanggan di AEON Bandaraya Melaka adalah memuaskan.</i>					

iii)	ASSURANCE / KEYAKINAN	1	2	3	4	5
1.	Staffs of AEON Bandaraya Melaka are friendly. <i>Pekerja di AEON Bandaraya Melaka adalah peramah.</i>					
2.	The staff of AEON Bandaraya Melaka has knowledge about the products when being ask by customer. <i>Pekerja di AEON Bandaraya Melaka mempunyai pengetahuan tentang produk apabila ditanya oleh pelanggan.</i>					
3.	The security service at the AEON Bandaraya Melaka is satisfactory. <i>Perkhidmatan keselamatan di AEON Bandaraya Melaka adalah memuaskan.</i>					
4.	The audio announcement at AEON Bandaraya Melaka is informative. <i>Pengumuman audio di AEON Bandaraya Melaka adalah bermaklumat.</i>					
iv)	RELIABILITY / KEBOLEHPERCAYAAN	1	2	3	4	5
1.	The payment process at AEON Bandaraya Melaka is free from error and satisfactory. <i>Proses pembayaran di AEON Bandraya Melaka bebas daripada sebarang masalah dan memuaskan.</i>					
2.	The complaint handling system at AEON Bandaraya Melaka is satisfactory. <i>Sistem pengendalian aduan di AEON Bandaraya Melaka adalah memuaskan.</i>					
3.	The clarity of audio announcement at AEON Bandaraya Melaka is satisfactory. <i>Kejelasan pengumuman audio di AEON Bandaraya Melaka adalah memuaskan.</i>					
4.	The Auto-pay machine at AEON Bandaraya Melaka is free from error and satisfactory. <i>Mesin pembayaran 'Auto-pay' di AEON Bandaraya Melaka adalah bebas daripada sebarang masalah dan memuaskan.</i>					
v)	EMPATHY/EMPATI	1	2	3	4	5
1.	The operating hours of AEON Bandaraya Melaka is convenient. <i>Waktu operasi di AEON Bandaraya Melaka adalah sesuai</i>					
2.	Personal attention by the staffs of AEON Bandaraya Melaka to every customer is satisfactory. <i>Perhatian yang diberikan oleh pekerja AEON Bandaraya Melaka kepada setiap pelanggan adalah memuaskan.</i>					
3.	Extra services given by the staffs of AEON Bandaraya Melaka are satisfactory. <i>Perkhidmatan tambahan yang diberikan oleh pekerja AEON Bandaraya Melaka adalah memuaskan.</i>					

4.	The staff of AEON Bandaraya Melaka understands customer needs and wants. <i>Pekerja di AEON Bandaraya Melaka memahami keperluan dan kehendak pelanggan.</i>					
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SECTION C: Customer Satisfaction.

BAHAGIAN C: Kepuasan Pelanggan.

No.	CUSTOMER SATISFACTION.	1	2	3	4	5
1.	Overall I feel satisfied with the services provided by AEON Bandaraya Melaka. <i>Secara keseluruhannya, saya berpuas hati dengan perkhidmatan yang disediakan oleh AEON Bandaraya Melaka.</i>					
2.	I feel satisfied with the quality of product provided by AEON Bandaraya Melaka. <i>Saya berpuas hati dengan kualiti produk yang disediakan oleh AEON Bandaraya Melaka.</i>					
3.	I am pleased with the overall experience at AEON Bandaraya Melaka. <i>Saya gembira dengan keseluruhan pengalaman di AEON Bandaraya Melaka.</i>					

SECTION D: Revisit Intention.

BAHAGIAN D: Niat Untuk Berkunjung Semula.

No.	REVISIT INTENTION	1	2	3	4	5
1.	Are you interested to revisit AEON Bandaraya Melaka in the future? <i>Adakah anda berminat untuk dating semula ke AEON Bandaraya Melaka pada masa hadapan?</i>					
2.	Would you like to recommend to your friends and relative to visit AEON Bandaraya Melaka? <i>Adakah anda akan mencadangkan kepada rakan-rakan dan ahli keluarga anda untuk dating ke AEON Bandaraya Melaka?</i>					
3.	Are you interested to repurchase the product provided by AEON Bandaraya Melaka in future? <i>Adakah anda berminat untuk membeli semula produk yang disediakan oleh AEON Bandaraya Melaka pada masa akan datang?</i>					

APPENDIX 2

Frequency

Statistics

	respondent's gender	respondent's age	respondent's profession	respondent's income	time spend	frequently of visit
N Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0

respondent's gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	28	28.0	28.0	28.0
Valid Female	72	72.0	72.0	100.0
Total	100	100.0	100.0	

respondent's age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 years and below	3	3.0	3.0	3.0
21-30 years old	77	77.0	77.0	80.0
Valid 31-40 years old	7	7.0	7.0	87.0
41-50 years old	10	10.0	10.0	97.0
Valid 51 years old and above	3	3.0	3.0	100.0
Total	100	100.0	100.0	

respondent's profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid professional	12	12.0	12.0	12.0
freelance	6	6.0	6.0	18.0
Valid housewife	6	6.0	6.0	24.0
student	75	75.0	75.0	99.0
Valid others	1	1.0	1.0	100.0
Total	100	100.0	100.0	

respondent's income

	Frequency	Percent	Valid Percent	Cumulative Percent
< RM 1,000	82	82.0	82.0	82.0
RM 1,001-RM 5,000	9	9.0	9.0	91.0
Valid RM 5,001-RM 10,000	7	7.0	7.0	98.0
> RM 10,001	2	2.0	2.0	100.0
Total	100	100.0	100.0	

time spend

	Frequency	Percent	Valid Percent	Cumulative Percent
not more than 1 hour	13	13.0	13.0	13.0
Valid 1-3 hours	56	56.0	56.0	69.0
more than 3 hours	31	31.0	31.0	100.0
Total	100	100.0	100.0	

frequently of visit

	Frequency	Percent	Valid Percent	Cumulative Percent
first time	6	6.0	6.0	6.0
Valid 2 to 3 times	24	24.0	24.0	30.0
more than 3 times	70	70.0	70.0	100.0
Total	100	100.0	100.0	

Descriptive Analysis

Tangibility

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TAN1	100	2	5	3.86	.569
TAN2	100	3	5	4.00	.586
TAN3	100	1	5	3.78	.660
TAN4	100	2	5	3.93	.555
Valid N (listwise)	100				

Responsiveness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RES1	100	2	5	3.60	.752
RES2	100	1	5	3.53	.758
RES3	100	1	5	3.52	.674
RES4	100	2	5	3.37	.691
Valid N (listwise)	100				

Assurance

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ASS1	100	1	5	3.44	.783
ASS2	100	2	5	3.57	.756
ASS3	100	2	5	3.74	.691
ASS4	100	2	5	3.68	.764
Valid N (listwise)	100				

Reliability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
REL1	100	2	5	3.54	.758
REL2	100	2	5	3.49	.689
REL3	100	2	5	3.50	.745
REL3	100	1	5	3.70	.905
Valid N (listwise)	100				

Empathy

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EMP1	100	1	5	3.88	.729
EMP2	100	2	5	3.61	.601
EMP3	100	1	5	3.52	.703
EMP4	100	2	5	3.73	.664
Valid N (listwise)	100				

Customer satisfaction

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	100	3	5	3.97	.540
CS2	100	2	5	3.96	.634
CS3	100	2	5	3.98	.603
Valid N (listwise)	100				

Revisit intention

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RI1	100	2	5	4.13	.630
RI2	100	2	5	3.92	.677
RI3	100	2	5	3.92	.706
Valid N (listwise)	100				

Reliability test

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.928	26

Tangibility

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.741	4

Responsiveness

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.823	4

Assurance

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.783	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.824	4

Empathy

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.760	4

Customer satisfaction

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.887	3

Revisit intention

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.841	3

Regression Test

Customer satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.355	1.01402

a. Predictors: (Constant), TOTAL_emp, TOTAL_tan, TOTAL_res, TOTAL_rel, TOTAL_ass

b. Dependent Variable: TOTAL_cs

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	61.092	5	12.218	11.883	.000 ^a
1 Residual	96.654	94	1.028		
Total	157.746	99			

a. Predictors: (Constant), TOTAL_emp, TOTAL_tan, TOTAL_res, TOTAL_rel, TOTAL_ass

b. Dependent Variable: TOTAL_cs

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.143	.976		2.197	.030
TOTAL_tan	.260	.078	.305	3.353	.001
TOTAL_res	-.063	.077	-.097	-.823	.413
TOTAL_ass	.127	.083	.197	1.534	.128
TOTAL_rel	.019	.068	.029	.274	.785
TOTAL_emp	.240	.089	.321	2.687	.009

a. Dependent Variable: TOTAL_cs

CasewiseDiagnostics^a

Case Number	Std. Residual	TOTAL_cs	Predicted Value	Residual
54	-3.245	7.33	10.6239	-3.29056

a. Dependent Variable: TOTAL_cs

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.5059	11.6024	9.2567	.78555	100
Std. Predicted Value	-2.229	2.986	.000	1.000	100
Standard Error of Predicted Value	.111	.441	.237	.075	100
Adjusted Predicted Value	7.0792	11.5943	9.2507	.79275	100
Residual	-3.29056	2.27928	.00000	.98808	100
Std. Residual	-3.245	2.248	.000	.974	100
Stud. Residual	-3.355	2.338	.003	1.016	100
Deleted Residual	-3.51739	2.46530	.00595	1.07546	100
Stud. Deleted Residual	-3.557	2.396	.000	1.037	100
Mahal. Distance	.196	17.752	4.950	3.704	100
Cook's Distance	.000	.263	.015	.036	100
Centered Leverage Value	.002	.179	.050	.037	100

a. Dependent Variable: TOTAL_cs

Revisit intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 ^a	.208	.166	1.24234

a. Predictors: (Constant), TOTAL_emp, TOTAL_tan, TOTAL_res, TOTAL_rel, TOTAL_ass

b. Dependent Variable: TOTAL_ri

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	38.087	5	7.617	4.935	.000 ^a
1 Residual	145.081	94	1.543		
Total	183.168	99			

a. Predictors: (Constant), TOTAL_emp, TOTAL_tan, TOTAL_res, TOTAL_rel, TOTAL_ass

b. Dependent Variable: TOTAL_ri

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.717	1.195		3.110	.002
TOTAL_tan	.203	.095	.221	2.133	.036
TOTAL_res	-.025	.094	-.036	-.264	.792
TOTAL_ass	.067	.101	.097	.661	.511
TOTAL_rel	-.009	.083	-.014	-.113	.910
TOTAL_emp	.225	.109	.281	2.064	.042

a. Dependent Variable: TOTAL_ri

CasewiseDiagnostics^a

Case Number	Std. Residual	TOTAL_ri	Predicted Value	Residual
28	3.020	11.67	7.9154	3.75127
73	-3.136	4.67	8.5625	-3.89587

a. Dependent Variable: TOTAL_ri

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.9154	11.2068	9.3567	.62025	100
Std. Predicted Value	-2.324	2.983	.000	1.000	100
Standard Error of Predicted Value	.136	.541	.290	.091	100
Adjusted Predicted Value	7.0394	11.1484	9.3466	.64607	100
Residual	-3.89587	3.75127	.00000	1.21056	100
Std. Residual	-3.136	3.020	.000	.974	100
Stud. Residual	-3.239	3.354	.004	1.019	100
Deleted Residual	-4.15521	4.62730	.01005	1.32612	100
Stud. Deleted Residual	-3.418	3.555	.004	1.042	100
Mahal. Distance	.196	17.752	4.950	3.704	100
Cook's Distance	.000	.438	.017	.052	100
Centered Leverage Value	.002	.179	.050	.037	100

a. Dependent Variable: TOTAL_ri

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.929	26

Item Statistics

	Mean	Std. Deviation	N
TAN1	3.86	.569	100
TAN2	4.00	.586	100
TAN3	3.78	.660	100
TAN4	3.93	.555	100
RES1	3.60	.752	100
RES2	3.53	.758	100
RES3	3.52	.674	100
RES4	3.37	.691	100
ASS1	3.44	.783	100
ASS2	3.57	.756	100
ASS3	3.74	.691	100
ASS4	3.68	.764	100
REL1	3.54	.758	100
REL2	3.49	.689	100
REL3	3.50	.745	100
REL3	3.70	.905	100
EMP1	3.88	.729	100
EMP2	3.61	.601	100
EMP3	3.52	.703	100
EMP4	3.73	.664	100
CS1	3.97	.540	100
CS2	3.96	.634	100
CS3	3.98	.603	100
RI1	4.13	.630	100
RI2	3.92	.677	100
RI3	3.92	.706	100