



**UNIVERSITI TEKNOLOGI MARA**

**EVENT MOTIVATIONAL FACTORS INFLUENCE  
TOWARDS VISITOR ATTENDANCE AT INTERNATIONAL  
KITES FESTIVAL, PASIR GUDANG JOHOR**

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### Author's Declaration

We declare that the work in the research was carried out in accordance with the regulations of UniversitiTeknologi MARA. It is original and the result of our own work, unless otherwise indicated or acknowledge as a reference work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In case our research, we found to violate the conditions mentioned above, we voluntarily waive the right of conferring of my degree be subjected to the disciplinary rules and regulations of UniversitiTeknologi MARA.

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## ABSTRACT

The purpose of this study is to understanding the event motivational factors that affects visitors' decision making to attend International Kites Festival at Pasir Gudang Johor. Moreover, the decision of the tourists will then leads towards their action to attend the festival. The respondents were visitors who attend the International Kite Festival. The researchers gather the data using questionnaires that distributed to the respondents at that festival which held at Bukit Layang-layang Johor. This study used descriptive research design with quantitative approach. A total of 50 complete questionnaires were used in this research. On top of that, data collected in this study was analysed by using frequency, reliability analysis, descriptive analysis and also regression analysis in order to achieve research objectives. The visitors believed that the escape and event novelty factors were the strongest influences that attract them as well as in making the decision to attend the festival.

Keywords: *Event Motivation Factors: Visitors' Decision Making: Pasir Gudang  
International Kites Festival*

## TABLE OF CONTENTS

	<b>Page</b>
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi-ix
LIST OF TABLES	x-xi
LIST OF FIGURES	xii
LIST OF ABBREVIATION	xiii
CHAPTER 1 RESEARCH SETTING	
1.0 Introduction	1
1.1 Background of the Study	1-3
1.2 Problem Statement	3-5
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Research Framework	6-7
1.6 Significance of Study	
1.6.1 Practical Perspective	7
1.6.2 Academic Perspective	7
1.7 Definition of Key Terms	8