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DESTINATION IMAGE AND TOURIST'S
SATISFACTION: THE CASE STUDY OF MELAKA

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AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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

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ABSTRACT

Numerous authors have argued that destination image can decay its image over time. They point out that time can change the perspectives of tourists on how they perceive particular destination. It is essential for destination managers to understand the destination image held by both local and foreign tourists to ensure their strategies are successfully enforced. Destination image comprises of two dimensions namely as cognitive and affective. The main objective of this study is to identify factors that influence the formation of overall destination image of Melaka and the relationship between overall destination image and tourist's satisfaction in Melaka. The research was carried out in Melaka, Malaysia on a sample of 367 tourists. The Partial Least Squares structural equation modelling (PLS-SEM) method was employed to examine the relationship among the variables. The result shows that tourist leisure and recreation, economic factors and social environment, as well as culture, history and art have positive influence on a destination image. The PLS-SEM results also indicate that destination image has a positive effect on tourist's satisfaction.

Keywords: *destination image, cognitive image, affective image, tourist's satisfaction, PLS-SEM*

CHAPTER 1: INTRODUCTION

1.1 Introduction

This part of introduction provides information and rationale for the research, so that the reader is convinced it will be useful or interesting. Serves as a frame within the reader reads the rest of this proposed study, this section also provides the background information related to the need for research. It builds an argument for the research and presents its questions and aims. It is common for the content of this section to be arranged in the following order such as the background of the study, the problem statement, research objectives and research questions, scope of the study, significance of the study and an outline of subsequent chapters. This introduction guides to give an overview on the study and key elements to be highlighted.

1.2 Background of the Study

Tourism industry plays a vital role in fostering the global economic development. It is one of the growing factors which contributes tremendously to the economic development of the world. The importance of tourism as sources of economic growth for the country is increasing. Malaysia is one of the developing countries that aware the importance of tourism as a contributor to the economy. Thus, Malaysia is aiming to diversify its tourist market, expanding both local and foreign tourist. Government gives a strong support in enhancing tourism industry in Malaysia by promoting various programs such as Visit Malaysia Year (VMY) to promote Malaysia as tourism destination. According to the Tourism Malaysia, the number of tourist arrival from January to June 2015 is 12.57 million; meanwhile 27.44 million of tourist arrival was recorded in year 2014 with