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KAMPUS BANDARAYA MELAKA

TOURIST BEHAVIOR TOWARDS PURCHASING
SOUVENIRS: THE CASE STUDY OF MELAKA

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AUTHOR'S DECLARATION

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

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ABSTRACT

This research is to investigate tourist behavior towards buying souvenirs at Central Melaka which is Bandar Hilir. The information related to this topic will be obtained from tourists around Bandar Hilir. The intention of the tourists behavior towards buying souvenirs are discussed in this research. The determination are identified using Theory of Planned Behavior which consist of attitude towards behavior variable, subjective norms variable and perceived behavioral control variables which influenced the intention of tourist in buying souvenirs during their vacation at Bandar Hilir. Furthermore, the data are analyzed using WarpPLS-SEM. Besides that, the primarily data and secondary data are used and the data were collected accordingly. In addition, questionnaires has been distributed to the tourists around Bandar Hilir in order to get information regarding on the factors that influence tourists towards buying souvenirs. Finding suggested that the relationship of intention has been affected by the subjective norms factors and perceived behavioral control factors. However, the relationships of actual behaviour has been influenced by the intention.

Keywords : Tourist behavior, Theory of Planned Behavior (TPB), souvenirs, WarpPLS-SEM, Partial Least Square, Structural Equation Model, Measurement model, Structural model, Central Melaka, Bandar Hilir.

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