

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON SPA VISITORS' MOTIVATION  
FACTORS TOWARDS REVISIT INTENTION**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Bachelor of Sciences (Hons.) Tourism Management**

**Faculty of Hotel and Tourism Management**

June 2016

## **ABSTRACT**

This study identifies the push and pulls motivations factors among spa visitors. It also attempts to examine the relationship between the push and pull motivation factors and the revisit intention. This study was carried around Banda Hilir with a sample size of 115 spa visitors. There are six push motivation factors and four pull motivation factors identified and ranked according to importance. The push motivation factors are relaxation, escape, rejuvenation, obsession with health and beauty, socialization and excitement and hedonism. While the pull motivation factors are is services provided, facilities provided, attractions and brand name. The findings of this study will provide researchers and practitioners in the spa industry with useful insights into understanding the present nature of the demand of spa. The findings also can be used by Melaka State Government and spa operators in order to develop successful marketing strategies that further promote Melaka. Further exploration is required in the area of spa visitor's push and pulls motivation factors. In this study, it was found that there is significant relationship between push and pull motivation factors and spa visitor's revisit intention.

## ACKNOWLEDGEMENT

Firstly, the researchers would like to thank with all our sincerely hearts to Allah S.W.T for giving us the strength to complete our research. We always pray to Allah S.W.T to give us the strength and persistence. Everything that the researchers achieve comes from Allah S.W.T. All our hard work seems to have paid. Alhamdulillah.

In addition, the researchers would like to show our gratitude to our parents for supporting us to complete our research. The material supports like funding and moral support that they give very meaningful to us and we very appreciate it.

Furthermore, we would like to thank Mdm. Aziean Binti Jamin, the advisor of our final year project, who have been advising and guiding us throughout this research. She is very knowledgeable person and always help us if there are problem arise. She is also easy to approach. She has been good to us by motivating us to pursue this study. She really takes good care of us during this semester, while appreciating our efforts as new researchers. She tries her best to courage us to learn and do our research efficiently.

We would also like to thank to the tourism stakeholders for giving us the opportunity to complete our research. We have gained so many information and new knowledge. Special thank also given to all our respondents that willing to spend their time answering our questionnaire.

Last but not least, we would like to thank our lecturers and friends. They have been supportive and cooperative when we needed help. We work together in order to achieve our objective which is to finish our research successfully. Thank you very much to everyone who had directly and indirectly contributed to the scene of our final year project.

# TABLE OF CONTENTS

	<b>Pages</b>
<b>ABSTRACT</b>	i
<b>ACKNOWLEDGEMENT</b>	ii
<b>TABLE OF CONTENTS</b>	iii
<b>LIST OF TABLES</b>	iv
<b>LIST OF FIGURES</b>	vii
<b>LIST OF SYMBOLS</b>	viii
<b>LIST OF ABBREVIATIONS</b>	ix
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Introduction	1
1.2 Background of Study	1
1.2.1 Spa Industry In Melaka	2
1.3 Problem Statement	3
1.4 Research Objectives	4
1.5 Research Questions	4
1.6 Scope of the Study	5
1.7 Significance of the Study	5
1.8 Conclusion	6
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Introduction	7
2.2 Wellness and Spa Tourism	7
2.3 Spa Industry in Melaka and Malaysia	8
2.4 Tourists Motivation	8
2.5 Relationship of Tourists Motivation and Revisit Intention	9
2.6 Research Framework	10

2.7	Conclusion	11
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### **CHAPTER THREE: RESEARCH METHODOLOGY**

3.1	Introduction	12
3.2	Research Design	12
3.2.1	Steps of Research Design	12
3.2.2	Unit of Analysis	14
3.2.3	Time Horizon	14
3.2.4	Study Setting	14
3.3	Population	15
3.4	Sampling Technique	15
3.5	Instrumentation	16
3.5.1	Questionnaire Development	17
3.5.2	Structured Questions	20
3.6	Study Procedure	21
3.7	Data Collection Method	21
3.7.1	Primary Data	21
3.7.2	Secondary Data	22
3.8	Data Analysis	22
3.9	Conclusion	23

### **CHAPTER FOUR: RESULT FINDING**

4.1	Introduction	24
4.2	Reliability Test	24
4.2.1	Push Motivation Factors	25
4.2.2	Pull Motivation Factors	25
4.2.3	Satisfaction	25
4.2.4	Attitude Toward Revisit	26
4.2.5	Revisit Intention	26
4.3	Spa Visitors' Motivation Factors	27