



**THE INFLUENCE OF DESTINATION IMAGE FORMATION ON
INTENTION TO VISIT IN BANDA HILIR, MELAKA**

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Abstract

This study is aim to study the influence of destination image formation on intention to visit at Banda Hilir, Melaka. This study objective is to determine relationship between destination image formations on intention to visit. This study also aims to identify the most agreeable dimension of destination image formation that influences on intention to visit. For the purpose of the research, the descriptive research was used, 50 questionnaires were distributed to the tourist area Banda Hilir, Melaka. Researcher used questionnaires as the source of primary data. Data collected analyzed using Statistical Package for the Social Science (SPSS) for Windows. Data analysis and interpretation are using frequency distribution, descriptive statistical and correlation coefficient. All the respondents will be responding from the questionnaire that will provide to get the result on the factor influence customer continuous purchasing decision towards the piracy. The result will be seen after all the frequency and correlation analysis will be using to test the study.

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