



**SHOPPERS SATISFACTION AND REVISIT INTENTION BASED ON ATTRIBUTES OF
SHOPPING EXPERIENCES**

KHAIRUL AFIFAH BINTI MOHD KAMALUDDIN [2011879724]

SHAHRUL NIZAM BIN ISMAIL [2011423272]

SHAMIMI BINTI MOHD ISA [2011692546]

BACHELOR OF SCIENCE (HONS) TOURISM MANAGEMENT

FACULTY OF HOTEL & TOURISM MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDAR MELAKA

JULY 2014

ACKNOWLEDGEMENTS

Praised to Allah finally we are able to complete this assignment in a timely manner. Foremost, we would like to express my deepest gratitude to my advisor, Madam Fauzunnasirah Binti Fazil, for her excellent guidance, caring, patience, and providing with an excellent atmosphere for doing research during these four months. Her guidance helped in all the time of research and writing of this research. We are so lucky to have an advisor that willingly sacrificed her time to monitor our research. Furthermore, we could not have imagined having a better advisor and mentor for finishing this research. Not to forget, thanks to friends that never stop to support us during the hard time to finish up this study, Mariah Binti Deraman, Siti Syarina Binti Mohd Yahya and Intan Norlela Binti Abdul Khalid.

A sincere thanks also goes to our group members, who are a good friends, was always willing to give a lots of cooperation and give best ideas and suggestions. Next for the sleepless nights we were working together before deadlines, and for all the fun we have had in the last three months as effort to do this research.

We would like to thank to our family especially our parents. They were always give supporting spiritually throughout our life and encouraging with their best wishes.

Last but not least, we would like to thank to all tourists and residents involved in our research for being our respondents. Thanks for the cooperation for answering our questionnaires. We appreciate their support very much.

For any errors that may remain in this work, of course, the responsibility is entirely our own. Thank you.

ABSTRACT

The study purpose is to identify the Tourists Shopping Satisfaction Based on Shopper Attributes and Shopping Experiences in Malacca. It is compulsory to know the factors that influence tourists satisfaction to do shopping activities in Malacca. For this study, the researcher chooses three determinants of shopping experiences which are venue environment and services, merchandise value and staff service quality. There are 91 respondents were chosen consist of tourists that come in Malacca and residents in three areas of shopping mall in Malacca which are Dataran Pahlawan Mall, Mahkota Parade and Jusco Mall in Malacca city. The findings of the study show that venue environment and services, merchandise value and staff service quality have significant relationship with tourists' satisfaction in Malacca. Based on the results, the researcher found that the most significant determinant that influenced tourists satisfaction in Malacca to go abroad is staff service quality.

TABLE OF CONTENTS

Contents	Pages
Acknowledgement.....	ii
Abstract.....	iii
Table of Contents	iv
List of Tables	vii
List of Figures.....	viii

Table of Contents

Chapter One : Introduction	1
1.1 Introduction	1
1.2 Problem statement.....	2
1.3 Research objective.....	3
1.4 Research questions	3
1.5 Gap of study.....	3
1.6 Significance of the study	4
Chapter Two : Literature Review	6
2.1 Introduction	6
2.2 Shopper characteristics.....	6
2.3 Shopping experience	9
2.3.1 Venue environment and service	11
2.3.2 Merchandise value	13
2.3.3 Staff and service quality.....	16
Chapter Three : Methodology	20
3.1 Introduction	20
3.2 Research design	20
3.3 Research population	21
3.4 Sampling technique.....	21
3.5 Sampling size.....	22
3.6 Unit of analysis.....	23

3.7 Data collection method.....	23
3.8 Research instrument.....	24
3.9 Validity of the instrument.....	26
3.10 Data analysis	26
Chapter Four : Result and Analysis	27
4.1 Introduction	27
4.2 Reliability test.....	27
4.3 Respondent's profile.....	29
4.3.1 Respondent's gender and age.....	29
4.3.2 Respondent's marital status.....	30
4.3.3 Respondent's monthly income and occupation	30
4.3.4 Respondent's education background.....	31
4.3.5 Respondent's family size	32
4.3.6 Respondent's origin.....	33
4.3.7 Respondent's travel companion.....	34
4.3.8 Travel experience to Malacca.....	34
4.4 Shopping preferences	35
4.4.1 Respondent's shopping frequency.....	35
4.4.2 Respondent's budget spent for every shopping	36
4.4.3 Respondent's preferred place for shopping	37
4.4.4 Respondent's preferred shopping items.....	37
4.4.5 Respondent's payment method usually used.....	38
4.4.6 Shoppers' behavior.....	38
4.5 Shopping experience	39
4.5.1 Dimension one of shopping experience.....	39
4.5.2 Dimension two of shopping experience	40
4.5.3 Dimension three of shopping experience.....	41
4.5.4 Dimension that satisfied shoppers.....	42
4.6 Shoppers satisfaction.....	42
4.6.1 Satisfaction on venue environment and service	43
4.6.2 Satisfaction on merchandise value	43
4.6.3 Satisfaction on staff service quality.....	44
4.6.4 Overall satisfaction on the three attributes	44