

**UNIVERSITI TEKNOLOGI MARA**

**BEYOND MEMORY LANE:  
INVESTIGATING THE INFLUENCES  
OF MEMORABLE TOURISM  
EXPERIENCES, OVERALL  
SATISFACTION, AND PERCEIVED  
TRAVEL RISK ON REVISIT  
INTENTIONS IN LANGKAWI  
ISLAND**

**NURZEHAN BINTI ABU BAKAR**

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Hotel and Tourism Management)**

**Faculty of Hotel and Tourism Management**

**November 2023**

## ABSTRACT

Langkawi Island has long been a favourite vacation spot for travellers looking for a true island experience and the chance to make treasured memories. Nevertheless, despite its beauty, many travellers considered the island short of offered experiences. Furthermore, the global COVID-19 pandemic has exerted additional pressure on Langkawi Island's tourism suppliers, compelling them to carefully oversee and regulate the experiences of tourists. Local tourism providers in Malaysia find themselves in a state of confusion, unable to reassure tourists, as the government employs diverse strategies to contain the pandemic and lacks consistent enforcement of Standard Operating Procedures (SOP). Such concern has further impacted tourist experiences and intention to return, as tourists overestimated future risk perception. Nevertheless, the perceived travel risk of COVID-19 has not been considered in Memorable Tourism Experience (MTE) literature, and the effects of perceived travel risk as a moderator between MTE, satisfaction, and revisit intention have also received little attention in tourism research. Therefore, using the Tourism Consumption System (TCS) as the underpinning theory, the researcher integrated the model of MTE, overall satisfaction, perceived travel risk, and revisit intention to answer the following objectives: (i) to examine tourist MTE, overall satisfaction, and revisit intention; (ii) to examine the mediating effect of overall satisfaction on the relationship between Langkawi Island MTE and revisit intention; (iii) to investigate the moderating role of perceived travel risk on the relationship between overall satisfaction and revisit intention. This study was conducted by collecting data from 337 tourists who visited Langkawi Island, and Partial Least Squares-Structural Equation Modelling (PLS-SEM) was used to test the research hypotheses and evaluate the model. The results showed that the higher-order construct of MTE positively correlated with overall satisfaction and revisit intention. Meanwhile, for lower-order constructs, only three (3) out of seven (7) MTE dimensions, namely hedonism, local culture, and refreshment, were found to positively correlate with overall satisfaction and revisit intention. Based on the bootstrapping analysis, overall satisfaction plays a partial mediation role in the relationship between MTE and revisit intention; however, the perceived travel risk of COVID-19 did not moderate the relationship between overall satisfaction and revisit intention. In essence, the findings of this study can help assist tourism stakeholders in proactively addressing and regulating risk perceptions in order to boost passenger confidence and improve post-pandemic tourism experience marketing in an island context. Furthermore, the incorporation of MTE as a type 2 second-order construct, along with the integration of perceived travel risk related to COVID-19 into MTE, overall satisfaction, and revisit intention, constitutes an original and noteworthy contribution to the field of MTE and tourism literature.

### **Keywords:**

Island, Memorable Tourism Experience (MTE), Overall Satisfaction, Perceived Travel Risk, Revisit Intention, Tourism Consumption System (TCS)

## ACKNOWLEDGEMENT

First and foremost, in the name of Allah SWT, I would like to convey my sincerest gratitude to Associate Professor Dr. Hassnah Wee for being an amazing research mentor and supervisor. My profound gratitude goes to my co-supervisors, Professor Dr. Mohd Hafiz Mohd Hanafiah and Dr. Nik Alif Amri Nik Hashim, for their keen interest in my research and for encouraging me to complete my PhD journey. Indeed, this thesis would not have been feasible without their advice, assistance, and knowledge, and I could not have asked for better supervisors. Therefore, I am grateful for their valuable critique, thorough advice, and encouragement to write this thesis, and I extremely appreciate all of the time, work, and energy they put into assisting me in improving my research. I pray that Allah, the All-Merciful, rewards them all for their kindness.

I would also like to extend my deepest appreciation to my fellow PhD buddies who become my closest friends, Normaizana Mat Nawati, Nor Amira Mohd Razali, Siti Atikah Rusli, Nur Azimah Binti Othman, Nurul Fardila Abdul Razak, Fadhilhanim Aryani Binti Abdullah, Norhayati Ahmad Harnaini @Abdullah, and Surya Ayu binti Sabaruddin. Thank you very much for your insight and support from day one. May Allah SWT bless you abundantly for all the help and assistance given to me.

Special thanks to all my colleagues from various departments in the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, particularly Professor Dr. Khairil Wahidin Bin Awang, Associate Professor Dr. Roslizawati Binti Che Aziz, Dr. Marlisa Binti Abdul Rahim, Ts. Dr. Siti Salina Binti Saidin, Dr. Nur Hafizah Binti Muhammad, Dr. Adeneye Yusuf Babatunde, Dr. Ataul Karim Patwary, Dr. Siti Fatimah Binti Ab Ghaffar, and Dr. Ruzanifah Binti Kosnin, for their great encouragement and assistance over the course of my PhD journey.

I would also like to extend my deepest gratitude to my tourism industry colleagues and my international acquaintances, Stussy Moosa, Melles Charline, Dr. Nurul Syuhada Mazlan, Maryam Salihah Mohd Ghani, Mohd Nor Halim Sabtu, and Nor Atiqah Jalal, who have all helped me along my PhD journey. Likewise, I could not have finished my thesis without help from outside the academy and the industry.

My heartfelt gratitude goes to the greatest source of my strength, my family, without whom none of this would be possible. I am especially grateful to my wonderful husband, Nik Nabil Fikri, and our two wonderful children, Nik Adam Ziedan and Nik Anna Zulaikha, for their understanding. I could not have finished this PhD without their unwavering support throughout a difficult and challenging period.

Many thanks to my beloved parents, Abu Bakar Fadzil and my amazing parents-in-law, Nik Hassan Shah Nik Ab Rahman and my siblings, and all family members for being such a strong support system to my small family. Heartfelt thanks to them for being true champions throughout my life. Their unfailing love, prayers, and support helped me to stay strong when I wanted to give up. Thank you for having faith in me. I hope I have done you proud. This is for all of you.

# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xi</b>
<b>LIST OF FIGURES</b>	<b>xiv</b>
<b>LIST OF SYMBOLS</b>	<b>xv</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xvi</b>
<b>CHAPTER ONE INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statement	3
1.4 Research Objectives	7
1.5 Research Questions	7
1.6 Theoretical Framework and Hypotheses	8
1.7 Assumptions of the Study	10
1.8 Significance of the Study	10
1.8.1 Contributions to the Body of Knowledge	11
1.8.2 Contributions to the Host Destination	12
1.8.3 Contributions to Tourism Industry Players	13
1.9 Scope of the Study	14
1.10 Definition of Terms	15
1.10.1 Memorable Tourism Experience (MTE)	15
1.10.2 Perceived Travel Risk	16
1.10.3 Overall Satisfaction	17
1.10.4 Revisit Intention	17
1.10.5 Island Tourism	17

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

The conceptual basis of the study is discussed in this chapter. First, this chapter discusses the background of the study, followed by the problem statement as well as the research objectives and questions. Subsequently, this chapter presents the research framework, which includes Memorable Tourism Experience (MTE), overall satisfaction, perceived travel risk, and revisit intention. The research hypotheses are also presented in this chapter, followed by the significance of the study, definition of terms, and organisation of the chapters.

### 1.2 Background of the Study

For centuries, islands have been considered a tourist paradise that is known for its sun, sand, and sea (3s) attractions. In fact, the warm weather and the sun's sensory stimuli, along with the beautiful natural sight, calm seas, and white sandy beaches, have made islands a unique and exotic destination (Alipour et al., 2020). Besides being blessed with beautiful natural habitats and unique cultural and exclusivity features, the exotic characteristics and natural richness of islands have also led to substantial tourism assets that attract millions of romance seekers, beach lovers, and traditional hedonistic tourists at large (Mustafa et al., 2020).

Islands all over the world, including popular destinations like Bali, Mauritius, the Caribbean islands, Bahamas, Maldives, and Seychelles, heavily rely on tourism as a vital catalyst for economic growth. As highlighted by the World Tourism Organisation (UNWTO, 2020), tourism serves as a significant driver for the prosperity of these nations. The United Nations Conference on Trade and Development (UNCTAD, 2020) further emphasizes that tourism contributes to nearly 30 percent of their gross domestic product, making it a crucial industry for these islands as it generates thousands of job opportunities and also generate significant foreign exchange earnings.

Similarly, the stunning islands of Malaysia have become crucial for the country's economic growth, relying on tourism as a catalyst. Approximately 76.8% of visitors