

**INVESTIGATING FACTORS INFLUENCING
TOURISTS' VISIT INTENTIONS**

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INVESTIGATING FACTORS INFLUENCING TOURISTS' VISIT INTENTIONS

**A thesis submitted to the College of Business in partial fulfillment of the
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Master of Science (Management)
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By

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Abstract

The objective of this study is to investigate the relationship among factors such as Attitude, Subjective Norms, Perceived Behavioural Control, Perceived Quality and Satisfaction with Tourists' Visit Intention. A total 132 respondents participated in this study. All five factors were found to have a positive relationship with Tourists' Visit Intention. The Pearson correlation analysis conducted showed that Perceived Behavioural Control is the strongest factor influencing Tourists' Visit Intention. The other four factors showed a weak relationship with Tourists' Visit Intention. Apart from Perceived Behavioural Control, one demographic factor which is Preferred Tourists' Destination showed a significant relationship with Tourists' Visit Intention. Intention can explain how an action was understood and remembered, how it was responded to, and ability to predict about the future action might be taken place. Therefore, hotel operators should make an assessment of the market segment and study the abilities of their customers and try to synchronize their services to this market.

Abstrak

Objektif kajian ini adalah untuk mengetahui hubungan antara faktor-faktor seperti Sikap, Norma Subjektif, Persepsi Kawalan Tingkah Laku, Tanggapan Kualiti dan Kepuasan dengan Niat Pelancong untuk Melawat. Sebanyak 132 responden telah mengambil bahagian dalam kajian ini. Kelima-lima faktor ini telah didapati mempunyai hubungan yang positif dengan Niat Pelancong untuk Melawat. Analisis korelasi Pearson yang dijalankan menunjukkan bahawa Kawalan Tingkah Laku merupakan faktor yang terkuat mempengaruhi Niat Pelancong untuk Melawat. Empat faktor yang lain menunjukkan hubungan yang lemah dengan Niat Pelancong untuk Melawat. Selain dari Kawalan Tingkah Laku Tanggapan, faktor demografi iaitu Destinasi yang Dipilih Pelancong juga menunjukkan hubungan yang signifikan dengan Niat Pelancong untuk Melawat. Niat dapat menerangkan bagaimana sesuatu tindakan yang telah difahami dan diingati, bagaimana ia bertindak balas, dan kemampuan untuk meramalkan tentang tindakan yang mungkin berlaku pada masa depan. Oleh itu, pembekal perkhidmatan hotel boleh mengkaji Niat Pelancong untuk Melawat sebagai faktor penting bagi tujuan pemasaran. Oleh itu, pembekal perkhidmatan hotel seharusnya membuat penilaian mengenai segmen pasaran dan mengkaji kemampuan pelanggan mereka serta cuba untuk menyelaraskan perkhidmatan mereka dengan pasaran ini.

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1

BACKGROUND AND AIMS

1.0 CHAPTER INTRODUCTION

This study investigates the influence of customer purchase intention towards hotel services. Specifically, it will discuss the importance of the customer intention variables such as Attitude, Subjective Norms, Perceived Behavioural Control, Perceived Quality and Satisfaction on Tourists' Visiting Intention. This chapter contains (1) Background of the Study, (2) Problem Statement, (3) Objectives of the Study, (4) Research Questions, (5) Theoretical Framework, (6) Hypotheses and (7) Significance of the Study.

Part One Background of the Study explains the general description of Visiting Intention. Part Two Problem Statement will describe the issue in this study. Part Three Objectives of the Study provides the detailed overview on how to achieve the objectives of this study. Part Four Research Questions provide the questions to be addressed in this study. Part Five Theoretical Framework explains the theoretical framework for this study. Part Six outlines the hypotheses of the study while part Seven discusses the importance and purpose of this study.

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