

**EXPECTATION, PERCEIVED QUALITY AND
SATISFACTION OF NIGERIAN TOURIST IN MALAYSIA**

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**Expectation, Perceived Quality and Satisfaction of
Nigerian Tourist in Malaysia**

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Government, Universiti Utara Malaysia in fulfillment of
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ABSTRAK

Dewasa ini, industri pelancongan telah diiktiraf sebagai sumber pendapatan kedua terbesar dunia dan berperanan sebagai pemacu ekonomi dan mengurangkan kadar kemiskinan. Tujuan utama kajian ini adalah untuk mengetahui sebab utama kebanjiran warganegara Nigeria di Malaysia disamping imej negatif yang dibawa dengan cara menganalisa perhubungan di antara harapan atau jangkaan pelancong terhadap sektor pelancongan, pengalaman sebenar dan kepuasan terhadap produk pelancongan Malaysia. Berdasarkan ulasan karya yang dibuat, satu kerangka teori telah dihasilkan untuk menerangkan perhubungan semua faktor di atas. Kajian ini memberi tumpuan terhadap jangkaan pelancong dan tanggapan kualiti yang dilihat sebagai anteseden penting dalam kepuasan pelancong Nigeria. Kajian kuantitatif secara SPSS ini melibatkan 108 pelajar Nigeria di Malaysia dengan kadar maklum balas sebanyak 43%. Dapatan kajian telah mengesahkan empat hipotesis iaitu jangkaan pelancong mempunyai hubungan positif dengan kepuasan dan tanggapan terhadap kualiti produk sementara tanggapan terhadap kualiti juga mempunyai hubungan positif dengan kepuasan pelancong. Dapatan kajian juga menunjukkan tanggapan terhadap kualiti bertindak sebagai perantara dalam hubungan antara jangkaan pelancong Nigeria dengan kepuasan mereka terhadap produk pelancongan Malaysia. Faedah utama untuk pengamal industri dan para akademik telah dibincangkan di bahagian implikasi teori dan praktis. Seorang pengurus pelancongan, sebagai contoh, perlu mengambil kira jangkaan pelancong sebelum menetapkan dan merangka piawaian perkhidmatan. Dari segi akademik, kajian ini bermanfaat kerana ia menjelaskan hubungkait antara jangkaan pelancong Nigeria, tanggapan terhadap kualiti dan kepuasan dengan produk pelancongan. Kajian ini turut menyarankan agar para pengkaji yang akan datang meneroka pemboleh ubah baharu yang boleh mempengaruhi kepuasan pelancong.

KataKunci: Jangkaan Pelancong, Kualiti Kepuasan, Nigerian, Tanggapan.

ABSTRACT

Tourism is currently recognized as the second largest income generating industry in the global economy, particularly as a driver for economic development and poverty reduction. The primary objective of this research is to empirically validate reasons for the continuous increase of Nigerians in Malaysia despite their negative image by testing the relationship between Nigerian tourist's expectation, actual experience and satisfaction with Malaysian tourism products. A theoretical framework was developed based on literature review, to test the above relationship. Importantly, tourist's expectation and the perceived quality were considered as critical antecedents to Nigerian tourist's satisfaction. In this quantitative study, a survey of 108 Nigerian students in Malaysia was analysed through SPSS, constituting an overall 43% response rate. The research findings indicated that the four hypothesized relationships were supported: tourist expectation is positively related to satisfaction and perceived quality, while perceived quality is also positively related to tourist satisfaction. The findings also indicated that perceived quality mediates the relationships between Nigerian tourists' expectation and satisfaction with Malaysian products. Key benefits for practitioners and academics were discussed under the theoretical and practical implications, for example, availing tourism manager the practical implications by establishing the tourist's expectations before designing their service standards. Moreover, it is of benefit to the academic by establishing the theoretical linkages that exist between Nigerian tourist's expectation, perceived quality and satisfaction with the tourism products. Researcher finally recommends that future researchers should explore new variables that can influence tourist's satisfaction.

Keywords: Nigerian; perceived quality; satisfaction; tourist's expectation

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List of Abbreviations

UNWTO:	United Nation World Tourism Organization
MOTM:	Ministry of Tourism Malaysia
MOHE	Ministry of Higher Education Malaysia

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CHAPTER ONE

INTRODUCTION

1.1 Background

With rapid developments in the tourism industry, both the governments and private entrepreneurs have started to maximize the opportunities of attracting tourists to their countries. Trying to define the term tourism can be difficult. World Tourism Organization defines tourism as any form of activities that involves people leaving their homes to travel and stay in other places that are outside their environments within one year for business, leisure, education learning or other purposes (UNWTO, 2008). These domestic and international travels have shown tourism as a dynamic and unique industry that its competitiveness strategically requires the ability of destinations to constantly adapt to the customers' ever-changing needs and demands (Alegre and Cladera, 2006). The market mandates that customer satisfaction should primarily be the focus for tourism service providers (Mishra and Panda, 2001).

Mishra and Panda (2001) divides tourism industry into five main sectors: food and beverage, accommodation, service, entertainment and recreation, travel service and transportation. Similarly, the Canadian Tourism Human Resource Council divides tourism industry into eight different sectors or areas: adventure tourism and recreation, accommodation, conference and event, attraction, food and beverage, tourism service, travel trade and transportation. These classifications capture the diversity of these sectors and thus, show that the potentials in the tourism industry are virtually unlimited. They also go further to explain that

tourism is the world's second largest business after information technology in the world economy. Other researchers have also shown that some economies are successful in marketing their heritage place and destinations, thus earning a substantial amount of foreign exchange from the tourism sector.

According to the world tourism organization (UNWTO, 2012), tourism industry has successfully become a competitive sector in the global economy. Tourism business has become so lucrative that some developed and developing countries like Greece primarily depend on it as a major source of foreign exchange earnings (Mohammed, 2006). They depend solely on it to develop the economy, create employment, and reduce poverty (Andriotis, George, & Athanasios, 2008). In the bid to catch up with and explore the opportunities that are inherent in tourism business, many countries have now started to design their regions, cities, and states in a manner that will attract tourist and tourism investors (Gil and Ritchie, 2008). Some have also argued that apart from assisting in the development of any country, tourism is a strategic means through which local cultures and traditional heritage could be projected into international limelight (Meng, Teponon, & Uysal, 2008).

Nevertheless, a destination's ability in coming into the limelight has to do with tourist expectations, perceived service quality, and satisfaction (Fornell, Jonson, & Anderson, 1996). It is important to note that tourist being the major focus in destination management has a strong influence on the destination and the products that are offered (Fakeye and John, 1991). A critical look at existing literature shows that tourism image of a country centers around tourist perception of the products and services that are offered by a destination, primarily interpreting the SWOT analysis of such destination offerings (Roth and Romeo, 1992). Tourists are expected to evaluate a destination and in this process different tourists come up with different information about a

destination that can be very influential in improving or damaging the image of the destination. Tourists are bound to enquire about a destination and their ratings on the country's tourism services serve as a quality indicator. A combination of the information from different sources leads to overall evaluation of the destination, which in turn leads to customer loyalty or dissatisfaction.

Any destination that is capable of gaining the loyalty of a tourist will be at the advantage because tourist will recommend them to others. Growth in tourism can help foreign exchange earnings, given the fact that the tourist coming in will buy goods and services. For example, a tourist will visit a tourist entertainment center, buy Malaysian product, pay for hotel, all these will enhance the foreign exchange earning capability of Malaysia (Bowen and Jackie, 2002). This can also help to increase household income, government revenue, and national employment (Gil and Ritchie, 2008).

A good practical example is Malaysia's success in increasing the number of international tourist arrival between 2010 to 2012 to 25.03 million tourists with a total receipt of RM60.6 billion (approximately). Tourist arrival includes more than 14,000 Nigerians as estimated by the Ministry of Tourism Malaysia (MTM, 2012). The world tourism organization (UNWTO) updates in 2010 and 2012 have ranked Malaysia the 9 and 10th position among the top ten most visited countries in the world (UNWTO, 2012). Based on the support through the projection of a good destination image in the market, Malaysia has witnessed rapid growth in her tourism sector and this growth shows how drastic the increase in the number of visitors coming to Malaysia for tourism purpose. Evidence from the Ministry of Tourism Malaysia shows how the figures of inbound tourists have increased from one year to the other. This includes Nigerian tourists that continue to increase, necessitating the need for the researcher to find out the relationship between

Nigerian tourist expectation, perceived quality and satisfaction with Malaysian tourist destination. This is done by exploring tourist's expectation towards service quality, and the post-choice satisfaction as theoretically suggested by Chen and Tsai (2007).

Available literature suggests that destinations have two major influences on tourist behavior. The first is the power to influence destination choice and secondly, the after choice tourist experience, evaluation and satisfaction, which leads to revisit and recommendation of the tourist destination to others (Sirgy, Kruger, Lee & Yu, 2010). Any good impression of the destination brings loyal tourists; recommendation and revisit of the destination that will help develop the tourism sector (Turner and Reisinger, 1999). Thus, the positive experience the tourist has of the product, services, food, hotel, and racial tolerance of the people in tourist destination will encourage the revisit or recommendation of the destination to others.

Word of mouth information has been consistently favored as a good medium for developing the image of a destination because it could produce tourist visit or revisit (Yuksel and Fisun, 2001). Meanwhile, word of mouth is the most reliable source of information on a destination. However, a critical review of the literature has revealed that there is little empirical research that has been undertaken to relationship that exist between Nigerian tourist's expectations with the quality of service or product that results in satisfaction. After a thorough research, the study was able to provide answer to the questions of why the number of Nigerian tourists to Malaysia has continuously increased over the years.

1.1.1 Reasons for Choosing Nigerian Students as Respondents

According to World Tourism Organization, tourism could be defined as any form of activities that involves people leaving their homes to travel and stay in other places that are outside their environments within one year either for business, learning, leisure, or other purposes. However, tourism is divided into different segments such as medical tourism, education tourism, agro-tourism, sport tourism, leisure tourism (MoHE, 2011). Among these tourism segments is education tourism, where modern technologies and facilities have given rise to opportunities for cross-border mobility for education both in private and government owned academic institutions (MoHE, 2011; Quintal and Polczynski, 2010; Payne, 2009; Donaldson and Gatsinzi, 2005; Furutani and Fujita, 2005). Among countries that are known for generating huge foreign direct investment through international students are UK, USA and Australia. Importantly, Malaysia as a case study in this research is not left out in its efforts to develop appropriate strategies to attract students as tourist (MoHE, 2011). As observed through Ministry of Tourism, Malaysia in its positioning strategy has put in place various tourism programs to attract potential tourists. Among these programs are Malaysia My Second Home, student tourism program, education tourism, agro-tourism, medical tourism, sport tourism, fabulous food 1Malaysia (MoTM, 2010).

However, education tourism has been argued as an effective means to bring in young individuals as tourists based on their eagerness to visualize what they have read or seen on internet, TV, travel book (MoHE, 2011; Quintal and Polczynski, 2010; Payne, 2009; Donaldson and Gatsinzi, 2005; Furutani and Fujita, 2005). It is a niche market, which can assist in increasing the foreign direct investment of the host country through purchases of goods and payment for services such as taxi, telephone call, hotel (Payne, 2009). Meanwhile, evidence from existing literature

indicates that foreign students can be used as respondents in tourism research (Quintal and Polczynski, 2010; Payne, 2009; Donaldson and Gatsinzi, 2005; Furutani and Fujita, 2005). Their arguments is based on the fact that students with shorter visitation of less than a year could directly fall under foreign tourists, while those staying beyond one year could be categorized as domestic tourist (Payne, 2009).

This present study has used Nigerian students in Malaysia as respondents because they could be categorized under either foreign or domestic tourists that have visited various tourist centers in the bid to know more about the culture and beauty of the host country (Payne, 2009). Another strong argument in support of the reasons for choosing Nigerian students as respondent is their traveling schedules, where Nigeria does go home on every long vacation. This shows that they may not fully stay for one year in their chosen destination without going to visit their home country unless in few cases. This and many more reasons have established students as tourists in their country of study under the category called educational tourism (Payne, 2009).

It is important to mention that existing theories have established some motivational factors such as pull and push factors that triggered tourists' intuitive drive towards travel decision (Quintal and Polczynski, 2010). This does not exclude students who decide to visit cultural places, heritage homes, traditional festival sites, national park, and rural countryside and enjoy nature at the beaches (Quintal and Polczynski, 2010). There is always a motive, where the student feels the need to travel to appreciate beautiful sceneries in order to satisfy their visual urge, thereby looking at everything at the tourist destination. The above reason justifies the inclusion of Nigerian students as respondents, Furthermore; Nigerian students are the easiest tourist group to get information from because they are officially registered with the Nigerian Embassy in

Malaysia. According to an industry report, the officially registered Nigerian students as at 2010 totalled 5,969 (Jani and Jubari, 2010).

Apart from the above considerations, Nigerian students in Malaysia have visited many tourist centers during their vacations, festival celebration periods, mostly when their parent, friends and relative visit them. Few Universities have also organized tours for foreign students to visit rural areas, heritages and cultural centers such as Genting Highland, Langkawi, Cameron Highland, Melaka cultural centers. Academic institutions have also encouraged student travel by subsidizing the cost of visitations designed to shown students the positive aspects of Malaysian tourism destinations. During this period, students are tourists and they will try to observe or sample as many things like the culture, nature and lodge at hotels, purchase essential items that in turn increases the foreign earning capacity of the destination. It should be noted that if the Nigerian tourist were not satisfied with the service encounter during the vacation trip, it would have negative influence on their satisfaction because one of the major reason of choosing Malaysia as their study destination is to see what they have probably heard from someone or through advertisements.

1.2 Problem statement of the study

Existing literature shows that tourism researchers have traditionally focused on issues that relate to the demand side of tourist motivation and behavioral pattern, mainly to discover the reasons that made tourists visit a particular destination (Chen and Tsai, 2007; Alcaniz et al., 2005). Looking at the images of Nigerian tourists calls for the need to establish the actual travel experience of Nigerian tourists in Malaysia. This is sequel to various industry reports in Malaysia that have consistently painted Nigerian tourists in the negative light relating to issues involving scams, black money, kidnapping, money laundering etc. (*The Star*, 2012; 2010). Despite these negative public images, Malaysia has continuously witnessed a steady increase in Nigerian tourists (MoHE, 2011; Jani and Zubairi, 2010; Ministry of Tourism Malaysia, 2010; Sirat et al., 2010). Tourism suppliers have strategically been using such imagery in differentiating their products and invoking existential desires in the minds of their current and potential visitors (Sirgy et al., 2010; Gil and Ritchie, 2008). Hudman and Johnson (1994) and Chen and Tsai (2007) argued that the uniqueness and diversity of the tourism products in the modern economy practically demand that destination cater for a wider array of tourists' interests, by constantly repackaging their products and re-imagining their destination to fit in with tourist demand, taste and preferences.

One group of professionals in these areas of research is Fornell et al. (1996). They have empirically examined customer expectation, service quality, and perceived value being part of the antecedents of customer satisfaction and customer loyalty as the consequences of customer satisfaction with the industry. Similarly, Gil and Ritchie (2008); Chen and Tsai (2007) and Alcaniz et al. (2005) emphasized that the ability of travel providers to efficiently match tourist

perceptions with their own perceptions would lead to a more effective consumer centric marketing and further confirms the relevance of image in providing the required authentic visitor experiences. Hence, establishing the post-purchase perception of Nigerian tourist with that of the tourism providers in Malaysia will assist in availing the academics with potential information on the theoretical linkage between tourist expectation, perceived quality and satisfaction with Malaysia's tourism products.

Based on the practical and theoretical gaps mentioned above, this study examines Nigerian tourists' experiences in Malaysia through a survey of Nigerian students in two public universities (UUM and UIAM). The result obtained in this study shows to some extent the reason why more Nigerians are coming to Malaysia. It provides necessary evidence in support of the existing argument that there exists positive relationship between tourist expectation, perceived quality and satisfaction with tourism products. This was established through the significant relationships between the hypothesized constructs in the research framework. Thus, the observed satisfaction of Nigerians that were surveyed in this study has a practical implication in possibly enhancing the increase of Nigerian tourists in Malaysia.

1.3 Research objectives

This study is designed to find out the relationship between Nigerian tourist expectation, service quality, and satisfaction. The research objectives are:

1. To determine the influence of Nigerian tourists' expectation on satisfaction.
2. To determine the influence of Nigerian tourists' expectation on perceived quality of hospitality services.

3. To determine the influence of perceived quality on Nigerian tourists' satisfaction
4. To determine the mediating influence of perceived quality of hospitality services in the relationship between Nigerian tourists' expectation and satisfaction.

1.4 Research questions

The following questions were addressed in this study:

1. What is the influence of Nigerian tourists' expectation on satisfaction?
2. What is the influence of Nigerian tourists' expectation on perceived quality?
3. What is the influence of perceived quality on Nigerian tourists' satisfaction?
4. What is the mediating influence of perceived quality of hospitality services in the relationship between Nigerian tourists' expectation and satisfaction?

1.5 Scope and limitation of the research

This research focuses on the tourist satisfaction, where selected literature, handbooks, geography of travel, Asian statistics yearbook, and (UNWTO) World Tourism Organization report was used. The researcher also surveyed Nigerian students in Malaysia using a cluster sampling technique to explore the reason why the number of Nigerian tourists in Malaysia keeps increasing despite Malaysian hostility to Nigerian negative images. Therefore, the research focuses primarily on determining whether the Malaysian tourism industry is able to meet up with the expectations of Nigerian tourists.

1.6 Significance of the research

The benefits of understanding tourists' behavior have long been established as including the general ability of service providers to gain a detailed understanding of the particular market and gaining an improved technique that will assist in the prediction of consumer behavior through proper targeting of new market for commercial benefits (Fuller et al., 2005). This has led to why tourism managers nowadays are working towards incorporating sustainable growth into the core of their product (Alegre and Cladera, 2006).

1.6.1 Significance of the Research to the Academics

This research has contributed to existing theory by developing a conceptual framework that best depict the relationships between Nigerian tourists' satisfaction and its antecedents after a review of the existing literature. This conceptual framework was empirically tested to determine the impact of Nigerian tourists' expectation on satisfaction with Malaysian tourism and hospitality services. It explains the theoretical relationship that exists between Nigerian tourist expectations, Nigerian perceived quality and Nigerian satisfaction within the tourism industry.

1.6.2 Significance of the Research to the Practitioners

To the tourism practitioners, this research provides relevant evidence both in theory and in statistical results on the importance of identifying tourists' expectation before setting service standards. It has availed tourism managers opportunities inherent in efficient service quality as a positive mediator in the relationship between tourists' expectation and satisfaction. Thus, further confirming the theoretical argument that states that tourist satisfaction is a consequence of the difference between expectation and actual experience. The research also confirmed that issues involving cultural and historical place, infrastructure and facility, good accommodation, reliable goods, moderate cost of living, good services, racial tolerance and good products, should be paramount in tourism decision-making. The researcher believes that the inputs from the influences of tourists' expectation on service quality and satisfaction within the tourism industry will serve as strong basis through which tourism practitioners will know more about the expectation of Nigerian. This mean that the effort of the tourism practitioners to meet up with the expectation of tourist will help them to know more about what tourist expect on destination. Notably, in this study student has being used as the sample size because of the reason that have being explained above.

1.7 Outline of the Thesis

Chapter One introduces the research topic "Expectation, Perceived Quality and Satisfaction of Nigeria Tourist in Malaysia" and offer reasons for conducting the research on Malaysian. Also included in Chapter One are statement of the research problem, the research questions, the research objectives, scope and limitations of the study and significance of the research and lastly Reason for using student as respondent.

Chapter Two describes the core concepts of tourism and presents the theoretical background of tourism marketing through a detailed literature review on tourist expectation, perceived quality and satisfaction. The review has also provided relevant justifications for constructing the research framework for this study. Chapter Three describes the research design, sampling technique, data collection procedure, and data analysis using SPSS.

Chapter Four presents the pilot study and detailed analysis of the data collected via questionnaire survey. It specifically presents key results from the survey response analysis, covering demographic profiles, measures of validity and reliability, path analysis and detailed hypotheses testing.

Chapter Five offers conclusions from the study, directing attention to the theoretical contribution along with the managerial implications that can be drawn from the result of the study. Some recommendations for future research are given at the end of the chapter.

CHAPTER 2

LITERATURE REVIEW

This chapter describes the trends in the global and Malaysian tourism industry especially issues relating to Nigerian tourist satisfaction with Malaysian tourism sector. Another thing to be presented in Chapter 2 is underlying theory of customer satisfaction, followed by conceptual definitions and establishment of the theoretical linkages that exist between the constructs in the conceptual model as observed in tourism literature.

2.1. Trends in the Global Tourism

Existing literature has shown that the global tourism industry has contributed significantly to the increase in domestic revenue and foreign direct investments in tourism (UNWTO, World Tourism Organization, 2012). Report revealed that tourism has successfully become another unique economic sector through which the world economy has developed in the last decade (UNWTO, 2009). Evidence from World Tourism Report shows that there is uneven development of tourist centers across countries and that the trends in global foreign tourist arrivals have indicated that the same countries have continuously dominated the list of high income tourist destinations (UNWTO, 2012). World tourism organization also said tourism has become the economy driver that promote education tourism, developed economy, reduced poverty and foster environmental development.

It is important to note that such impressive growth rate in tourist arrivals made tourism a major priority sector through which countries can boost its economic growth both through

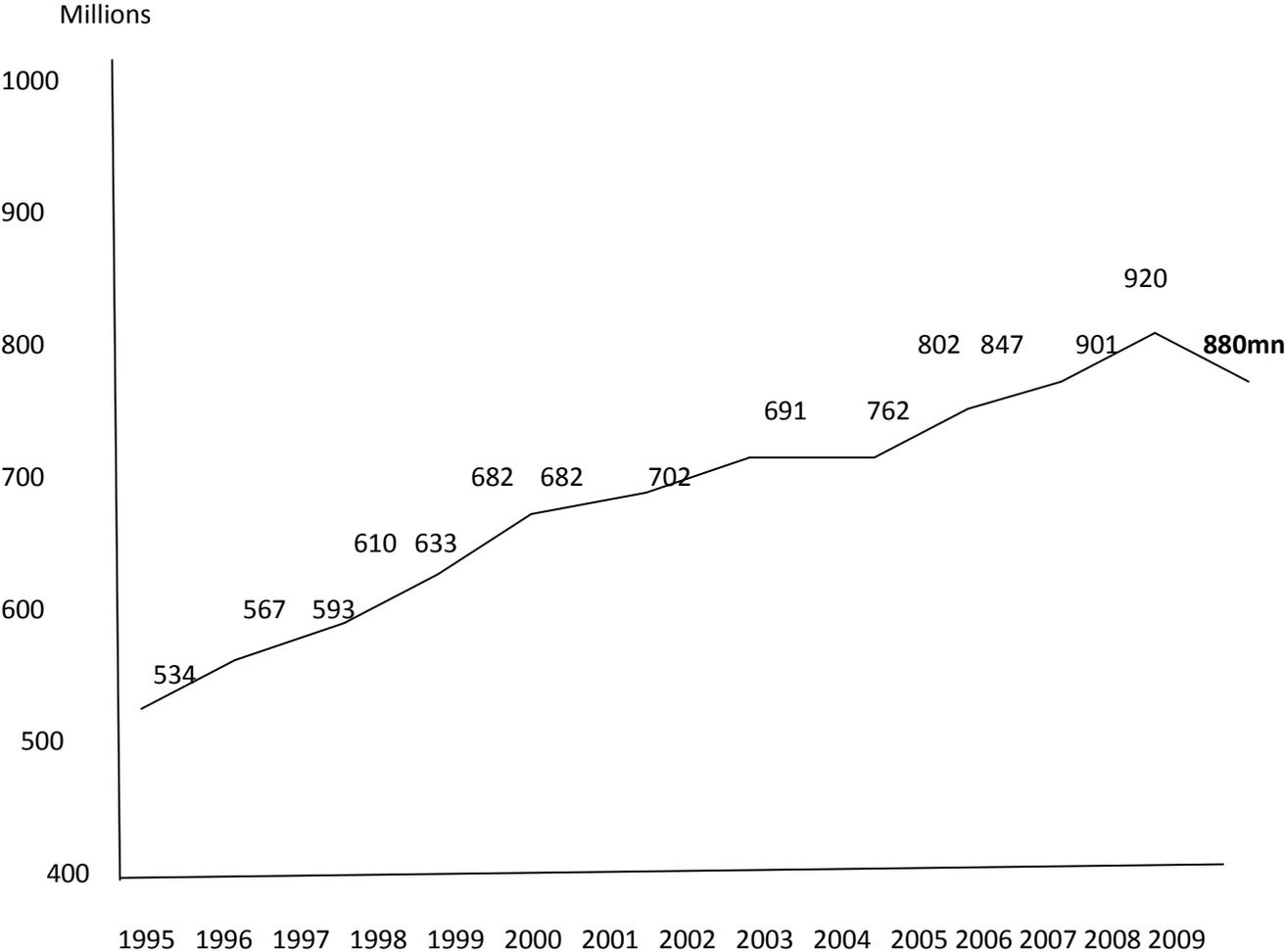
domestic and foreign tourism (Alegre and Cledera, 2006). It is revealed that the European region dominated the list of top ten countries that generate income through international tourism. Next to Europe is the Asia and Pacific region, followed by the Americas, Africa, and the Middle East. All these regions have generated considerable numbers of international tourists (UNWTO, 2011 and 2012).

As noted through World Tourism Barometer (2010), the first six months of 2010 have witnessed growth in global international tourist arrivals by almost 7 percent, a figure that further establishes the anticipated recovery trends in international tourist arrival starting from the last quarter in 2009. This interim update of the increase in international tourist arrival was formally presented to both tourism stakeholders and the academia at the 4th UNWTO/PATA gathering in Guilin, China between 2nd and 4th September, 2010. The main objective of the gathering was to primarily discuss tourism issues and trends. Major concerns that led to this presentation was a decrease in international tourist arrivals both for business, academic, leisure and several other purposes that were estimated to have shrunk below -4% worldwide in 2009 (UNWTO, 2010). Efforts from different national regions have led to the observed growth in international tourism starting from the last quarter of 2009, and has continued to contribute to better results of +4% in 2010.

Other regional industry reports have revealed that Asia and countries from the Pacific and Middle East regions specifically led this recovery because of the observed positive growth in these regions starting from the third quarter of 2009 (UNWTO,2010). Analysts and practitioners have consistently argued that the global decline in international tourist

arrival is a direct effect of the world economic crisis that have also been aggravated with the uncertainty that is connected to acclaimed A(H1N1) pandemic, practically turning the 2009 calendar into a tough year in the tourism industry (UNWTO, 2010). Below is the graph that aptly depicts the growth in international tourist arrivals globally between 1995 and 2008, and the sharp decline that was witnessed in 2009 due to the global economic crisis.

Figure 2.1: World International Tourist Arrivals 1995-2009



Source: World Tourism Organization (UNWTO, 2010)

This table has reconfirmed the global trends in international tourist arrival that has directly and indirectly affected tourism earnings. As noted by UNWTO, different regional economies have witnessed a decline in international tourist arrival in 2009, except for Africa that bucked this negative global trends by achieving a robust tourism performance of +5% against all other regions that ended with close to nothing in 2009. Notable among them is Europe, which ended the 2009 with a down figure of -6% after having a very tough experience of -10% in the first half of 2009. The UNWTO data shows that those destinations that are situated within the Central, Eastern and Northern Europe were badly hit, while the Western, Southern and the Mediterranean parts of Europe fared relatively better.

2.1.1 World's Top Ten Outbound Markets and Tourism Destinations in 2011/12

As evident in UNWTO's 2012 report, the global international tourist arrivals witnessed a slight change in its annual ranking of top ten destinations measured by their international tourist arrivals. We can see that this ranking did not show any significantly change in international tourism receipts if compared to 2008 top ten ranking. Notably France, Spain and USA still occupied the first three positions both in terms of international tourist arrival and receipt, but in a different order (UNWTO Barometer, 2012). Table 1.2 below contains the percentage change between year 2000 and 2012 for these top ten international tourist destinations:

Table 2.1: Top Ten International Tourist Destinations in 2012

Ranking	Country	UNWTO Region	International tourist arrival, 2012	International tourist arrival, 2011	Change(2011 to 2012)	Change(2011 to 2011)
1	France	Europe	83.0m	81.6million	+1.8%	+5.0%
2	United States	North America	67.0m	62.7m	+6.8%	+4.9%
3	China	Asia	57.7m	57.6m	+0.3%	+3.4%
4	Spain	Europe	57.2m	56.2m	+2.7%	+6.6%
5	Italy	Europe	46.4m	46.1m	+0.5%	+5.7%
6	Turkey	Europe	35.7m	34.7m	+3.0%	+10.5%
7	Germany	Europe	30.4m	28.4m	+7.3%	+5.5%
8	United Kingdom	Europe	29.3m	29.3m	-0.1%	+3.6%
9	Russian	Europe	25.7m	22.7m	+13.4%	+11.9%
10	Malaysia	Asia	25.0	24.7m	+1.3%	+0.6%

Source: UNWTO World Tourism Barometer (2012)

As revealed in the table above, in this list of countries Malaysia was ranked ninth in 2009/11 top ten most visited countries, which showed how successful the Malaysian tourism sector was in developing the country's prestige and image. Despite the financial problem experienced globally, the emergence of Malaysia in her plans to become a developed country is impressive. Thus brings the researcher in studying the pre and post choice satisfaction of Nigerian tourists as one of the countries that add to the inbound tourism of Malaysia.

2.2 Nigerian Profile

Nigeria is a republic comprising of 36 states, with Abuja as the federal capital territory. It is geographically located in the Western part of Africa and primarily shares her land borders with Benin, Chad, Cameroon and Niger. As evident in the Nigerian constitution, the three largest ethnic groups and widely spoken languages are the Yoruba, Igbo and Hausa. In terms of religion,

some Western writers have put Nigeria as 50% Muslim and 50% Christian with some insignificant minority that are practicing traditional religions.

Nigeria is the most populous nation in Africa with about 170 million people, ranking eighth among the most populous country on earth. Nigeria is also known as the most populous black nation in the world, making it a major ancestral home of the black people of the world. The Nigerian economy has witnessed fast growth in population since the last few decades (Nworah, 2006).

The *Scientist Magazine* (BBC NEWS) in the UK recently judged Nigerians as the friendliest and happiest people on earth. Another good thing about the Nigerian economy is that, it has the largest market in Africa given her large population of 170 million people. The country is also blessed with abundant natural resources and enormous skilled labor force that are willing and able to work (Nworah, 2006). These advantages can be noticed from the outputs of Nigerian intellectuals, both in the academic and sports.

2.2.1 Nigerian Tourism Industry

Nigeria is a major oil exporting country in Africa and is currently ranked 6th largest oil producing country in the world. Despite these unique positive attributes about Nigeria, the country's reputation at the global place is negatively positioned as one of the most corrupt countries in the world (Okpara, 2011). These corruption issues are further complicated by long socio-political issues, such as military rule, poverty, unemployment and social unrest, all that have directly and indirectly impacted on its ability to attract needed potential investments that

could make her an attractive tourist destination (Okpara, 2011). The 2010 corruption perception index issued by Transparency International shows that Nigeria is ranked the 44th most corrupt nation in the world. This current position in the list of corrupt nations show the country's level of corruption has slightly improved from its previous rank (Charles, 2010). The unacceptable part by the Nigerian governments is the continuous unsubstantiated negative media report on Nigerian economy prepared by both the local and international media outlets (Charles, 2010).

Some researchers have argued that the impact of these negative reports have eroded considerable benefits that could have been derived from foreign direct investment in the Nigerian Economy (Okpara, 2011). Although the Nigerian economy is in a deep corruption crisis, it is not as bad as the media had portrayed it. Some of the major issues that is downgrading the development of tourism services in Nigeria and most African countries include but not limited to ethnic clashes and riots, poor infrastructural facilities, political instability, economic mismanagement and financial scams (Okpara, 2011).

As explained by the Chairman of Transparency International, corruption is a negative phenomenon that generally robs its host countries of their competitive advantage and economic potentials (Okpara, 2011) especially in a country like Nigeria where large-scale corruption is common in public projects. The major obstacles towards achieving the required sustainable development that is needed in a modern tourist destination (Charles, 2010). The effects of large-scale corruption have eroded public funds that are meant for the development of the health and education sectors, further increasing the poverty level of the Nigerian citizens (Okpara, 2011).

Notable among the perpetrators of these corruptions are the politicians who have continuously been diverting the nation's wealth into their private pockets (Charles, 2010). Some idle citizens have joined the bandwagon by involving in corrupt and fraudulent practices; mostly

called 419 scammers within Nigeria, and other new waves of scammers called *Yahoo Yahoo boys and girls* (Nworah, 2006).

These young individuals are seriously damaging Nigeria's image locally and abroad, mostly with the use of internet as an instrument of scamming their victims (Nworah, 2006). Their strategies commonly involve promising their potential victims a series of attractive but ludicrous and spurious financial benefits. Other related problems that are affecting tourism development in Nigeria includes overdependence on oil, poor work ethics, institutional irresponsibility, poorly regulated capital market, lack of security for property and human life, and poor maintenance culture (Okpara, 2011). This has seriously damage Nigeria's image and the government being the source of corrupt practices seems to be doing little about the phenomenon.

2.2.2 Challenges facing Nigeria Tourism Industry

The Ministry of Culture, Tourism and National Orientation manages Nigerian tourism industry. Tourism is known as a sector that helps in increasing social and economy activities; this involves the movement of people from one country to the other in search of fun, business, pleasure, adventure and culture. Nigerian tourism relies on different activities because of the numerous ethnic groups in the country, each living in different environment with unique attractions like rain forest, waterfall, savanna and many more. (Nworah, 2006). However, due to the political unrest, corruption, lack of management, poor infrastructures, racial and religious fighting in the northern part of the country, it poses problems in effort to develop tourism in Nigeria. The country is blessed with different tourism sites that could bring in tourists such as cultural and festival celebrations, national park, Yakari game reserve, cross-river national park, Mambilla

Plateau in Taraba State etc. Nigeria also offers a variety of other tourist attractions such as unique wildlife, ocean, beaches that make it ideal for swimming, the pursuit of different nature type like tropical forest, magnificent waterfalls, all these are good for holiday. These and many more can make Nigeria a popular destination but until now, Nigeria is not recognized among the countries in Africa as an attractive tourist destination.

Tourism in Nigeria need a lot of effort to correct the tarnish image attached to the country due to economy instability and violence. Few years back The Department of States warns US citizens of the danger in traveling to Nigeria. This is due to various crimes that have been committed by Nigerian police, together with issues of kidnapping for ransom by ungodly citizens. Other challenges facing the country include insufficient petrol supplies, poor transportation system and inadequate electricity. If Nigeria can work on the constraint and look into measures that can guarantees safety, adequate peace and political stability, modern infrastructures and security hazard that has always impede tourism development, the fortune of the country can be positively turned around. In addition to what has been said above, Nigeria tourism sector is insignificant among the country that is known for tourism in African, because all the statistical records given on tourism in African, Nigeria is not among the top 10. It tends to show that, the number of inbound tourist to the country is very limited and those that go there are only for business. According to available information on www.indexmundi, the number of arrivals of tourist to Nigeria in 2011 was 715,000, which is very small if compared to other country.

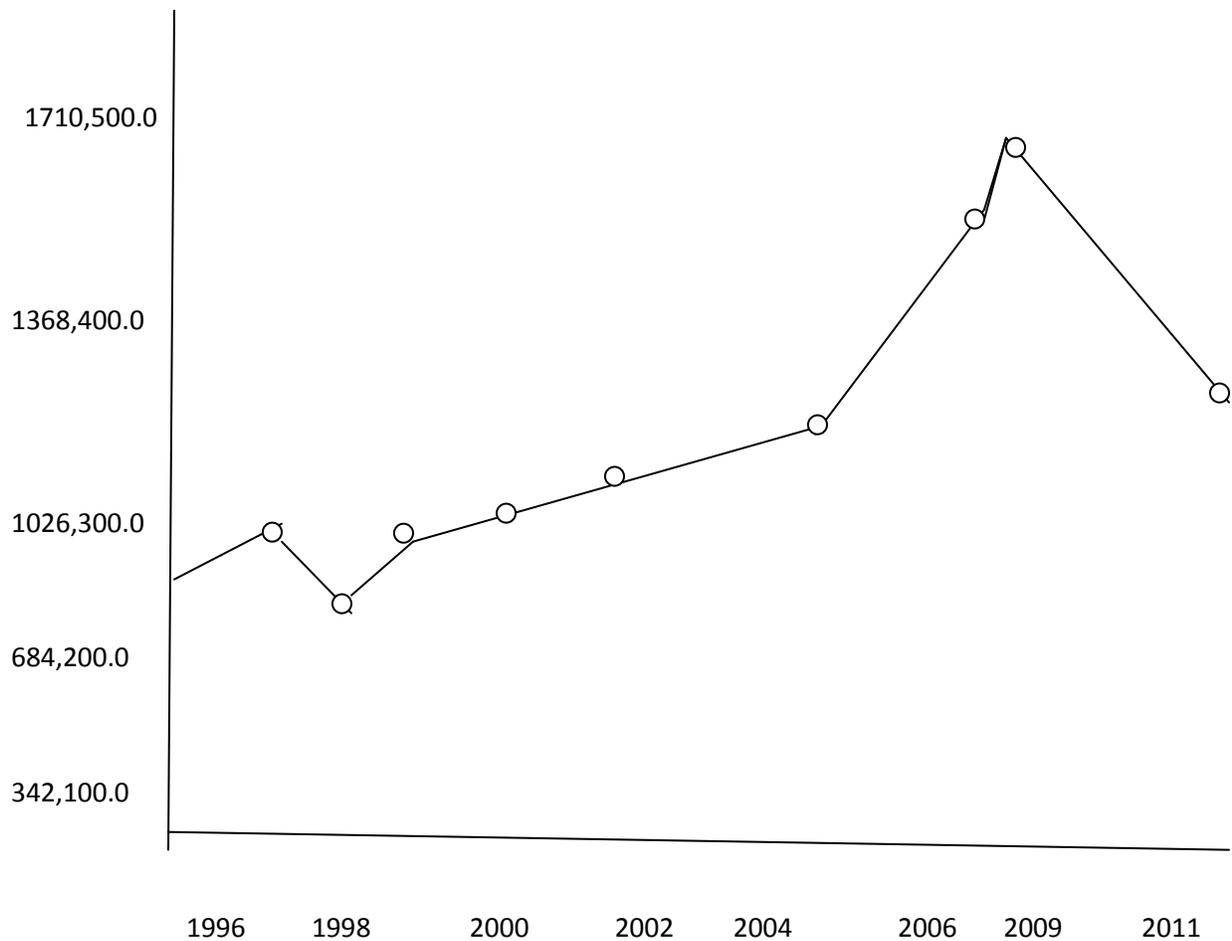


Figure 2.2: Tourist Arrivals in Nigeria 1996-2011

Source: www.indexmundi

Nigeria comes out the loser for two major reasons: firstly, the image of the country that has been tarnished with Boko haram violence, Niger Delta kidnappings, lack of maintenance and modern infrastructures. Secondly, lack of awareness about the tourism centers by both the domestic and international tourists. Even within the country and outside. One of the ways to make Nigeria a good tourist destination is by promoting and deepening domestic tourism. Moreover,

encouraging the Nigeria abroad back home for their holidays could be another significant measure of contributing to its tourism growth.

Although, Nigeria tourism supposed to be one of the biggest sectors that provide employment or labor for people but due to Government lack of management and continuity, violence, the reverse is the case. The government must encourage the sector and give details about the discovery of untold stories of the country's tourism potentials. Nigeria is a tourism destination that has an inviting and refreshing abundance of historical, cultural, and natural resources. The country is surrounded by exciting tourist attractions such as beautiful lakes, beaches, waterfall and a serene environment. All these and many more can boast the country tourism but the government must take bold step to display to the world what the country got and work on the country safety and infrastructure. If this is done the tourism industry can solve economic problems of the country, that is if potentials are fully tapped, and developed.

In a nutshell, Nigeria tourism is not significant among the country tourist prefer to visit in African destination because of the above explanations on Nigerian tourism sector

2.3. Malaysia Tourism Industry

Tourism is one of the major sectors that contributed to Malaysia's economic growth for several Years now. Year by year, the figure of international tourist arrivals to the country have been showing tremendous growth and this happened because it is supported by the country's political stability, besides numerous programs and strategies that are introduced by the

Malaysian government to encourage international tourist visit to the country. Malaysia recorded the 22.05 million arrival in 2008/2009 and the scaled-down target of 19 million set for 2007/08 year due to the global economy downturn but in 2009 the country recorded 23.65million tourist arrival, 24.58million in 2010. Below is table (Ministry Tourism Malaysia, 2010) which shows the top 10 tourist-generating markets for Malaysia in 2010, with Singapore leading, next is Indonesia, Thailand, Brunei, China, India, Australia, Philippines, United Kingdom and Japan.

Malaysia as a case study in this research is not left out in its efforts to develop appropriate strategies to attract tourist (MoTM, 2012). As observed through Ministry of Tourism, Malaysia in its positioning strategy has put in place various tourism programs to attract potential tourists. Among these programs are Malaysia My Second Home, student tourism program, education tourism, agro-tourism, medical tourism, sport tourism, fabulous food 1Malaysia (MoTM, 2012). Recently according to Tourism and Culture Minister Datuk Seri Mohamed Nazri, he calls on Malaysians to play their role in making Visit Malaysia Year 2014 a success. Malaysia is targeting 28 million inbound tourist arrivals next year, which means an addition of three million, if compared to 2012. The country is targeting 36 million inbound tourist by 2020, he encourage all field of the economy to put more effort in other to achieved this objectives (New Strait Time, May 2013). Another evidence, Malaysia Genting Highland casino stakeholder is trying to build movie theme part to be finished by 2015 one of the best in the world, this will give more awareness to Malaysia and its show Malaysia is spending lot on tourism product and it improving the foreign investment earning of the country. (New Strait Time, July 2013)

Malaysia is coming up with different strategy to bring the culture of the country into lime light, and this is done in different area of tourism like Malaysia my second home, Malaysia truly Asia, Home stay, Education tourism and many more. Under education tourism are student tourists

making integral travel within the state of Malaysia and this is done during long vacation or festival period. This integral traveling of student tourist involved engagement of tourists in Malaysia product and services such as going to places like, National Zoo, National Museum, Beach resort, Langkawi, Cameron High Genting Highland etc. during this period the pay for transport, hotel, food and buy Malaysia goods. The evaluation of all the experience during the period resulted in satisfaction or dissatisfaction of the tourist, which result to recommendation or revisit.

These are major product necessary at destination, transportation, accommodation, information, attraction and services, tourism is competitive sector but Malaysia tourism has keep on maintaining the standard and they are one of world best spender on tourism promotion.

Table 2.2: International Tourist Arrivals to Malaysia, 2011

COUNTRY OF RESIDENCE	TOURIST ARRIVALS	%	AVERAGE LENGTH OF STAY (NIGHTS)	AVERAGE PER DIEM EXPENDITURE (RM)	AVERAGE PER CAPITA (RM) EXPENDITURE
SINGAPORE	13,372,647	54.1	4.6	482.6	2,219.9
THAILAND	1,442,048	5.8	7.0	151.3	1,059.4
INDONESIA	2,134,381	8.6	7.9	246.8	1,949.6
BRUNEI	1,239,404	5.0	4.7	523.3	2,459.6
PHILIPPINES	362,101	1.5	6.6	290.9	1,920.2
VIETNAM	173,783	0.7	6.8	163.6	1,112.7
OTHERS ASEAN	160,938	0.7	6.7	208.1	1,394.4
TOTAL ASEAN	18,885,302	76.4	6.0	348.9	2,093.5
CHINA	1,250,536	5.1	6.2	454.2	2,816.3
JAPAN	386,974	1.6	6.1	465.1	2,837.1
SOUTH KOREA	263,428	1.1	6.6	335.4	2,213.8
TAIWAN	233,783	0.9	6.0	370.9	2,225.4
OTHERS EAST ASIA	4,091	0.02	5.8	215.7	1,251.0
TOTAL EAST ASIA	2,138,812	8.7	6.1	439.1	2,678.3
INDIA	693,056	2.8	6.9	389.2	2,685.2
PAKISTAN	73,046	0.3	6.7	372.9	2,498.5
OTHERS SOUTH ASIA	218,928	0.9	6.1	295.5	1,802.7
TOTAL SOUTH ASIA	985,030	4.0	6.5	380.8	2,475.2
SAUDI ARABIA	87,693	0.4	9.3	876.9	8,154.8
UNITED ARAB EMIRATES	24,212	0.1	7.8	898.1	7,005.3
OMAN	22,062	0.1	8.4	832.4	6,992.1
KUWAIT	22,833	0.1	6.8	1,109.5	7,544.6
IRAN	139,617	0.6	7.5	946.9	7,101.8
OTHERS WEST ASIA	62,577	0.3	8.9	780.7	6,948.3
TOTAL WEST ASIA	358,994	1.5	8.1	907.1	7,347.2
CANADA	87,015	0.3	9.2	263.4	2,423.3
U.S.A	216,755	0.9	8.9	348.8	3,104.6
OTHERS AMERICAS	37,141	0.2	8.6	336.7	2,895.5
TOTAL AMERICAS	339,911	1.4	8.9	326.9	2,909.3
UNITED KINGDOM	403,940	1.6	10.3	378.5	3,899.0
IRELAND	22,593	0.1	9.7	320.5	3,109.2
SWEDEN	44,138	0.2	10.1	293.6	2,965.7
DENMARK	22,269	0.1	9.9	322.9	3,196.3
FINLAND	19,969	0.1	8.8	316.4	2,784.5
NORWAY	19,891	0.1	9.8	291.2	2,853.4
ITALY	43,864	0.2	8.3	344.3	2,858.1
SPAIN	22,104	0.1	9.0	307.7	2,769.5
FRANCE	127,980	0.5	9.2	281.6	2,591.0
BELGIUM	16,436	0.1	9.6	311.0	2,985.8
NETHERLANDS	90,590	0.4	10.2	312.1	2,183.8
GERMANY	124,670	0.5	10.0	295.6	2,956.3
SWITZERLAND	25,802	0.1	10.2	283.5	2,892.1
RUSSIA	38,918	0.2	9.0	396.0	3,564.3
OTHERS EUROPE	85,504	0.3	9.6	291.4	2,797.5
TOTAL EUROPE	1,108,668	4.5	9.6	342.8	3,280.0
AUSTRALIA	558,411	2.3	9.0	467.2	4,204.6
NEW ZEALAND	81,387	0.3	9.0	369.4	1,325.0
SOUTH AFRICA	31,441	0.1	8.3	377.8	3,135.9
CENTRAL ASIA	29,640	0.1	8.8	361.2	3,178.4
OTHERS	196,728	0.8	7.7	355.7	2,739.0
TOTAL NON ASEAN	5,829,022	23.6	8.2	2,396.2	3,221.7
GRAND TOTAL	24,714,324	100.0	7.0	337.1	2,359.6

SOURCE: TOURISM MALAYSIA, (2012)

As noted in the table above, Indonesia, Thailand and Singapore have continuously made the list of important sources of international tourists to Malaysia from the ASEAN countries. Beyond the Asia region, two major tourist arrivals are from India and China as forecasted by the Malaysian government for the period 2008-2012 (Ministry of Tourism, Malaysia 2012). Malaysian government in conjunction with the private sector is promoting education tourism from countries like Singapore, Indonesia, China, Nigeria, Iran etc. so that Malaysia could be the preferred international destination for foreign students.

As estimated by Malaysia tourism industry, projected earnings from international tourist from these important sources of economic growth by 2012 estimated to be 900Million (MOTM, 2012). It is also expected that international tourist expenditure will increase by 6.63% during this period. The 9th Malaysia plan strategically projects Malaysia as a potential destination for international students and tourists in general. Part of the main programs that was planned includes facilitating international tourist arrivals, and maintaining basic amenities and infrastructures (MOTM 2011/12). As captured in the tourism report, Malaysian government has budgeted RM1 billion primarily for infrastructural maintenance. Meanwhile the above have shown how Malaysian tourism department is trying to enhance and maintain the developing state of its tourism sector; this brings the present study to the analysis of tourist satisfaction and its antecedents that need to be understood for this growing sector to maintain its stand.

2.4 Related Underlying Theories of Customer Satisfaction

2.4.1 The Gap Model and Disconfirmation Theory

The SERVQUAL model provides the management of service organizations with feedback about the organization's ability to provide quality service. The service quality survey, using the SERVQUAL model, will assist management to identify the organization's service strengths and weakness (GAPS), hence the Gap model. Parasuraman, et al. (1985) developed the Gap model which shows how the various gaps in the service process may affect customer's assessment of the service quality.

Consulta Research however argues that despite their strong scientific basis, the biggest problem with the Gaps Model and the SERVQUAL Instrument is the inability to identify consumer service problems in sufficient detail. In a recent article Kolb (2005) confirms "the well known SERVQUAL model as a solution to the problem of measuring the elusive quality concept". Kolb (2005) states that SERVQUAL measurement of the gap between expected service levels and perceived service levels as an ultimate solution "to better measure service quality rather than performance". Kolb (2005) argues that "various authors have either confirmed or rejected these five dimensions depending on the service organization they were analyzing (and perhaps on how the research was conducted)".

Zeithaml, Berry and Parasuraman (1993), propose that a "gap" known as the zone of tolerance exists between desired and adequate service, and is subjected to changes by factors affecting both desired and adequate service expectations. A study of the Life Insurance Industry carried out by Mehta, (2002) brings to light the relationship between the customer and an insurance

agent who is seen as the only contact in 80% of cases. Mehta (2002) says that consumers perceive the role of insurance agents as their contact for ongoing necessary interaction. The Gap model constitutes five possible contributing factors for the organizational weaknesses.

Parasuraman et al initially developed a 97-item instrument to measure the service quality attribute. After eliminating the items with low correlation, they extracted five factors (tangibles, reliability, responsiveness, assurance, and empathy) with 22 service quality items, and claimed the generic nature of the five-dimension instrument.

Because the disconfirmation-based SERVQUAL instrument has advantages such as better diagnostic power, and the parsimony of the instrument , most researchers in the service quality area tend to prefer the disconfirmation-based SERVQUAL instrument (Abdullah, 2006; Brady, 2001). However, some researchers have been questioning its drawbacks related to the disconfirmation-based model process orientation, dimensionality, measuring scale, and the gap scores.

To resolve problems related to the disconfirmation-based SERVQUAL instrument, Cronin and Taylor (1994) propose the performance-only SERVPERF (SERVice PERFormance) instrument to measure service quality. Comparing the validity and reliability of the SERVPERF with that of the disconfirmation-based SERVQUAL, they claim that SERVPERF is better than SERVQUAL in overall service quality measurement in empirical tests (Cronin & Taylor, 1994). The debate related to adoption of SERVQUAL or SERVPERF in service quality studies is not yet resolved. SERVPERF has better explanatory power in overall service quality measurement. On the other hand, SERVQUAL has better diagnostic power because of the P-E score measurement. Thus, selection of the service quality instruments will be determined by the intention of the researchers, service providers or decision-makers

2.4.2 Customer Satisfaction

As evident in the literature, several researchers have conceptualized and empirically tested customer satisfaction as an individual customer feeling of disappointments or pleasures that have arisen from comparing product performance or perceived outcome in relation to their initial expectations. These levels of satisfaction has been empirically categorized into two groups, namely, the satisfaction with specific transaction of a product, and satisfaction derived from cumulative experience (Taylor and Baker,1994; Zeithaml and Parasuraman,1993). Customer satisfaction with the specific transaction is defined as the satisfaction that occurred because of customer's evaluation of their experiences with a product and its related service encounter (Cronin and Taylor, 1992), while customer cumulative satisfaction is defined as customer satisfaction with the overall evaluation of consumption experiences (Taylor and Baker, 1994).

Within the tourism industry, tourist satisfaction with the host country is referred to as the overall evaluation of their experiences with the destination. (Chen and Tsai, 2007) International tourist satisfaction is a major component that could be described as those psychological concepts that captures tourists' feelings of pleasure and well-being that results from their ability to obtain what they hope for and expect from the destination service providers (Turner and Reisinger, 1999). As noted in the literature review, studies on determinants of international tourist satisfaction are still very much at the infant stage (Sirgy et al., 2010).

The study analyses the relationship of Nigerian tourist satisfaction, tourist expectation and service quality prompted by the consistent increase of Nigerian tourists in Malaysia despite the negative images that the host society attached to them (Ernest, 2009). Available evidence

suggests that currently Nigeria is ranked 4th position among the most populous international student group in Malaysia with population of 5,969 (Jani and Zubairi, 2010). Thus, it is pertinent to ask, are the Nigerian tourists satisfied with their host country, if not, why are their numbers continuously increasing?

Another notable satisfaction issue in this research is the arguments that customer's replacement costs like advertising, publicity, public relations and sales are all higher in acquiring new customer. In other words, it is better to have good relationship with customers to encourage revisit. It will help in promoting the image of the country through word of mouth that can help reduce the cost of advertisement (Meng et al., 2008). Given these evidences, how efficient will it be for the Malaysian tourism promoters in acquiring tourists from a negatively tagged society? Thus, it is good to know that it is more costly and less profitable to acquire new customers than servicing existing ones (Abraham and Taylor, 1999).

However, this study allows Nigerian student tourists in Malaysia the opportunity of assessing their individual satisfaction towards the host country and the service providers consequently, satisfactions, perceived quality, and tourist expectation have been treated as major components of tourist quality that have been empirically tested. This research uses the conceptual framework of the customer satisfaction model as conceptualized and tested by Fornell et al. (1996).

2.4.3 The Antecedents of Satisfaction

In tourism industries, many researcher have research on many thing that result in tourist satisfaction, these are called the antecedent of satisfaction. There are lot of different view on the antecedent depending on the researcher, some theories refer to travel motivation, destination image as antecedent of satisfaction but generally these are viewed as cause of tourist satisfaction and loyalty or complain is as a result of satisfaction.

Evidenced from existing literature have shown that most acceptable consumer satisfaction antecedent or model are expectancy-disconfirmation model developed by Oliver (1980). These model involved expectation, perceived performance, disconfirmation and lastly satisfaction. The model emphases on the expectation of consumer on a certain product or services encounter and if the product or services was able to surpass the expectation of the customer it result to positive disconfirmation. This positive disconfirmation brought about consumer satisfaction and willingness to purchase. However, later on the model was refine and it's include expectation, perceived quality, assessed value.

Tourist satisfaction is the evaluation of perceived discrepancy between tourist expectation and perceived performance of a product and services encounter on a destination. Oliver (1980) Never the less, expectation and perceived quality are naturally refer to as antecedent of tourist satisfaction, and perceived performance is known as perceived quality in tourist satisfaction theories and it is known as overall quality of a product or services. Expectation in tourism sector is related with overall expectation in customization and expectation for reliability; meanwhile there is also assessed value among the antecedent of satisfaction. Existing literatures emphasis

that assessed value in tourist satisfaction is price related issues, it is important for a tourist to consider the price and quality of the product and services when looking in to chosen destination.

Perceived value is one of the antecedents of satisfaction that is distinct because it partly mediates between perceived quality and satisfaction; it is the most controversial among the antecedent of satisfaction. According to Rust and Oliver (1994) these authors adopt a microeconomic view which shows that value is a combination of what is received and what is sacrifice. Researchers Woodruff (1997) defines value as a bundle of various benefits that facilitate the achievement of customers' personal goals. This means that value is not limited to monetary utility meaning only and this equate value with price. Another author also defines Perceived value as the visitor's overall appraisal of the net worth of the trip, based on the tourist assessment of what is received and what is given. (Chen and Tsai, 2007)

Customer satisfaction (CS) is an established theory in marketing concept. The extant literatures have established CS as a major outcome of any given marketing activities, which links together the interrelationships between pre-purchase experience, actual purchase experience and post-purchase experience (Cronin and Taylor, 1992). In marketing profession, customer satisfaction with goods and services is one of the mostly embraced and widely studied among marketing constructs . To establish its importance, researcher like Arambewela and Hall(2009), argued that thousands of trade and academic articles have been published in the area of CS, a situation that has further confirmed studies on customer satisfaction and dissatisfaction a corner stone of marketing profession. The evolution of marketing from the traditional selling concept to the current marketing concept which emphasized on identifying and satisfying customers' needs as a

strong indispensable approach through which marketers can create sustainable competitive advantage in the current turbulent environment (Oliver, 1997; Taylor and Baker, 1994).

As evident in the marketing literatures, definition of customer satisfaction has been addressed from different perspectives. But notable among these perspectives are the Etymologists that view satisfaction as a Latin word called "*satis*" meaning (*enough*). Their argument is premised on the ability of goods and services to deliver the required needs of consumer to the point of saying enough will result into satisfaction. This literal interpretation could be related to the definition of *utility* in economics, however, lacking in this definition are the concept of pre and post purchase experience. Some researchers also equate satisfaction to issue of *fulfillment*, a situation which implies that the actual satisfaction with a product can be instantly determined without any reference to pre-purchase expectation.

Sequel to the above drawbacks in defining customer satisfaction, researchers like (Fornell et al, 1996), defined customer satisfaction as a behavioral judgment which involve evaluating the pre-purchase expectation with post-choice experience. The two dominant conceptual models that have been widely used in the satisfaction literatures are disconfirmation of expectations paradigm as conceptualized by Oliver, (1980) and American customer satisfaction index by Fornell et al (1996). Both these paradigms postulate that issue of customer satisfaction is highly related to the direction and size of disconfirmations. However, this disconfirmation was defined as the actual differences that exist between a customer's pre-purchase expectations and post-purchase experience (Fornell et al., 1996; Oliver; 1980 Parasuraman et al., 1988). The resultant effect of this evaluation is that whenever expectations are not fulfilled as expected, the customer level of satisfaction will decrease. It should be noted that the relationship between expectations

and disconfirmation is strong and it shows effect on satisfaction, the higher the expectation of consumer or tourist, the less positive disconfirmation during consumption process.

2.5 Theoretical linkages between the research constructs

This study adapt ACSI by Fornell et al, (1996), ACSI is a model that deals with different industry. Fornell et al (1996) carried out this study in United States with the aim of proposing a model that is most appropriate for understanding customer satisfaction. The model was adopted worldwide to explain customer expectation and its impact on customer satisfaction. It entails market-based measurement for different sector of the economy. It is used to measure the quality of services and goods according to how the consumer experienced it. ACSI model is a cause and effect model that starts from what the customer expects to perceived quality and perceived value, these three variables lead to satisfaction or dissatisfaction of customers. In the last part of the model is customer complain or loyalty which result to satisfaction or dissatisfaction. ACSI covers about 200 firms that encompass different sectors or fields of the economy such as federal agency, local government services, durable and non-durable goods, services. The researchers interview 8,000 Americans annually to find out the reaction of the people about products and services to know their level of satisfaction. ACSI shows that any increase in expectation cause increase in quality and price and this makes it difficult to obtain customer satisfaction. They predict that an increase in satisfaction will increase loyalty and reduced complain.

However, this model show a positive relationship between perceived expectation and perceived quality, value and satisfaction, complain. In other words the model look into the antecedent of satisfaction and after effect of the consumer, ACSI shows that the difference between the product

or services expectation and actual experience lead to satisfaction or dissatisfaction. However, this study adapt three of the variables expectation, perceived quality and satisfaction used in ACSI and used it in tourism study to know the differences between the expectation of Nigerian tourist, perceived quality and satisfaction.

2.5.1 Tourist Expectation

As evident in recent years, there have been a number of studies on tourist's perceptions and expectations of specific service quality attributes (Meng et al., 2006). However, very little research has investigated international tourist expectations of the destination country. In the tourism sector, it is very important to research on what tourists expect of their chosen destination although there are different tourists with different cultural background having different ways of reacting or weighting their expectation so it is important for tourism marketing departments to research on how to react to tourist despite their cultural differences on the destination. According to Turel and Serenko (2006) who investigated tourist expectation on tour service quality and the influence individual background differences have on expectation, it is normal for a tourist with different thoughts and culture to feel things differently, think differently on expectations toward service encounters at the destination.

Some researchers argue that there was a kind of intuitive thought that proposed different ways of perceiving, which affects tourist expectations (Turner and Reisinger, 1999). There was a similar study done in three major Hong Kong hotels, examining the influence of expectations on perceived service quality. The data were collected from hotel guests from different cultures using SERVQUAL instrument to measure quality. The findings show that there were significant

differences in expectation among the groups of people interviewed. The three groups that were used as the respondent were Europeans, British and Asians. The findings show that, there are differences in the expectation of these three groups of people because of the cultural background, which may have influenced their perceptions of service provision. One of the most widely adapted frameworks in understanding customer perception is Fornell et al. (1996). This study was carried out in United States with the aim of proposing a model that is most appropriate for understanding customer satisfaction. The model was adopted worldwide to explain customer expectation and its impact on customer satisfaction. Drawing insight from the above model, this present study examines Nigerian tourist expectation in Malaysia with regard to service quality and satisfaction. Evidence from the study shows that destination attribute also plays a crucial role in tourists' evaluation of the destination, especially its image, and the quality of hospitality services. Few existing literature have suggested that consumer satisfaction is a function of both expectations of certain attributes and judgments of attribute performance. Satisfaction is the comparison of the product expectation and actual performance of the product (Oliver, 1980). This brings about the hypothesis below tourist expectation influence on satisfaction.

H1: Tourist expectation is positively related to tourist satisfaction

In the tourism sector, tourist satisfaction is a priority. This is based on the anticipated virtues that fit with the expectations about a destination, favorable or otherwise, their feelings about the destination, will together contribute to his evaluation. In order to react to the complex nature of satisfaction evaluation and the theories underlying satisfaction measurement, the evaluator of tourist satisfaction should look at different dimensions because tourists have different motivations when visiting destination and they experience different levels of satisfaction. There

are many studies, that try to examine the theoretical and methodological contexts of tourist satisfaction most of the studies suggest that there is need for a deeper investigation to understand the issue of tourist satisfaction.

As mentioned above few recent studies have discovered that customers from different places formed different perceptions of perceived quality, because of the differences in expectations or the way, they attached different weighting to different service quality they encounter. For example Nelson, (2009) investigated how tourists in the Asian and Western countries evaluate service encounters and found out that Asian and Western tourists gave significantly different ratings on restaurant employee behavior. This finding shows that customers from different cultures assigned different importance to weightings, as evident in their research using SERVQUAL to measure perceived quality Nelson, (2009) also found out that customers with a Western cultural background were likely to have lower rating compare to Asian counterparts. This shows that, the distant culture of the Asian service providers will affect them in their customer relational quality. Hence, this study hypothesizes the following relationships:

2.5.2 Perceived Quality

According to Parasuraman et al. (1985), individual firms' ability in delivering service quality that is superior to its competitors has consistently been established as a major prerequisite upon which a successful business could be established and sustained. Meanwhile, these successes are said to be measured based on the attained customer satisfaction and loyalty level through a set of delivered quality of service (Cronin and Taylor, 1994).

Another similar acceptable standard within the existing literature is that, service quality could be defined as a perception of customers' judgments about the superiority of the services that are rendered by a company (Alcaniz et al., 2005). However, a major issue of concern to some authors is that the exact nature of customer's attitude or perception of service superiority has not been generally agreed within the literature (Mohr, 1998). Whereas, some authors suggested that the concept of perceived quality originates from the comparison of different customers' expectations based on its perceptions of different company's performance or disconfirmation of expectations (Parasuraman et al., 1988). Other researchers such as Teas (1993) have empirically argued that the concept of service quality is derived from customers' comparison of the service performance with the expected industry ideal standards. Similarly, Cronin and Taylor (1992) also argued that service quality is a concept that derives its root from customers' perceptions of the organization's performance alone, without necessarily relating it to the ideal industry standards. Some of the scholarly efforts that were taken in the process of further analyzing the different opinion and findings of researchers on those differences that exist between quality perceptions and actual quality performance, have led researchers into proposing some instruments that could be used in measuring service quality, customer satisfaction and loyalty (Cha and Bryant, 1996).

H2: Tourist expectation is positively related to tourist perceived quality

Among the very famous instruments that are used in measuring service quality within the service industry is SERVQUAL that was originally postulated by Zeithaml et al. (1985). At the initial stage, Zeithaml and his group collected data from several service industries and sectors,

which includes but not limited to credit card, securities brokerage, phone companies, appliance repair and maintenance, and banking industry (Zeithaml et al., 1985).

Part of what they developed at the early stage of their research is a ten (10) dimensions instrument for measuring service quality attributes in services industry. Out of these ten (10) dimensions, Zeithaml and his team finally group this dimension into five most important factors i.e. tangible, responsiveness, reliability, empathy and assurance.

These five dimensions have been globally used as a measurement instrument upon which the impact of service quality could be determined within the service industry. As argued by Zeithaml et al. (1985), service quality could be defined as the existing gap that the customers observed between the expected service and perceived service that is delivered by the companies.

Zeithaml and his research team called this gap as five Gap in their conceptual model of service quality and they went further to argue that the existence of this five Gap mainly depends on the interaction of other four gaps (specifically from Gap 1 to the Gap 5). In other words Service quality is the gap between what being expected and perceived service deliver to tourist. This gap is from Gap 1 to 5 in the service quality gap model, developed by Parasuraman, and Zeithaml. As shown in the Figure below, Gap 5 (the service quality gap as perceived by the tourist) depends on other four gaps (Gap 1 to Gap 4).

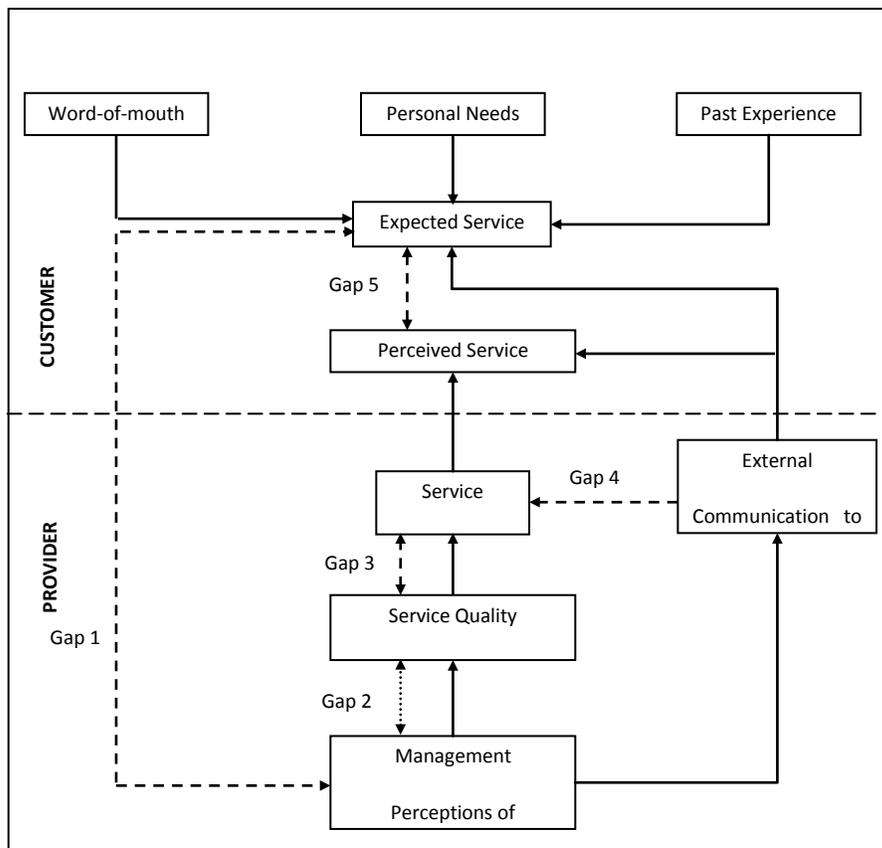


Figure 2.3: THE SERVICE QUALITY GAP MODEL

These Gap model takes into account what the customer expects the service to be in comparison with his or her perceptions of previous experience. The model is a process oriented because it identifies the gaps that may arise in various parts of the service process, which eventually affects the difference between the customer's expected and perceived quality. The model is based on what is known as the 'disconfirmation of expectations paradigm' in services marketing literature. Agreed that the Gap model is useful in assisting tourism managers to examine their own perceptions of quality and to recognize how much they really understand the perceptions of tourist.

Within the tourism industry, another unique quality model apart from servqual model that has been mostly adapted is the American satisfaction index as conceptualized and empirically validated by Fornell et al. (1996). Importantly, this model comprises of customer expectation as the independent variable, where perceived quality, perceived value, customer satisfaction, customer complaint are the mediating variables and customer loyalty to be dependent (Fornell et al., 1996). Due to the issue under which this current study is being conducted, researchers like Chen and Tsai (2007) and Alcaniz et al.(2005) have argued and empirically established the need to conceptualize tourist expectation as the independent variable upon which all other variables can be influenced. Based on these and many more evidences, this research has hypothesized that:

H3: Perceived quality is positively related to tourists' satisfaction

H4: Perceived quality positively mediate the relationship between tourist expectation and tourists' satisfaction

2.5.4 Tourist's Satisfaction

In tourism sector, tourists' satisfaction is crucial for a tourism success. The sector makes destination marketing very important because it influences the choice of destination tourists will make, and the decision to return (Alicaniz et al., 2005). Furthermore, customer satisfaction is defined as a cumulative evaluation of a customer's purchase and consumption experience to date (Turel and Serenko, 2006). Satisfaction is the extent of all contentment felt by the tourists, that come from the trip experience that fulfill the tourist's desires, expectations and needs relating to the trip (Chen and Tsai, 2006). Satisfaction is the result from an emotional judgment of the tourists, satisfaction from the service encounter by the tourists, and specific moment in time.

Moreover, tourist satisfaction was also defined as the degree to which tourist requirements are satisfied in a given relation between the producer and the consumer mentioned that satisfaction is affective answer to a perceived discrepancy that exists between prior expectation and perceived performance after consumption.

For tourists to have overall satisfaction, the customer's overall subjective post-consumption evaluation and experiences with a particular organization or destination is argued to be equal to or above its expectation (Chen and Tsai, 2007). Few other researchers, also suggested that it is must be known that satisfaction is derived after post-purchase evaluation and affective response to the overall product or service experience from destination. In other words, this process known as a strong predictor for behavioral variables, for example revisit intentions, word-of-mouth recommendations, and tourist's loyalty (Chen andTsai, 2007).

Evidence from existing literature Quintal and Polczynski (2010) shows that there exists a kind of interrelationship between satisfaction and behavioral intentions, and there is relationship between tourist's satisfaction and destination loyalty (Fornell et al.,1996). While, investigating the relationships that exist between future behavioral intentions and its determinants, this makes destination tourism managers know how to build up an attractive image while trying to improve the marketing efforts to maximize their use of resources (Chen and Tsai, 2006). There is evidence to support the cause and influence relationship that exists between quality and satisfaction. Meanwhile Bigné et al. (2001), also emphasized on positive influence satisfaction has on post-purchase behavior. Greater loyalty and positive word of mouth communication come from tourist's satisfaction. The existing literature shows the positive relationship between repeat visiting behavior and satisfaction.

In addition, tourists' satisfaction experienced in the destination does not fully guarantee their return to that destination or even recommending the destination to others. Despite the fact that some marketing literature have recognized tourist satisfaction as a significant antecedent to tourist loyalty, it must be known that the relationships between satisfaction constructs and overall tourist loyalty have mostly been studied separately (Gil and Ritche, 2008) suggested that, tourist satisfaction definitely affects tourist loyalty. Tourist loyalty is considered very important because of its positive effect on the long run profitability of a destination.

Evidence from Chen and Tsai (2007) confirmed that tourist satisfaction is recognized as a major influence in the formation of consumers' future purchase intentions. Contented tourists or tourists are more likely to tell family, friends, and others of the experience they had on destination, they engage in positive word-of-mouth by advertising the destination. Meanwhile, it is possible to see a positive relationship between tourist's level of satisfaction and tourist's loyalty. According to Alegre and Cledera (2006) tourist's satisfaction leads to positive word-of-mouth in advertizing the destination publicity, this will affect the likelihood of recommending to friends and family. Meanwhile, satisfied tourists are likely to repeat visiting and valuable agents for reaching out new prospects and profitability.

For a tourism sector of a destination to get a favorable behavioral intention of a tourist to say positive things about them, recommend them to other tourists, spend more time on the destination and be loyal. Willingness to recommend are measures using common practice to assess the impact of tourists' overall satisfaction level (Chen and Tsai, 2006). Some researchers have provided empirical evidence to show positive relationship between tourist's satisfaction and behavioral intentions, like revisit and word-of-mouth intentions (Yuksel and Fisun, 2001). This also shows that tourist's satisfaction has a positive effect on tourist loyalty. Tourist's satisfaction

is widely seen as having a main effect on loyalty (Sirgy et al., 2010). Few other researchers also found that high tourist satisfaction level would create positive post-purchase tourist behavior (Chen and Tsai, 2006).

Nevertheless, the link between satisfaction and post-purchase behavior has been well known in existing literature. Generally, it is believed that overall satisfaction of tourists leads to repeat purchase and positive word-of mouth recommendation, and these are the main indicators of loyalty. The existing marketing literature paid attention to the relationship between tourist satisfaction and loyalty, and many studies have confirmed a significant positive relationship between tourist satisfaction and loyalty. Tourism industry, have many empirical evidences that show that tourists' satisfaction is a strong indicator of their intention to revisit and recommend the destination to other people (Roth and Romeo, 1992). If tourists are fully contented they are likely to revisit, and they will be willing to share their positive traveling experience with their relatives and friends. (Alcaniz et al.,2005).

2.6 Conclusion

From the literature review of the relationship between Nigerian tourist expectation, perceived quality and Nigerian tourist satisfaction, the following conclusions can be made:

Researches on Nigerian tourist satisfaction with their foreign destination have long been neglected, with particular emphasis on the continuous increase of Nigerian student tourist in Malaysia. The extant literature has revealed that there is no identified empirical research that has established the reason why the number of Nigerian keep increasing in Malaysia through the

relationship that exist between their expectation, perceived quality and satisfaction. Meanwhile the official communication network of Nigerians in Malaysia, (NIDOMY) has also revealed that despite the negative perception of the host country about the Nigerian tourist in Malaysia, the last few years has witnessed a surge in the numbers of Nigerian student tourist in Malaysia. Yet, there is lack of study to determine the post visit experience in Malaysia.

CHAPTER 3

RESEACH DESIGN AND METHODOLOGY

This chapter describes the method that is used to check the relationship that exists between the variables used in this study. It focuses on three major parts. The first part is looking at the conceptual framework as extracted from literature reviews of the existing studies. The second part describes how to develop the questionnaire to be able to analyze and find out the research outcome. The last sections describe the research design, sampling plan, data collection procedure, and data analysis with SPSS.

3.1 Conceptual Framework

Evidence from existing literature shows that tourism researchers have traditionally focused on issues that relate to the demand side of the tourist motivations and behavioral patterns mainly to discover the reasons that made tourists visit a particular destination. Moreover, this current study is trying to research on conceptual framework that combined the two antecedent of satisfaction to check the travel experience of Nigerian tourist in Malaysia. (Oliver, 1980, Chen and Tsai, 2007). This conceptual framework looks into the relationships that exist among the tourist expectation, perceived quality and satisfaction. However, some researchers such as Chen and Tsai (2007) Oliver (1980) Turel and Serenko (2006) have proved it, that there are interrelation among tourist expectation, perceived quality, and satisfaction. In other words, these interrelationships have been formed in the conceptual framework in this research and show the

outcome and suggestion on how to improve the service provided on how they can best satisfy tourists in Malaysia. Below is fig 3:1 the conceptual framework of this current study:

Conceptual Framework of the research study

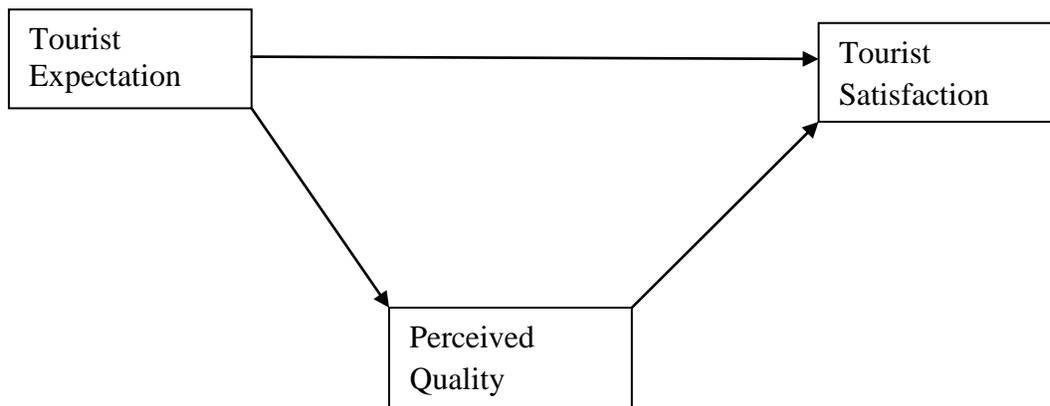


Figure 3.1: The Research Model

3.2 Operational Definition of Constructs

In this research, three constructs were developed to achieve the research objective and the research question. These variables are tourist expectation, perceived quality, and tourist satisfaction. The measurement items were adapted from existing literatures, and this study uses 5 Likert rating scales. This rating is from strongly agreed to strongly disagree. More so, the item also measures the perception of the respondent on each item. Notably, the measurement items in the research questionnaire are structured to capture basic perceptions of Nigerian student tourist such as personal information like the number of visit, age, personal character, gender, education

and their experience in Malaysia as a destination either positive or negative. The questionnaire is structured in a way that has enabled the researcher to make efficient utilization of the measurement items in order to arrive at the main fact in the research findings.

3.2.1 Measurement Items used in measuring the three variables

These measurements items are very important in this study because the three variables were measured using these items (Quintal and Polczynski (2010); Prebensen, N (2006); Po-Ju Chen, (1998); Arambewela and Hall (2009); Fornell et al (1996)). In regard to cultural and historical site, this is one of the item measure and its show that tourist have expectation on this in order to know about the historical monument of the host country and this also give the tourist insight of the traditional culture and the historical past life of the people of the host country. Tourists are most interested in visiting these historical sites thus; it is one of the major activities tourist's like to engage in.

Secondly, the infrastructure of the host country, these involved transportation, access to internet, modern activity at the destination to relax. These are also important, because tourist will expect to see sophisticated infrastructure to boost of when they get back to their country and use during their stay at the tourist destination. Reliable transport with affordable price is included in this too. Regarding accommodation, tourists expect good accommodation to be made available at the tourist destination by tourism marketers or by private agencies at minimum standards of comfort and at reasonable cost. The tourist also expects that accommodation should be available when required. Townley (2001) make direct reference to accommodation as a factor. This author group

accommodation with food and not as a separate factor, and another author Harvey (2001) said accommodation is an important factor influencing tourist satisfaction.

However, safety is considered a major concern to tourist and their families. It is important for the host country to have a good reputation for safety, Malaysia is consider to have good record on safety compare to US and European destinations with regard to use of guns, violence and drug usage. Malaysia is an Islamic country and people consider the country to be peaceful and this help Parents or family to be are less worried

Racial tolerance in the country, the country as a mix cultured country which includes Malay, Chinese and India, this make it more social and enticing, they have mix culture with different tradition that tourist will like to know and this aspect make the country interesting to visit.

Malaysia has moderate cost of living compare to the US, Europe, the country has reliable goods that has the same standard with the west, and cheap if compare. Tourist will always consider a destination with good standard of infrastructure, good quality product, and nice shopping places but less costly, all these are encompass in choosing a destination. The services provided at the tourist destination is also a factor that contributes to the development of host country and it is one of the crucial stage that tourism marketers should always be aware of because the tourist expectations and perceived quality are significant factors affecting the satisfaction of tourist.

Meanwhile all these measurement items are tested under three variables in the study in order to know the relationship that exit between the three variables and how strong are they correlated. As a result of the items listed above the study was able to reach a conclusion after using statistical tools, Pearson correlation, reliability analysis and SPSS, the study conclude that the three variable tested were correlated and there is relationship between them. It is very important for tourism marketers to always put this variables into consideration because when the host

destination was able to meet up with expectation and provided quality goods and services at tourist destination, tourist will be satisfy and be loyal by revisiting the destination and recommend to friends and family.

3.2.2 Tourist Expectation Construct

Building tourists' expectation construct, nine items were adapted from Fornell et al. (1996) and some other existing study for the measurement of tourists' expectation before coming to a tourist destination. The rating scale is also from strongly agree to strongly disagree

Table 3.2: Operational Definition of Tourist expectation Construct

Construct	Operational Definitions		Items	Source (Adapted)
Tourist expectation	According to Oliver, Expectations are defined as the individual's beliefs about how a product is likely to perform in the future. Expectation is describes as a driver for satisfaction, and one of the most important antecedent of satisfaction. Another author also defines expectation to be perceived likelihood that an act will definitely be followed by a particular outcome.	1	I expect Malaysia to have plentiful cultural and historical sites	Oliver,(1987) Quintal and Polczynski (2010)
		2	I expect Malaysia to possess good infrastructural facilities	
		3	I expect Malaysia to have a moderate cost of living	Prebensen, N (2006)
		4	I expect Malaysia to have social value that will encourage racial tolerance	

		5	I expect Malaysia tourism service provider to charge a reasonable price for shopping items purchased by tourist	
		6	I expect the tourism service providers in Malaysia to supply goods of reliable quality.	
		7	I expect Malaysia government to provide required security and safety for tourist	
		8	I expect Malaysia to provide good standard of accommodation at reasonable cost	
		9	I expect Malaysia tourism industry to provide fast and effective services	

3.2.3 Perceived Quality Construct

The measurement construct were developed from existing and previous literature in order to get the real fact of the tourist perception on the quality of goods in a destination. To do this, nine items were measured in the questionnaire to know tourist view.

Table 3.3: Operational Definition of Perceived Quality Construct

Construct	Operational Definitions		Items	Source (Adapted)
Perceived Quality	Perceived quality or performance as the first determinant of overall consumer satisfaction has been defined as the served market's evaluation of recent consumption experience, and have been empirically established as having a direct and positive effect on overall satisfaction. In effectively operationalizing the perceived quality construct, Fornell et al. (1996) has drawn on the quality literatures in delineating two main components of the consumption experiences: (1) Customization and (2) Reliability.	1	Malaysia has plentiful cultural and historical sites	Fornell et al. (1996)
		2	My expectations on Malaysia infrastructural facilities were met	Quintal and Polczynski (2010)
		3	Malaysia provides good quality accommodation at reasonable cost	Arambewale and Hall(2009)
		4	My expectations of getting reliable goods in Malaysia was met	
		6	Malaysia has a moderate cost of living	
		7	The services provided to tourist in Malaysia are highly reliable	
		8	Malaysia have moderate life-style that encourage racial tolerance	
		9	Available products in Malaysia perfectly suit my needs	

3.2.4 Tourist Satisfaction Construct

For the researcher to developed satisfaction construct, seven items are listed; this item was adapted from some existing literature such as Fornell et al. (1996); Quintal and Polczynski, (2010), to measure the tourist satisfaction of Nigerians in Malaysia.

Table 3.4: Operational Definition of Tourist Satisfaction Construct

Construct	Operational Definitions		Items	Source (Adapted)
Tourist satisfaction	<p>Oliver, defines tourist satisfaction as the judgment a product or service itself, provides a pleasurable level of consumption-related fulfillment’’</p> <p>Tourist satisfaction established as a psychological concept that involves the feeling of tourist’s well-being and pleasure that results from obtaining what he or she expects from consuming an appealing product and/or service</p> <p>Overall satisfaction refers to the tourist’s overall subjective post-consumption evaluation judgment based on all encounters and experiences with a particular</p>	1	In general, I am satisfied with Malaysia tourism	Oliver (1997:13)
		2	I am satisfied with available security and level of safety in Malaysia	
		3	I am satisfied with the available facilities in Malaysia.	Chen(2007) ;
		4	I am satisfied with the cultural and historical sites in Malaysia	Quintal and Polczynsk (2010)
		5	I am satisfied with the reasonable price of	

	destination.		accommodation	
		6	I am satisfied with the reasonable price of food	
		7	I am satisfied with affordable sightseeing places	

3.2.5 Tourist personal information in the questionnaire

Nigerian tourists' experience in Malaysia has been asked, with many other reasonable questions that are useful for the quantitative data in the research. Nigerian tourist's personal information has been asked in order to know their personal identity and behavior at the destination. These are the set of questions

1. Male or Female
2. Age
3. Marital status
4. Level of Education
6. First visit
7. No of visit to the destination
8. Duration of stay in a destination.

3.3 Questionnaire design

Questionnaire design is a unique stage in a research work, it is one of the ways researcher can get information from the people. There are two main objectives of designing a questionnaire. The

first one is that it gives an opportunity to capture the number of targeted respondents, and the second questionnaire design assists in avoiding and reducing probable measurement error through logical arrangements of the questions, this makes it easy for the respondents to understand the questionnaire.

3.3.1 Types of Questionnaire

Questionnaires are itemized questions that are set based on the variable used in a given research. The question is set to give information on the variables and to receive the view of the chosen respondent on a particular subject. There are two types of questionnaires, open ended, close-ended. In this study, the researcher used close-ended questions by providing alternative answers to respondents to measure the objective and subjective feelings of the Nigerian tourists towards Malaysia as a destination.

3.3.2 Rating scales for the Response

Arguably, there are two common rating scales in measuring the response rate in psychology or any social sciences research, 5Likert and 7Likert scale (Quintal and Polcznski, 2010;

Nina K. Prebensen; Chen and Tsai, 2007; Bigne et al.2001). This study has used 5-Likert rating scale, because of few existing theory that has used it in tourism related study. It is reliable and easy for respondent to read and complete. Secondly, it is simple to construct by rating each of the five items with equal value. It easy to analysis and they show the strength of the person feelings towards whatever the question is about The researcher used it in measuring the three variables in

the conceptual framework, i.e. independent, mediating and the dependent variables (Hair et al., 2010).

3.4 Data Collection Procedures and Sampling Plan

The samples in this study are the Nigerian tourists who are in Malaysia as their study destination. The Nigerian tourists were selected from groups of Nigerian students in Malaysia. Among their personal information that was collected are gender, age, marital status, education, and number of visit. This sample was selected through a cluster random sampling of Nigerian tourists as available in two universities in Malaysia. Depending on Roscoe's rules of Thumb that a sample size that is larger than 30 but smaller than 500 is sufficient for statistical analysis, this study distribute 250 questionnaires. (Roscoe, 1975)

To obtain the expected sample, the study used self-administered questionnaire by using cluster probability sampling of Nigerian students in two Malaysian public universities. The reason for not using simple random sampling in this study is its impracticability for larger sampling of Nigerian students in many Malaysian universities. However, cluster sampling as an example of two-stage probability sampling which must fulfill certain objectives. The first stage involved the selection of sample of areas. Here the researcher chose the two most populated regions in Malaysia (Northern and Central Regions). The second stage requires the choice of a sample of cluster *within* those areas, here the population of the targeted respondents is very important. Given the geographical contiguity the sampling units in the clusters must be based on groups rather than individuals, the researcher chose UUM from the northern region and UIAM from the central region. To fulfill the objective of probability sampling, all units from these two

universities (clusters) were studied with the use of questionnaire to determine their actual experience and satisfaction with Malaysia tourism products.

This kind of self-administered questionnaires is advantageous because it allows self-disclosure, save cost and is easy to receive feedback from the respondents. The distribution of the questionnaire started from April 2012 to May 2012. Taking precisely one month to collect the data, the purpose of study is to test the relationship that exist between Nigerian student tourists expectation, perceived quality has influence their satisfaction with Malaysia as their chosen destination? If not, why does the number of Nigerian tourists keep on increasing in Malaysian?

3.4.1 Reasons for Choosing Nigerian Students as Respondents

As explain in Chapter One that student was used as unit of sample size in this research in the definition and composition of domestic tourists. A detailed review of existing literature was conducted to establish the evidence in support of the inclusion of foreign students as part of tourists. The three most obvious consequences are cross-border movement, economic impacts and socio-cultural consequences. These evidences in support of foreign students as tourists were extracted from both the academic and industry reports where foreign students are regarded as a significant part of inbound tourist source of revenue through foreign exchange earnings. Thus, confirming their economic impact on the host country through living costs, payment of tuition fees and traveling expenses. Notable among their reasons for traveling is to relax, have fun, chill out, and participate with friends in sightseeing. Nigerian students in Malaysia have visited many tourist centers during their vacations, festival celebration periods, mostly when their parent, friends and relative visit them. In addition to this point is that when student tourist decide to

chose a destination, they look at the touristic aspect of the host country, the overall evaluation will have influence on their satisfaction of choosing the host country

In conclusion, as I have mention in Chapter One that students are also tourists in any trip to tourist centers, thus should be categorized as a tourist, and hence can be used as a respondent in a study of international tourists. Requesting them to evaluate their previous experience with regard to expectations, actual experience and satisfaction with Malaysian tourist centers is the primary objective of this study. The researcher strongly believes that the ability to establish this objective will practically avail tourism practitioners and academics of the reasons why Nigerians in Malaysia keep increasing despite negative dispositions of the host society due to drug and financial related crimes attributed to the former.

3.4.2 Unit of Analysis

The unit of analysis in research work is very important because it is one of the important aspects in research work, which is the subject of the study. It can be a group of people or organization. In this study the targeted working populations for this research are from the officially registered Nigerian students in Malaysian higher institutions, assuming every one of them have visited at least one or more tourist centers in Malaysia. There are empirical evidences from previous researches that have used foreign students as their main respondents in tourist satisfaction research such as Quintal and Polczynski (2010); Furutani and Fujita (2005) and Donaldson and Gatsinzi (2005). Particularly in Quintal and Polczynski (2010) both foreign undergraduate and postgraduate students were used as respondents in determining factors influencing tourist revisit

intention to holiday destinations in Australia. Sequel to this evidence, this study deems it fit to use Nigerian undergraduate and postgraduate students studying in Malaysia as respondent.

3.5 Pilot Study

To test or establish the reliability of the measurement items before proceeding further to data collection for the main study, the researcher decided to conduct a pilot study with the use of convenient sampling in which a sample of 40 Nigerian tourists in Malaysia were used for the reliability study. Based on this pilot data, the researcher calculated the reliability for each of the measurement instruments, as conceptualized in the study. The 40 Nigerian tourist data used for pilot study was not included in the main study.

As evident in Rayko and Marcoulides (2006), it is very important for researchers to comply with the expected internal consistency in selecting potential measurement items from past literature. Of importance is that the minimum cut off criterion should not be less than 0.7 in selecting past instruments for analysis in SPSS, which are usually obtained through the calculations of Cronbach's Alpha reliability coefficients. Below is Table 3.5, which shows detailed list of reliability results as, obtained from the pilot study that was conducted in this research. Since the minimum required standard of 0.7 is achieved, the researcher did not delete any item from the three conceptualized constructs. Below is the result of the Cronbach alpha as obtained from the pilot study.

Table 3.5: Reliability Cronbach Alpha (Pilot Study)

Construct	Cronbach Alpha
	Pilot Study
1. Tourist expectation	0.760
2. Perceived Quality	0.859
3. Tourist Satisfaction	0.856

The above reliability estimates actually ranges from 0.76, which is more than the required 0.7 cut off criterion that is generally regarded as sufficient for empirical research (Raykov and Marcoulides, 2006). This empirically shows that the selected scales are relatively reliable. In the pilot-test, the researcher identified few likely problems in question wordings and necessary corrections have been corrected so as to prevent it from occurring in the main explanatory survey. Appendix B contained a detailed analysis of the Cronbach alphas for the three constructs in this research.

3.6 Descriptive Statistical Data Analysis

This study was based on descriptive data analysis, where the researcher has studied and analysed three antecedent constructs of tourist satisfaction variables in order to determine Nigerian tourists' perception of Malaysia as their chosen destination. To analysed these three constructs, descriptive statistic and regression analysis have been used to interpret the relationships between the conceptual variables. In order to identify the Nigerian tourist characteristics, descriptive statistics was used to better understand Nigerian tourists' personal information and level of satisfaction.

3.6.1 Factor Analysis

Factor Analysis is a generic name given to a class of multivariate statistical methods whose primary purpose is to define the underlying structure in a data matrix. (Hair et al., 1998) Factor analysis is noted for helping to extract an unobservable construct called common or latent factor from a set of observable variables known as indicators. It used to show the interrelationship among the indicators by a smaller number of common factors. It is reliable in identifying groups of variables, which indicates a common trait or factor. Factor Analysis is to search the underlying constructs that can explain the inter correlation among the variables (Hair et al., 1998)

3.6.2 Correlation Analysis

In this study, Pearson correlation has been used to describe the strength and direction of the relationship between tourist expectation, perceived quality and tourist satisfaction. It particularly helps in determining the connection between the conceptualized constructs. A positive correlation indicates that as one variable increases, so does the other. A negative correlation indicates that as one variable increases, the other decreases.

3.6.3 Multiple Regression

It is argued that a multiple regression is a statistical analysis tool that is used to explore the predictive ability of a set of independent variables on one or more dependent variables (Hair et al., 2010). In order to test the hypotheses developed in the present study, multiple regression analyses were conducted. The regression analysis in this current study gives an opportunity to

determine the actual variance in tourist satisfaction that is explained by tourist expectation and the quality of the service encountered by the tourists.

CHAPTER 4

4.0 DATA ANALYSIS AND RESULT

4.1 Introduction

This chapter is designed to present pilot study results and compare it with the quantitative analysis that are conducted using data that were collected through questionnaire design. Included in this chapter are key results such as the response rate, respondents' profiles, data screening techniques, reliability analysis, factor analysis, correlation analysis and detailed hierarchical regression results from the quantitative hypotheses testing.

4.2 Analysis of Survey Response

4.2.1 Survey Response Rate

To comply with set standards for collecting data, the researcher distributed 250 questionnaires to Nigerian postgraduate and undergraduate students studying in Malaysian universities using a cluster-sampling technique. Theoretical evidence has shown that this type of quantitative data collection approach is consistent with existing tourism literature such as Quintal and Polczynski, (2010). From 250 questionnaires that were distributed, only 115 questionnaires were returned out of which 7 were deleted because they contained outliers. Thus, availing the researcher 108 usable responses for final analysis at 43% response rate.

Arguably, the sample size obtained in this research is considered adequate because 43% response rate is comparable to many tourist satisfaction studies that have used postgraduate and undergraduate students as the study sample. In the aforementioned studies, response rates were between 21.2 and 60 percent (Quintal and Polczynski, 2010; Furutani and Fujita, 2005).

4.2.2 Testing the Presence of Non-Response Bias

As evident in available literature, the attitudes, motivational factors, behaviors and personalities of non-respondents are different from those that respond to the research questions (Malhotra, Hall, Shaw, and Oppenheim, 2006). This is so because those that refused to respond have a reason for doing so, hence scholars like Malhotra et al. (2006); Churchill and Brown (2004) have empirically shown that the late respondents in data collection are similar in characteristics to those that did not respond at all. They went further to argue that late respondents would not have responded to the questions if the researchers had not persistently embarked on appropriate followed up initiatives.

For this study, the researcher tested the similarities between the non-response and the response bias using t-tests to compare similarities or differences between the measurements constructs as hypothesized in the research framework. The results that were obtained from descriptive test in SPSS show that there is no non-response bias. For better clarification, Table 4.1 below depicts no response bias through a detailed comparison of the significance level of the three constructs. Observably, the p-values under the Levene's Test of Equality of Variances for the three constructs were above the stipulated 0.05, hence, there is no significant difference between the variances of the early and late respondents. Comparing these constructs along the t-test for Equality of Means also shows that their p-values are

insignificant, thus there is no differences among the variances of the early and late responses for the three constructs.

Table 4.1 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PE	Equal variances assumed	.780	.379	-1.398	106	.165	-.04967	.03552	-.12010	.02076
	Equal variances not assumed			-1.344	44.086	.186	-.04967	.03697	-.12418	.02483
PQ	Equal variances assumed	1.094	.298	.609	106	.544	.02191	.03601	-.04948	.09330
	Equal variances not assumed			.582	43.731	.564	.02191	.03766	-.05400	.09782
TS	Equal variances assumed	1.157	.284	.137	106	.891	.00552	.04035	-.07447	.08552
	Equal variances not assumed			.126	41.354	.900	.00552	.04373	-.08277	.09381

Based on the above results, there is no non-response bias that could statistically affect the interpretation of the research findings. Hence, the entire 108 responses are very good for further analysis.

4.3 Data Screening Process

4.3.1 Introduction

To empirically establish the basic assumption of psychometric properties as required in statistical analysis for a given data analysis technique, the researcher conducted some data screening techniques such as detecting and treating missing data from the dataset, identifying and treating outliers, detecting and treating normality and multicollinearity. This is necessary to avoid issues of abnormality in data distribution and collection that could positively or negatively influence the statistical results (Byrne, 2010).

4.3.2 Identifying and Treating Missing Data

Presence of missing data have been identified by both theorist and practitioners as having negative influences on statistical analysis, hence should be identified and treated (Cavana et al., 2001). For this research, through a descriptive test of the data, the researcher identified few missing values and replaced them with the mean of nearby points in SPSS as suggested by Hair et al. (2010).

4.3.3 Identifying and Treating Outliers

Several statistical analyses have empirically established outliers as any data, which shows a notable numerical distance to the rest of the dataset (Bryne, 2010). To identify outliers Hair et al.

(2010) suggested that researchers should classify collected data points based on the Mahalanobis distance values as obtained in SPSS (Hair et al., 2010). Doing this will assist in setting a predetermined threshold in line with prescribed p-values from chi-square tables to determine which point will fall as outliers.

Following the above procedure, this study has effectively treated outliers leaving 108 samples for the final regression analysis.

4.3.4 Identifying and Treating Normality

In regression analysis, normality test is applied to determine whether a particular dataset adheres to the principle of normal distribution. In simple term, normality is the description of how normal a model is in relation to the intended dataset for the purpose of regression. Topical among the implications of a non-normally distributed data is that it will be highly skewed with great potential of distorting the expected statistical results of the conceptualized relationships (Hulland, 1999). However, to statically prevent the occurrence of such abnormality in data analysis; this study conducted the necessary cleansing to determine the z-score of all measurement items and transformed them using cdfnorm in the transform section of SPSS 16. After the transformation of the data, the researcher conducted visual inspection of the results through statistical test such as boxplot, normal Q-Q plot and stem and leaf plots to determine the level and sharpness of the skewness and kurtosis of data distribution to further ascertain the presence of normality in the data. For more clarification of the above test, below is Figure 4.1 that depicts the boxplot for tourist satisfaction as obtained in this study.

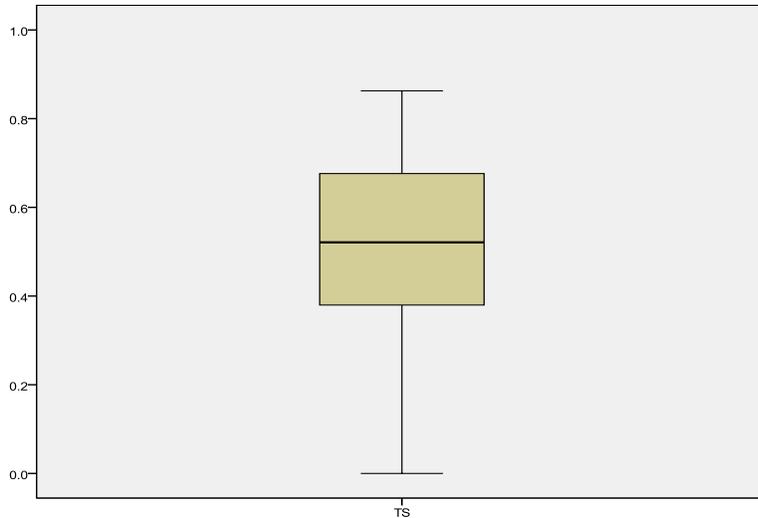


Figure 4.1: Boxplot for Tourist Satisfaction

Notably, after the transformation using *cdfnorm*, critical ratios of the dataset as obtained from its skewness and kurtosis all fall within the suggested standards where critical ratios are said to be within $CR < 2/3$ and $CR < 7$, hence the researcher concludes that there is strong evidence that the data is normally distributed.

4.4 Respondents' Profiles

To ease readers' understanding, Table 4.2 below shows respondents' profiles with detailed demographic information. With a critical look at the information in the table, readers will be able to identify that the participants in this study are broadly representatives of the targeted Nigerian student population in Malaysia. This statement is in line with relevant reports, which suggest that the majority of Nigerian students are taking postgraduate courses, which shows 82%. The descriptive statistics of the respondents also shows that Nigerian students in Malaysia are male dominated (79.6%) as against the females who represent 20.4% of the respondents. This figure is

very common within international students, particularly in Muslim countries where parents are more obliged to send their male children abroad for studies than the female children.

The respondents' profile also indicate that the classification of the age and level of study of the sample is very similar in characteristics with more than 80% of the respondents above 31 years of age and 82.4% are postgraduate students.

Below is Table 4.2 that aptly depicts the composition of the respondents in this study.

Table 4.2: Profiles of the Respondents

Variable	Category	Number of Cases	Percentage %
Gender	Male	86	79.6
	Female	22	20.4
Marital Status	Single	29	26.9
	Married	79	73.1
Age	21-30	24	22.2
	31 – 40	35	32.4
	41 – 50	49	45.4
Level of Study	Undergraduate	19	17.6
	Postgraduate	89	82.4

4.5 Refinement of Measurement Instruments

4.5.1 Factor Analysis

Exploratory factor analysis (EFA) is primarily designed to explore the data set that is to be used in a research from existing theoretical view, mainly by allowing such data to statistically load on factors that are independent of theory and *a priori* assumptions that are related to the measurement instruments (Hair et al., 2006; Cavana et al., 2001).

This study conducted a detailed visual inspections on the likely correlation matrix primarily to establish factorability and ensure that a substantial number of the correlations are greater than 0.50. To effectively do this, a scan was done on the significance values primarily to look for any likely variable that its majority of values are greater than the suggested 0.50. Following this was a scan on the correlation coefficients looking for any of the coefficients that might be greater than the suggested 0.9. Important to note under this is that if a majority of the variables have a value that is greater than 0.5 or the correlation coefficient has a value greater than 0.9, then the researcher should be aware that there is the probability of problems arising from singularity in its data (Nunnally and Bernstein, 1994).

Hair et al. (2006) suggested that researchers should eliminate one of the two variables that are causing the problem through checking their determinants. To identify their determinants, one will need to check on the list at the bottom of the matrix. For the data that is used in this current study its value is 0.000. Therefore, indicating that there is no multicollinearity problem in these data. In summary, all the questions in tourist perceived expectation, perceived quality and

satisfaction correlate very well and none of the coefficient of their correlation is particularly large; indicating that there is no need for eliminating any of the measurements at this stage. Below is the result for KMO and Bartlett's test of Sphericity as obtained from the exploratory factor analysis:

Table 4.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.695
Bartlett's Test of Sphericity	Approx. Chi-Square	515.463
	Df	153
	Sig.	.000

4.5.2 Factor Extraction

Through factor analysis, this study was able to retrieve a list of eigenvalues that are associated with each of the linear components factors before and after the data extraction, and after the component is rotated. The eigenvalues that are associated with each of the factors mainly represents the actual variance that is explained by their linear relationship. It equally displays a set of eigenvalues that explains the percentage of the variances that is explained by each factor in the data set. Good example is factor 1 that explains 25.554% of the total variance in the dataset that was used for analyses in this study. It is worth mentioning here that those first few factors are the main factors that explains relatively the large amounts of those variances that is captured in the study, with more emphasis on the first 21 factors. All other factors subsequently explain very small and insignificant amounts of the variances.

Table 4.4: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.389	25.554	25.554	5.169	20.675	20.675
2	2.389	9.556	35.110	2.933	11.733	32.408
3	1.985	7.940	43.050	2.661	10.642	43.050
4	1.627	6.509	49.559			
5	1.428	5.713	55.272			
6	1.332	5.326	60.598			
7	1.016	4.063	64.661			
8	.970	3.878	68.539			
9	.902	3.609	72.148			
10	.884	3.536	75.684			
11	.720	2.878	78.562			
12	.687	2.746	81.308			
13	.678	2.710	84.019			
14	.630	2.520	86.539			
15	.595	2.381	88.920			
16	.486	1.944	90.864			
17	.418	1.671	92.534			
18	.395	1.582	94.116			
19	.368	1.473	95.590			
20	.340	1.359	96.948			
21	.296	1.186	98.134			
22	.244	.974	99.108			
23	.213	.852	99.960			
24	.010	.040	100.000			
25	3.754E-17	1.502E-16	100.000			

Extraction Method: Principal Component Analysis.

4.5.3 Scree Plot and Factor Loading for The Research

A detailed review of available literature theoretically indicates that this is the first empirical study that is trying to establish Nigeria tourist satisfaction in Malaysia within the extant tourist literature. This research observed that available literature on tourist satisfaction; especially those

conducted within Malaysian tourism industry were studied outside African tourist perception. In order to establish reliability and validity of the dataset, the researcher used exploratory factor analysis (EFA) and reliability analysis to assess those items that are measuring tourist expectation, quality and tourist satisfaction within the tourism industry. Below is figure 4.2 and table 4.5, 4.6, 4.7 and 4.8 that contains a detailed list of all the items that are used in measuring tourist expectation, perceived quality and tourist satisfaction in the research framework.

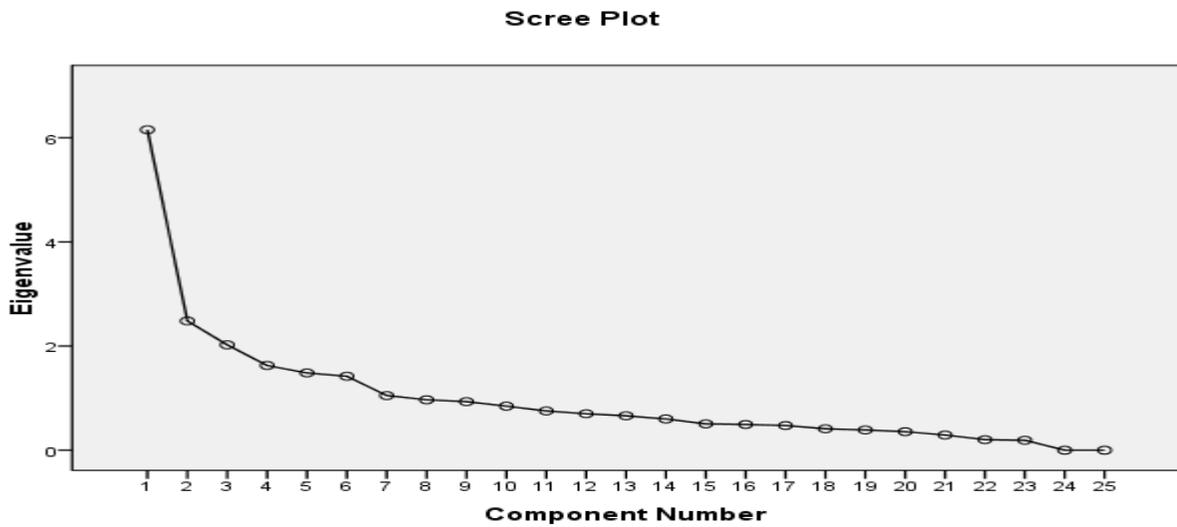


Figure 4.2: Determinant of tourist satisfaction scree plot

Table 4.5: Communalities

	Initial	Extraction
PE1	1.000	.538
PE2	1.000	.279
PE3	1.000	.319
PE4	1.000	.240
PE5	1.000	.461
PE6	1.000	.222
PE7	1.000	.521
PE8	1.000	.310
PE9	1.000	.451

PQ1	1.000	.849
PQ2	1.000	.638
PQ3	1.000	.449
PQ4	1.000	.301
PQ5	1.000	.274
PQ6	1.000	.309
PQ7	1.000	.281
PQ8	1.000	.849
PQ9	1.000	.638
SSAT1	1.000	.575
SSAT2	1.000	.347
SSAT3	1.000	.472
SSAT4	1.000	.258
SSAT5	1.000	.414
SSAT6	1.000	.316
SSAT7	1.000	.349

Extraction Method: Principal Component Analysis.

Table 4.6: Factor Analysis Results for Tourist expectation

Code	Loading	Cronbach α
TE1	0.769	0.738
TE2	0.536	
TE3	0.458	
TE4	0.449	
TE5	0.647	
TE6	0.551	
TE7	0.597	
TE8	0.452	
TE9	0.512	

Note. TE = Tourist expectation

Table 4.7: Factor Analysis Results for Perceived Quality

Code	Loading	Cronbach α
PQ1	0.902	0.721
PQ2	0.784	
PQ3	0.564	
PQ4	0.437	
PQ5	0.463	
PQ6	0.409	
PQ7	0.566	
PQ8	0.898	
PQ9	0.791	

Note. PQ = Perceived Quality

Table 4.8: Factor Analysis Results for Tourist Satisfaction

Code	Loading	Cronbach α
TS1	0.741	0.761
TS2	0.403	
TS3	0.565	
TS4	0.476	
TS5	0.610	
TS6	0.542	
TS7	0.492	

Note. TS = Tourist Satisfaction

The itemized results above indicated that tourist expectations and perceived quality are measured by nine (9) items each, with majority of loadings that are above 0.50 cut off criterion as suggested by Hair et al. (2006). Similarly shown in the table above are the analysis of the Cronbach's alphas, which are all greater than the minimum of 0.70 cut off criterion that is specified for exploratory factor analysis (Hair et al., 2006; Nunnally and Bernstein, 1994). Sequel to these findings, all the three constructs and their related measurements instruments were further used in the multivariate analysis and the hypothesis testing using SPSS 16.

4.5.4 Comparing Reliability Measures at Pilot and Main Study

To establish the explanatory power of the measurement instruments in this study, the researcher has statistically made use of Cronbach alpha (α) to determine the strength of the measurement items (John and Reve, 1982). As prescribed, the researcher empirically assessed the reliability of each item via their loadings and or correlations with the actual construct under which they were hypothesized. The extant literature has established a theoretical support of 0.70 alpha loading as the cut off criterion for accepting the explanatory power of a measurement instrument (Nunnally and Bernstein, 1994). However, other researchers such as Hair et al. (2006) have suggested a less conservative loading benchmark of 0.60 and above, for better understanding, below are Table 4.9 that aptly list out a series of Cronbach alphas that were obtained at both pilot and the main explanatory study:

Table 4.9: Reliability Cronbach Alpha (Pilot & Main Study)

Construct	Cronbach Alpha	
	Pilot Study n = 40	Real Study n = 108
1. Tourist expectation	0.760	0.738
2. Perceived Service Quality	0.859	0.721
3. Tourist Satisfaction	0.856	0.761

For additional evidence in support of how reliable the above results are, below are a set of rules of thumb that guide the acceptability of Cronbach in business researches. Notably, Cronbach alpha that is greater than 0.90 are categorized as excellent. Cronbach alpha between 0.80 and 0.90 are categorized as good, equal to 0.70 but less than 0.80 are categorized as acceptable, greater than 0.60 but less than 0.70 are categorized as questionable, between 0.50 and 0.60 are poor for business research, and anything less than 0.50 are argued as generally unacceptable for any academic research (John and Reve, 1982). Comparing these arguments to the results obtained in this study shows that measurement items that were used at both pilot and main study stages are good for the purpose under which they were conceptualized. Notable in Table 4.10 is that the results in main study are lower to pilot study due to the small sample size of 108 respondents that was used in the main study. For detail results, refer to appendix B.

4.6 Test of Correlation Analysis

To establish the required accuracy in the measurement instruments and ease of research interpretations, the researcher has tested correlation of the three variables through Pearson correlation coefficients in SPSS. Below is Table 4.7 that contains the level of significance, Pearson coefficients and data sample size for the three constructs in this research. Analyzing this

table, the researcher is able to have clear understanding of the potential relationships that might exist in the hierarchical regression analysis within the three conceptualized variables that were used in this study. As shown in Table 4.7, the overall values of correlation in all the three variables are positive, making their correlation coefficient values to be statistically significant at $p < 0.01$. The variables that were analyzed are tourist expectation, perceived quality and tourist satisfaction.

Very important to note is that the correlations that exist between the two variables measure Nigeria's tourist satisfaction, namely tourist expectation and perceived quality are significantly correlated ($r = .419$). Tourist satisfaction is positively related to all constructs in the model, with strong associations (ranging from $r = .561$ to $r = .644$). In practical term, these results show that tourist expectation and perceived quality of Nigeria tourists in Malaysia do influence their level of satisfaction with the tourism goods or services.

Lastly, the results from the Pearson correlation analysis as shown below generally validate the preposition of the researcher that there exist positive relationships between tourist expectations, perceived quality and tourist satisfaction. Importantly, the joint impact of this relationship is stronger on tourist satisfaction as indicated below with the value of $r = .644$.

Table 4.10: Pearson Correlation Analysis

		TE	PQ	TS
TE	Pearson Correlation	1.000	.419**	.644**
			.000	.000
	Sig. (2-tailed)			
	N	108.000	108	108
PQ	Pearson Correlation	.419**	1.000	.561**

	Sig. (2-tailed)	.000		.000
	N	108	108.000	108
TS	Pearson Correlation	.644**	.561**	1.000
	Sig. (2-tailed)	.000	.000	
	N	108	108	108.000

Note: Correlation is significant at the 0.01 level (2-tailed).

4.7 Hypothesis Testing

As statistically suggested by many researchers like Hair et al. (2010) and Nunnally and Bernstein (1994) the researcher has conducted necessary hypothesis testing using hierarchical regression analyses to provide alternative answers to the proposed research questions one to four. Regression analysis has statistically assisted in addressing the relationships that exist between Nigeria tourist expectation, perceived quality and their satisfaction with Malaysian tourism products. Very important to note is that, before conducting the prescribed analysis, the researcher examined the data to primarily detect if there are any outliers, missing values, or serious violations that could hinder basic assumptions guiding regression analysis, namely, normality hypothesis testing (Hair et al., 1998).

The aforementioned inspection on the data that was collected has assisted in revealing that there was no violation of the assumptions guiding regression analysis. Based on these results, the researcher concludes that the use of regression analysis is very appropriate with the data in this study. As will be noticed below, the interpretation of the hierarchical regression in this tourist behavior study is purely based on the use of standardized coefficient beta denoted as

(β) and R-Square denoted as R^2 . This provides the required evidences that are needed to determine whether to support or not to support the hypothesized relationships that were stated earlier in the chapters.

4.7.1 Regression Analysis on the Influence of Tourist Expectation on satisfaction

To empirically answer the first question that was asked in this research, “what is the influence of Nigeria tourists’ expectation on satisfaction with Malaysian tourism products?” regression analysis was conducted to test hypothesis 1. In this analysis, tourist expectation is treated as the independent variable, whereas tourist satisfaction was treated as the dependent variable. Through regression analysis procedure, tourist expectation is regressed on tourist satisfaction. Step 1 in figure 4.3 and table 4.11 shows the relationship between tourist expectation and tourist satisfaction.

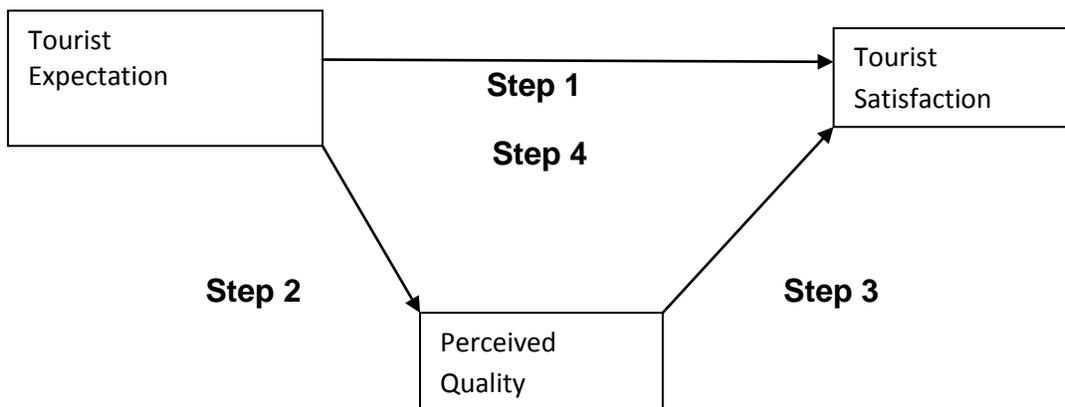


Figure 4.3: Steps in the regression analyses

Table 4.11: Model summary of regression analysis in step 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.644 ^a	.415	.409	.14056	.415	75.194	.000

a. Predictors: (Constant), TE

b. Dependent Variable: TS

Table 4.12: Results of regression analysis in step 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.140	.046		3.024	.003	.048	.232
	TE	.725	.084	.644	8.671	.000	.559	.891

a. Dependent Variable: TS

Note: Tourist Expectation (TE),

Tourist Satisfaction (TS)

With F value of 75.194 ($p = .000$), indicates that Nigeria tourist expectation significantly influences satisfaction with Malaysian tourism products. Very important to note is that, the model is very strong with tourist expectation explaining 41 percent of the variation in Nigeria tourist satisfaction. Furthermore, the researcher also notes that tourist expectation positively influences tourist satisfaction ($\beta = .644$). Therefore, hypothesis 1 is supported.

Secondly, tourist expectation is regressed on perceived quality among Nigeria tourists with Malaysian tourism products. Tables 4.13 and 4.14 shows the regression results of tourist expectation on perceived quality as obtained in this study.

Table 4.13: Model summary of regression analysis in step 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.419 ^a	.175	.167	.14918	.175	22.528	.000

a. Predictors: (Constant), TE

b. Dependent Variable: PQ

Table 4.14: Results of regression analysis in step 2

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
	1 (Constant)	.303	.049				6.162
TE	.421	.089	.419	4.746	.000	.245	.597

a. Dependent Variable: PQ

Note: Tourist expectation (TE), Perceived Quality (PQ)

As noted above in Table 4.12, with F value of 22.528 ($p = .000$), indicates that Nigeria tourist expectation significantly influences their perceived quality of Malaysian tourism products. Also important to note in step 2 is that, the conceptualized model is a good predictor with tourist expectation explaining 18 percent of the variation in Nigeria tourist perceived quality of Malaysia tourism products. Similarly, the researcher also notes that tourist expectation positively influences perceived quality (post-purchase intention) of Nigeria tourist with a beta value of .419. Therefore, hypothesis 2 is supported.

Thirdly, perceived quality is regressed on Nigeria tourists' satisfaction with Malaysia tourism products. Tables 4.15 and 4.16 shows the regression results of perceived quality on tourist satisfaction as obtained in this study.

Table 4.15: Model summary of regression analysis in step 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.561 ^a	.315	.308	.15215	.315	48.641	.000

a. Predictors: (Constant), PQ

b. Dependent Variable: TS

Table 4.16: Results of regression analysis in step 3

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.195	.050		3.920	.000	.096	.293
PQ	.627	.090	.561	6.974	.000	.449	.806

a. Dependent Variable: TS

Note: Perceived Quality (PQ), Tourist Satisfaction (TS)

For the model summary in regression analysis of step 3, Table 4.15 depict an F value of 48.641 ($p = .000$), which statistically indicates that perceived quality of product among Nigeria tourists significantly influences their satisfaction with Malaysia tourism products. Table 4.15 also shows that the conceptualized model has established the observed strong theoretical linkage between these two constructs with perceived quality explaining 32 percent of the variations in Nigeria tourist satisfaction with Malaysia tourism products. Equally important in the regression results is that perceived quality is statistically significant and positively influences the

satisfaction (confirmation paradigm) of Nigeria tourist with a beta value of .561 and p-value of .000. Therefore, hypothesis 3 is equally supported.

Lastly, to determine the mediating impact of perceived quality, the relationship between tourist expectation and perceived quality were regressed on Nigeria tourists' satisfaction with Malaysia tourism products. Tables 4.17 and 4.18 shows the regression results of the joint impact of tourist expectation and perceived quality on tourist satisfaction as obtained in this study.

Model summary of regression in step

Table 4.17: Results of regression analysis in step 4

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
	1 (Constant)	.020	.049				.415
TE	.559	.084	.496	6.652	.000	.392	.725
PQ	.395	.083	.353	4.731	.000	.229	.560

a. Dependent Variable: TS

Note: Tourist expectation (TE), Perceived Quality (PQ), Tourist Satisfaction (TS)

Table 4.18: Summary of the mediating impact in step 4

Independent Variables	Dependent Variable = Tourist Satisfaction		Conclusion
	Without Mediator	With Mediator	
Tourist Expectation	$\beta = 0.644^{**}$	$\beta = 0.496^{**}$	Partial Mediation
Perceived Quality		$\beta = 0.353^{**}$	

Notably, the regression analysis in step 4 is to ascertain whether full mediation or partial mediation has occurred given the significant relationship between perceived quality and tourist satisfaction in step 3. As noted in table 4.15 above, the beta value for tourist expectation in step 4 is higher ($\beta = 0.496$, $p < 0.000$) if compared to the beta value for perceived quality ($\beta = 0.353$, $p < 0.000$), but since the p-value of perceived quality is still significant, thus we conclude that partial mediation has occurred.

Thus, the regression results indicate that:

1. Tourist expectation (Independent variable) is significantly related to tourist Satisfaction (Dependent variable)
2. Tourist expectation (Independent variable) is significantly related to perceived quality (Mediating variable)
3. Perceived quality (Mediating variable) is significantly related to tourists' satisfaction (Dependent variable).
4. When tourist expectation (IV) and perceived quality (MV) is regressed against tourist satisfaction (DV), perceived quality (MV) is significant but the beta value of tourist expectation (IV) is higher and also significant thus we conclude that partial mediation has occurred.

For a better picture of the aforementioned analyses, below is Table 4.19 that contains the hypotheses testing results and appendix B that contains a detail analysis of the hierarchical regressions:

Table 4.19: Summary of the hypotheses testing results

Hypothesis	Accept/Reject
Hypothesis 1: Tourist expectation is positively related to tourist satisfaction	Accept
Hypothesis 2: Tourist expectation is positively related to perceived quality	Accept
Hypothesis 3: Perceived quality is positively related to tourist satisfaction	Accept
Hypothesis 4: Perceived quality positively mediate the relationship between tourist expectation and tourist satisfaction	Accept

4.8 Conclusion

The above explanations have the correlation and relationship that exist between Nigerian tourist expectation, perceived quality and satisfaction. The result from the finding show the strength of the relationship that exists between the three variables, looking at the correlation result, the strength and direction of the relationship is very strong explaining .644 of correlation and significant at .000 which is very good. In addition to validate the argument of the existing literature that support the fact that the three variable are related, the researcher conducted hypothesis testing using SPSS and the result have being shown above that there are strong relationship between the three variable. This conclude why the research is being conducted and give answer to the research question and objectives that is supported by the hypothesis

CHAPTER 5

5.0 DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, the researcher presents a summary of the research work, which contains results of the study, analysis of the findings, its contribution, discussion of the implications the research has on the practice and theory in the tourism sector. This research finally presents its conclusion, limitations and recommendations for future researchers.

5.2 General Overview of the Research Findings

In line with the behavioral model, in this study the researcher attempts to confirm whether it is true that tourist expectation, perceived quality and satisfaction can help to know the relationship that exist between Nigeria tourist satisfaction, expectation and quality of goods in Malaysia. Many researchers have studied tourist satisfaction model but this study has adapted the conceptual framework advanced by Fornell et al. (1996) to determine the satisfaction of Nigeria tourist in the Malaysia tourist industry, addressing four objectives used as a basis to determine the relationship between Nigeria expectation, perceived quality and satisfaction. In this research, the first objective is to determine the influence of Nigerian tourists' expectation on satisfaction. The aim here is to test the relationships that exist between tourist expectation and Nigeria tourist satisfaction. The second objective in this study is to examine the relationships between tourist expectations on perceived quality. The third objective is to determine the impact of Nigeria

tourists' perceived quality on satisfaction, primarily to determine the relationships between service quality and tourist satisfaction. The last research objective is to determine the mediating influence of Nigeria tourists' perceived quality on the relationship between tourist expectation and satisfaction. Hence, the research has provided answers to the four research questions raised in this study. The researcher collected data from Nigeria students in Malaysia, using 250 questionnaires, which were distributed to registered Nigeria students who have visited a number of tourist places in Malaysia.

The data were analyzed using SPSS software to test the hypothesized relationships in the model of the study. From the three alternative significance levels that are available for researchers, this research used 0.05 level of significance as the critical level for deciding the acceptability or rejection of the hypotheses. Looking at the research hypothesis testing it shows positive relationship in the entire three variables. The research questions, in the study were all supported, including the mediating influences of service quality on the relationship between tourist expectation and satisfaction. In other words, it is shown in the hypothesis testing that, the two antecedents of satisfaction are positively related to one another.

The research was able to answer the first research question, which shows that tourist expectation has a positive influence on Nigeria tourist's satisfaction in Malaysia. The research question two, the finding shows that the question is supported, because there is positive relationship between the variables and it shows that they are significantly related. The third research question was answered with the result showing that there is a positive relationship, between perceived quality and Nigeria tourists' satisfaction. In sum the hypothesis, testing shows significant relationships between all the items in this research. Additionally, result of fourth research question reveals that

perceived quality partially mediate the relationship that exists between tourist expectation and tourist satisfaction.

5.3 Influence of Tourist Expectation

The findings of this study show that out of the two antecedents of satisfaction, tourist expectation plays a crucial role between the two antecedents of satisfaction. Both tourist expectation and perceived quality are the two antecedents of satisfaction and both positively influence satisfaction of tourist and their intention to come back to the destination. The research findings has provided the required support that show the influence that tourist expectation and service quality have on tourist satisfaction. One group of researchers have defined tourist expectation as the served market's expectations, which represent both the served market's prior consumption experiences with that particular firm's offering (Oliver and Burke, (1999). Tourist expectation is very important for tourism industries to be able to determine in advance their individual and collective merit.

5.3.1 Influence of Tourist Expectation on Tourist Satisfaction

Looking at the influences of hypothesis one, H_1 : *tourist* expectation is positively related to tourist satisfaction, the result from the data analysis shows that tourist expectation significantly affects tourist satisfaction. It is important to note that, the hypothesized model is highly instructive with tourist expectation explaining 41 percent of the variation in Nigerian tourist satisfaction. Furthermore, it is advisable for the tourism practitioners to engage in the measures that could identify and satisfy tourist needs and wants at a destination.

Evidence from existing literature such as Oliver (1980) Oliver and Burke, (1999) shows how these authors argued on the relationship that exists between tourist expectation and tourist satisfaction; in convergent to their studies is the study that has also shown that tourist expectation has positive influence on satisfaction. It is noted that Fornell et al. (1996) initiated the first conceptual model that emphasized on satisfaction. This study has adapted this and few other works on tourism that lend to support the present study, which shows that Nigerian tourist expectation on Malaysian good and services positively, influence their satisfaction. This study was able to show the influence of tourist expectation on quality, hypothesis-testing shows that the two variables are positively related.

The second hypothesis states that there exist positive relationship between tourist expectation and perceived quality, the regression result shows that tourist expectation of Nigeria tourist significantly influences perceived quality of Malaysia tourism products. In this model, tourist expectation explained 18% of the variation in Nigeria tourist perceived quality with Malaysia tourism products. Moreover, the two variables significantly correlate in Pearson correlation and it shows that tourist expectation and quality does influence the level of satisfaction of Nigeria tourist in Malaysia. Overall, the finding in the hypothesis indicated that expectation and quality could influence tourist satisfaction if the tourism sectors meet the desires of tourist in effectively delivering good and services. A few existing report that have argued that there are relationship between tourist expectation and perceived quality Fornell et al. (1996) and Chen and Tsai, (2007), this study supported this arguments.

5.3.2 Influence of Perceived Quality of Services on Tourist Satisfaction

According to few researchers, they tried to define service quality as perception of judgments about the superiority of a service rendered by an organization (Parasuraman et al., 1988; Cronin and Taylor, 1992) but now, the exact nature of this attitude or perception has not been agreed on globally. Some other researchers have also said that perceived service quality originated from a comparison of different individual expectations with different service provider performance. However, tourism literature has defined perceived service quality as the tourists' overall assessments of the superiority of a service with respect to the service interactions and the outcomes (Cronin and Taylor, 1992). Upon the established positive relationships that exist between service quality and tourist satisfaction, the current study has tested the hypothesis, *H3*: that perceived quality is positively related to tourist satisfaction. The result from this hypothesis testing revealed that perceived service quality is positive and is significantly related to satisfaction.

This shows that the model has established the strong theoretical linkage between these two constructs with perceived quality explaining 32% of the variations in Nigeria tourist satisfaction. The finding shows that perceived quality is significant and positively influences satisfaction. The basis upon which this hypothesis was extracted from these few researchers like Parasuraman et al. (1988), Alcaniz et al. (2005), Cronin and Taylor (1992), Fornell et al. (1996). They have all empirically tested the relationships that exist between services quality and satisfaction. Moreover, the result shows a convergent relationship between the three variables, all are positively related

and depend on each other. In addition, it has been revealed from the empirical findings in this study, that there is a positive and significant relationship between quality and satisfaction.

However, the findings in the study shows that quality of services offered to the Nigeria student tourist at the destination does have great impact on them, which resulted in revisit of the destination. This study was conducted to find out why the number of Nigeria keeps increasing despite the negative image they have in Malaysia, because positive intention of tourist on the destination results in loyalty. The study was able to some extent answer the question of why the numbers of Nigerian in Malaysia keep increasing.

5.3.3 Mediating influences of Perceived Quality in Tourist Expectation and Satisfaction.

Evidence from available literature like Cronin and Taylor (1992), Fornell et al. (1996) has led this study to one potential mediator, perceived quality (PQ). Hence, this study conceptualized and hypothesized that perceived quality positively mediate satisfaction of Nigeria tourist. Furthermore, the results of the hypothesis 4 in Chapter 4 revealed that there is partial mediation influence in the relationship between tourist expectation and tourist satisfaction, hence perceived quality is the mediating variable that shows the relationships that exist between independent and dependent variable.

In other words, the hypotheses testing results of the mediating relationships have shown that the presence of perceived quality will significantly assist tourism service provider in determining the gap that exists between the service provided and the actual need of the tourist.

The finding of this study is consistent with the existing literature, which suggests that perceived quality mediates between tourist expectation and tourist satisfaction.

5.4 Research Contributions and Implications

5.4.1 Theoretical Contributions

The study on tourist expectation and service quality as the two antecedents of Nigeria tourist satisfaction shows that there are relationships between tourist expectation, service quality and satisfaction, which are the theoretical contribution of this research. The model in this study shows the linkage between Nigeria tourist expectation, perceived quality and tourist satisfaction, with perceived service quality mediating tourist satisfaction.

The findings of this study have contributed to a theoretical understanding in tourism marketing helping service providers to know how to improve the quality of their services, by meeting up with the expectation of the tourists. In the contribution, it shows that tourist expectation of Nigerian tourist is significantly influencing satisfaction with Malaysian tourism products that show that it is positive and significantly affecting tourist satisfaction. Firstly, this result confirms the suggestion by Fornell et al. (1996) that expectation has linkages to satisfaction. This study examines the two antecedents of satisfaction to identify the relationship between tourist expectation, quality and satisfaction. It clearly shows that tourist expectation and perceived quality of services provided by the tourism industry are the two major contributions to tourist satisfaction.

The second contribution to the existing theory is that tourist expectation is positively related to and significantly influences tourist perceived service quality in tourism sectors. These results support the view of Fornell et al. (1996) and Oliver (1980), that expectation influences satisfaction. The findings in the study have established the theoretical linkages between tourist expectation and service quality among Nigeria tourists. More so, this study has shown that service quality is a key through which tourism industries can improve the services and goods that the tourist buy at the tourist destination. The conceptual model point to a strong theoretical linkage between these three constructs in this study.

The evidence in this finding indicate that, until the time of writing this research there has not been any study that has researched on the relationship between tourist expectation, perceived quality and satisfaction using Nigeria student tourist in Malaysia. Most tourism researchers have traditionally focused on the issues that relate with demand side of tourist motivation and behavioral pattern mainly to discover the reason that made tourist visit a particular destination (Chen and Tsai, 2007). However, this study has provided information on the pre & post purchase intention of Nigerian tourists in Malaysia.

Finally, the evidence from the extant literature shows that tourist expectation and perceived quality is a major determinant of satisfaction within the tourism industries. (Alegre and Cladera, 2006; Andriotis et al., 200; Meng et al., 2008; Fornell et al., 1996; Chen and Tsai, 2007; Turner and Reisinger, 1999; Furutani and Fujita, 2005) These researchers argue that quality and expectation is an outcome of the present or previous recommendation of a destination. Theoretically, this study has contributed to the existing literature by establishing the mediating impacts of perceived quality in the relationship between tourist expectation and satisfaction. The notion that the ability of the stakeholders or tourism department to meet up with the expectation

and demand of the tourist at the destination, and offer quality services influences their repeat visit or recommendation to family and friends. This is ascertained through the research findings where tourist expectation is positively related and significantly influences tourist satisfactions. The result further suggests that the inherent opportunities in tourism industries are based on quality services, which entice the inbound tourists and satisfy them. Thus, the positive experience the tourist has of the Malaysia reliable good, historical site, safety, avoidable accommodation, racial tolerance, will have good influence on their return or recommendation.

5.4.3 *The Implication to Tourism Manager*

Existing literature shows that tourism is the second largest growing business area after information technology in the global economy. (Andriotis et al., 2008; Mohammed, 2006; Meng et al., 2008) Some researchers have also shown that many of the economies are successful in marketing their destinations, generating a substantial amount of foreign exchange from the tourism sector. However, it is necessary for the tourism department to always research on the strategy that will always keep the industry going.

The result of this study indicates that tourist expectation and perceived quality are predictable antecedents of satisfaction. It is suggested that the stakeholders have to provide enough time, money and training to people working on the tourist center in order to give effective services to the tourist to meet up with their expectation in order to satisfy them. The tourism sector should always consider tourist view and human resource capability in their operation to maintain good tourist loyalty and this will encourage the tourist to revisit and enhance recommendation of that particular destination, and give opportunity to gain more tourists to the destination. According to

the factor loading, the items that show nice result under expectation are that is more than 0.5 cut of criteria are historical and cultural site,0.769, good infrastructure 0.536, security 0.597, reasonable price0.647 and reliable good 0.551. Never the less the tourism industry should continue to maintain the standard and look in to the remaining ones that did not meet up with the criteria. Perceived quality, the item that are of good result according Hair et al are historical and cultural site 0.902, good infrastructure 0.784, accommodation 0.564, racial tolerance 0.898, security 0.566, product suit my need0.791. Lastly, tourist satisfaction items such as available site seeing places, facility, accommodation and security all have good result. It is advisable for manager to look into the item that have low result and work more on it

Finally, it is argued that in order to satisfy tourist on the destination, the tourism center must implement good services that could assist in achieving the desired objectives of the tourist coming to the tourist destination for either pleasure, business or education knowledge. While doing this, the tourism sector must be mindful that different tourists come from different cultures and background hence will react to the service provided differently.

5.5 Limitations of the Research

There are few limitations in this study as it also applies to other studies. The first limitation is that, the study has used 108 Nigeria respondents from two universities in Malaysia. This is very small compare to overall population of Nigeria student in Malaysia so this gives opportunity for future researchers to work on the entire higher institutions in Malaysia. Although this number is said to be acceptable based on Roscoe rule of thumb, which stated that a sample size that is more

than 30 and less than 500 is sufficient for statistical finding. For better result in the regression analyzes, future research can work on larger sample.

Another limitation is the explanatory nature of the study, which only seeks to establish the two antecedents of satisfaction, where tourist expectation accounted for 41% of the variation and perceived quality explained 18% of the variation in tourist satisfaction. Since this study explores variables by combining the two antecedents to determine the Nigeria tourist satisfaction, it further provides future research opportunities to work on other variables that lead to tourist satisfaction. Meanwhile, given the continuous development in the world, the two antecedents of satisfaction, tourist expectation and perceived quality may not be enough to determine the satisfaction of the tourist with the destination, so future researcher can explore more on other new variable that can initiate tourist satisfaction.

Finally, the data collection in this research made use of cross sectional data due to time constraint. To have opportunity in comparing changes over time, future research could work on longitudinal data collection. This is a good topic for future research, which, allows the researcher to compare the past view of the Nigeria student tourists with the present view to know if there is any change in their satisfaction with Malaysia products during their visit to tourist destinations.

5.6 Conclusion

This research has empirically investigated and brought together two antecedents of satisfaction by primarily determining the impact of tourist' expectation and perceived service quality on satisfaction with Malaysia tourism and hospitality services. These two antecedents were tested

and it shows that they positively influence Nigeria tourist satisfaction in Malaysia. However, a major issue that led to this study is to find out why the numbers of Nigerians in Malaysia keep increasing despite their negative image. As shown in the quantitative analysis of the hypothesized relationships, this study indicates that the high growing number of Nigeria tourists is presumably related to their satisfaction with Malaysia tourism products. Theoretically, this scenario can be related to the marketing literature that emphasized on the impact of positive word of mouth on customer retention and loyalty. The ability of Malaysia tourism sector in fulfilling its promises in term of good quality of product and services as thus, lead to the satisfaction of Nigeria tourist and subsequently influenced more to visit Malaysia. However, this study conceptualized three variables and itemized some question under the relationship between these three constructs with particular reference to Fornell et al. (1996) and Quintal and Polczynski, (2010). The independent variable is tourist expectation, while perceived quality is the mediating variable and tourist satisfaction as dependent variable.

Consequently, this study empirically tested the relationships that exist between tourist expectation, perceived quality and satisfaction of Nigeria tourists in Malaysia. As mentioned above, these was done by using some measurement items that were grouped under two major antecedents of satisfaction, which are tourist expectations and perceived quality. Notable among these measurement instruments are cultural and historical attributes, infrastructure and facility, quality accommodation, reliable services, moderate cost of living, quality services, racial tolerance and quality products. All these items were examined above in chapter 3 to establish their relevance in the relationship between tourists' expectation, perceived quality and satisfaction or dissatisfaction with tourism and hospitality services. These items were evaluated at both pre-purchase (tourist expectation) and post purchase (perceived quality) stage to

empirically validate the extant theoretical arguments in support of their positive influence on tourist satisfaction. Observably, the findings from hypothesis testing have shown that Nigeria tourists are truly satisfied with the goods and services encountered in their tourist destinations in Malaysia.

These measurement items are very important in this study because the three variables were measured using these items. With regard to cultural and historical site, evidence from available literature have shown that researchers do measured this to evaluate tourist's expectation and actual experience with the historical monument of the host country. Going to historical site availed Nigeria tourist the insight of the traditional and culture, the way of life of the Malaysia, it enlighten the Nigeria tourist on the historical life of the people in Malaysia. Another important measurement instrument upon which the three hypothesized constructs were tested is available infrastructure in the host country. Included among important infrastructural facilities that a tourist destination must possess is good and affordable transportation system, modern facility that is not common in the tourist country, uninterrupted electricity, mono train, etc that could assist in providing desired relaxation for tourist at various destinations.

Regarding accommodation, this is very important in a tourist destination, tourists expect good accommodation to be made available at the tourist destination by tourism marketers at minimum standards of comfort and at reasonable cost. The tourist also expects that accommodation should be available when required. Townley (2001) make direct reference to accommodation as a factor. Equally important among the measurement instruments is safety, a major factor that is consider as paramount to tourist and their families. It is important for the host country to have a good reputation for safety, as explained before that and Malaysia is not left out when we talk of safety. The country tried to unite the three race to avoid fight, when we look at the middle east , tourist

traveler has reduce in number because of the problem of war. This give Malaysia more advantage because of the country good record on safety if compared to gun disaster zone like US and some European destinations. Malaysia is an Islamic country and people consider the country peaceful, and this helps tourist to be less worried.

Racial tolerance in the country, the country as a mix cultured country which includes Malay, Chinese and India, this make it more social and enticing, they have mix culture with different traditions that tourist will like to know and this aspect make the country interesting to visit.

Malaysia also has moderate cost of living compare to the US and Europe. The country has reliable goods that have the same standard with the West, and even cheaper if compared. Tourist will always consider a destination with good standard of infrastructure, good quality product, and nice shopping places but less costly, all these are encompass in choosing a destination. The services provided at the tourist destination is also a factor that contributes to the development of host country and it is one of the crucial stages that tourism marketers should always be aware of, tourist expectations and perceived quality are significant factors affecting the satisfaction of tourist.

Meanwhile all these measurement items were tested under the three hypothesized variables in this study in order to know the relationship that exist between the tourist expectation, perceived quality and satisfaction. Because of the items listed above, this study was able to reach a conclusion after using statistical tools in SPSS to test Pearson correlation, reliability and regression analysis. Importantly, this study concludes that the three hypothesized constructs were highly correlated, and most importantly tourist expectation and perceived quality positively influence the variance in tourist satisfaction. However, it is very important to emphasize the need for tourism marketers to always put into consideration the impact of these two antecedents of

tourist satisfaction before embarking on any tourism related activities. This is because the likelihood of tourism providers to achieve tourist satisfaction strongly depends on its ability to meet and exceed tourist expectation. Available literature have also argued in favor of customer satisfaction has a major antecedent to customer loyalty, revisit intention and positive word of mouth recommending to friends and family.

Sequel to the aforementioned results, this research concludes that the continuous influx of Nigeria's into Malaysia is a consequence of satisfaction with the tourism and hospitality services backed by positive word of mouth promotion from fellow Nigerians. Importantly, the results and recommendations in this research has availed tourism managers the practical implications of establishing tourist's expectations before designing their service standards. Thus, the primary objectives of conducting this empirical research are to some extent achieved.

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