

SEGMENTATION OF THE MIDDLE EASTERN AND
CHINESE TOURISTS IN MALAYSIA

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SEGMENTATION OF THE MIDDLE EASTERN AND
CHINESE TOURISTS IN MALAYSIA

BY

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A research project submitted in partial fulfilment of the
requirement for the degree of

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- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
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LIST OF ABBREVIATIONS

KLCC	Kuala Lumpur City Centre
KLIA	Kuala Lumpur International Airport
ME	Middle Eastern
CH	Chinese

PREFACE

The execution of this research project was done as a compulsory element for the completion of the researchers' Bachelor Degree of International Business (Hons). The topic of Segmentation of The Middle Eastern and Chinese Tourists in Malaysia was chosen as the tourism industry of Malaysia is one of the major contributors to the country's GDP. The Middle Eastern and Chinese tourist segments are two of the major contributors to the tourism industry in the country, and expectations of growth in the tourism industry has led the research team to dwell into acquiring more information of tourists visiting the country.

This research will explore the demographics, behavioural, and psychographic characteristics of these tourists to provide a more in depth and comprehensive information for policy makers, Malaysia's Tourism Board, travel agents, and those related to the tourism industry to develop future strategies to attract more foreign tourists into Malaysia in the future.

ABSTRACT

Knowing the differences and similarities in the two groups of Middle Easterners and China tourists is crucial to provide information for those related in the tourism industry. The purpose of this study is to find the differences and similarities in the demographics, behaviour, psychology, level of satisfaction, revisit intention, and recommendation of the two groups. T-test was adopted to determine the significance of the two groups. Reliability test was conducted to determine the reliability of the satisfaction factor items asked in the survey questionnaire. Pearson Correlation Coefficient was adopted to examine the relationship between overall satisfaction and revisit intention, and between overall satisfaction and recommendation.

Results of the analysis were positive in relationship between the variables, in which they are also significant. Differences and similarities between the two groups of respondents are also discussed. Researchers also provided suggestions to improve the Malaysian tourism industry and for future researches to further develop the research scope.

Keywords: Tourist Demographics, Satisfaction, Revisit Intention, Recommendation, Foreign Tourism

Chapter 1: RESEARCH OVERVIEW

1.1 Introduction

According to the Malaysia Economy Sector, tourism is one of the major industry which contribute to the country economy, it is also part of the Malaysia's annually growth plan towards high income status. Malaysia tourism was actually selected as one of the National Key Economic Area (NKEA) under the National Transformation Program (NTP) in 2010. However, the country's travel and tourism contribution toward the percentage of the GDP fluctuated substantially in the past few years. From 1997 to 2016, an upward trend was shown. In fact, Malaysia's GDP of travel and tourism contributed 13.7% in the end of 2016. As tourism is essential economic sector in Malaysia, thus, the topic of discussion for this research study is to explore segments of tourists visiting Malaysia and to segment these tourists into meaningful and manageable groups. However, this research may focus on the most and potential arrivals countries to Malaysia. The countries selected for this research are China and Middle Eastern countries. China considered as one of the top three countries that most arrivals to Malaysia which included Singapore and Thailand. But both would be excluded in this study as they are neighboring countries that frequently cross over to Malaysia. For Middle Eastern countries, it is a potential growth area for Malaysia tourism to target as the number of tourist arrival increased significantly.

This chapter will begin with the research background which illustrates the outline of the research in order to predominate the attention of the audiences. Furthermore, enhance the problem statement of this study. Afterwards, to define the research objective and research questions to clearly indicate the aim of the research. This is followed by the hypotheses of the study which will be stated as result forecasted by the researchers. Moreover, it is followed by the significance of the study and chapter

layout. Lastly, it will end with the conclusion which summarizes the overall contents for this chapter.

1.1 Research Background

According to UNWTO (2013), tourism means the temporary movement of individuals to any destination that is outside of their living and working places that the main purpose of movement is other than the exercise of the activities remunerated from within the destination visited for less than one year. Tourism can be categorized into domestic and international tourism.

The international tourism defined as the sum of domestic activities that directly support the consumption of goods and services of foreign tourists in a country. Nowadays, it has become a major economic sectors of the global economy. It involved the transfer of capital flow, people and commodities across the nations.

1.1.1 Malaysia tourism

In Malaysia, tourism sector act as the largest contributors to the country economy. Recently, the Malaysia's government has aggressively promoting the local delicacies and destination to foreign country. The increased number of foreign tourist visiting Malaysia annually help the country grow in economic aspect and the reputation in global status. According to Tourism Malaysia's official webpage, the number of tourist visited Malaysia in 2016 increased 4.0% compared to the previous year. The figures indicate great potential of growth in Malaysia tourism sectors. Based on the Malaysia Tourism Statistic and Data, the top five country tourist arrival in

past few years were Singapore, China, Thailand, Indonesia and Brunei. Furthermore, it also have some articles which indicate an increased number of Middle Eastern tourists visited Malaysia in the past few years.

According to Peter Sherwood (2017), effective segmentation is based on extensive quantitative research focusing on large numbers of people and grouping them together based-upon shared characteristics such as demographics, behavioral patterns, or cognition ratings. Once identified, these groups are referred to as particular segments and able to be targeted by particular product offerings, services, and tailored marketing messages. Other researcher stated that friendly, urban environment, adventure, nature and resort, budget and value, history and culture, active outdoor sport are the core factors that affect the foreign tourists to visit a country (SevdaSahilliBirdir, 2015).

1.2 Problem Statement

Malaysia's tourism sector in the year 2016 presented MYR82.1 billion in revenues to the country and has been in the incline trend since before then. In the coming future, the nation projects further increase in revenue. The government has since established plans to improve tourist arrivals to boost Malaysia's economy and image with improved infrastructures such as transport, facilities, and beautification of tourism hotspots.

By the year 2020, the country envisions 36 million tourist arrivals and MYR168 billion revenue. To make this a reality, the country should identify its composition of tourists and each of their tastes and preferences to best attract them. However, a

general research into their activities such as holiday preferences (shopping, nature, cultural exploration, etc.), spending budget, and satisfaction had not been conducted recently. Without an objective analysis, the improvement plans may deviate from the actual needs of tourists. Thus, ineffectively attracting tourists.

Among all the foreign tourist visited in Malaysia, researchers will only focus on tourists from China and Middle Eastern countries. The reason is because China have the highest number of visited tourist in Malaysia by excluding neighboring countries such as Thailand and Singapore. Also, a high potential growth market which is Middle Eastern countries are targeted by the local government in tourism sector. In this study, the researchers have narrow down the scope by emphasizing on the tourists from West Malaysia. Researchers will study the tourist market segmentation and the reasons which drive their overall satisfaction with revisit intention and recommendation of Malaysia.

1.3 Research Objective

The purpose of this research study is to solve the problem statement by having a general objective which would then be refined into specific objectives.

1.3.1 General Objective

The main objective of performing this research is to put forth demographics of tourists visiting Malaysia and to identify tourist profiles based of those demographic and travel characteristics. In the minor part of the research, it attempts to observe and study whether tourists' satisfaction are able to influence the tourist behavioral intention in Malaysia.

1.3.2 Specific Objective

1. To identify the similarity and differences between Middle Eastern and China.
2. To examine the reasons tourists visiting Malaysia.
3. To examine the tourist's level of satisfaction on accommodation, food and place of visit in Malaysia.
4. To examine the significant positive relationship between overall satisfaction and revisit intention of the tourist to Malaysia.
5. To examine the significant positive relationship between overall satisfaction and recommendation of the tourist to Malaysia.

1.4 Research Question

The questions for this research are as follows:

1. What is the similarity and differences between Middle Eastern and China?
2. What are the reasons for tourists visiting Malaysia?
3. What is the tourist's level of satisfaction on accommodation, food and place of visit in Malaysia?
4. Is there any significant positive relationship between overall satisfaction and revisit intention of the tourist to Malaysia?
5. Is there any significant positive relationship between overall satisfaction and recommendation of the tourist to Malaysia?

1.5 Hypotheses of the Study (for Quantitative Research)

Hypothesis 1

H1: There is significant positive relationship between overall satisfaction and revisit intention of the tourist.

Hypothesis 2

H2: There is significant positive relationship between overall satisfaction and recommendation of the tourist.

1.6 Significance of the Study

This research aims to further develop tourism market segmentation theory and practice in the field of the tourism studies in order to segment these tourist into meaningful and manageable groups. This research may contribute a better understanding and insight for the Malaysia Tourism Industries on what drive tourists' satisfaction and revisit intentions to visit Malaysia by determining which variable has significant relationship with the dependent variable.

Since tourism is one of the economic sector for Malaysia. Therefore, we would like to run this research to study the tourism segmentation in order to succeed in the market segmentation in tourism. This is because when segmentation is well-constructed and effectively utilized to understand and serve the market, the Malaysia tourisms can distribute the resources more efficiently to reach the target markets (SevdaSahilli, 2015). According to Dolnicar (2008), segmentation is a powerful tool in order to better compete and better market goods and services that lay behind numerous aspects of this innovation approach, as by using market segmentation successfully and meaningfully, a tourist destination may gain many impressive benefits including competitive advantage.

For the above-mentioned reasons, we would like to conduct this research study to well segment those tourists. Furthermore, we will also study the tourists' satisfaction and revisit intention to Malaysia. Therefore, this study may serve as a reference note for the Malaysia Tourism companies and government to formulating their marketing plan and tourism policies.

1.7 Chapter Layout

In this research, it consists of 5 chapters. Each chapter has connection to each other in order to complete the entire research. Below are the overall reviews of the 5 chapters:

1.7.1 Chapter 1

This chapter is about the research overview as this is the initial section which gives a brief picture of the whole research and clear information of the topic. This particular chapter indicates the research foundation and the issue statement of the study. Therefore, it further discusses about its target or objective to be proficient, the research inquiries to be addressed and the hypothesis to be tested. The significance of the study will likewise be clarified in this specific part.

1.7.2 Chapter 2

This chapter is about the literature reviews as this chapter comprises of the comprehensive review of data from the past researches that are obtainable on the study subjects. In this chapter, theoretical basis has to build up for this research by using the applicable articles and journals to expose research issues. Therefore, in order to further process and test the research topic, it is a must to build up a good conceptual or theoretical system in this chapter.

1.7.3 Chapter 3

This chapter is about the research methodology as this chapter is the depiction of approach which tended to how the research is done. By doing so, this chapter has to include the research design, methods of data collection, sampling design, research instrument, measurement scale, data processing and data analysis methods.

1.7.4 Chapter 4

This chapter is about the data analysis as this chapter is interrelated with the research questions and hypotheses. Therefore, all the data must be gathered from respondents that are tested and interpreted through an arrangement of analysis that includes descriptive, scale measurement and inferential analysis.

1.7.5 Chapter 5

This chapter is about the final discussion, conclusion and implications as this chapter is summarizes the context of the entire research study. This particular part consists of the discussion on the major findings to validate the research objective and hypotheses with the summary of statistical analysis. Therefore, this study may be helpful and supportive for the researchers for further research.

1.8 Conclusion

In outline, researchers have introduced Malaysia tourism, the importance of this study, research overview, problem statement, and foundation of research objective, research questions and hypotheses. Therefore, we are going to provide a clearer picture of our study through the past relevant researches that done by the other researchers in the following chapter.

Chapter 2: LITERATURE REVIEW

2.1 Introduction

This chapter is emphasized on studying the review of the literature which is supported by the related secondary data that have been studied and analyzed by previous researchers. This chapter begins with the detailed reviews of segmentation in tourism and followed by the study of tourist satisfaction and behavioral intention. It continues with theoretical framework and hypotheses development which are related to this research study. The final section is concludes the main idea for this chapter.

2.1 Review of the Literature

This topic evaluated the various segmentation in tourism and the variables that influence tourists to choose Malaysia as well as the satisfaction and revisit intention of tourists. In order to support the research conducted, researchers may need to analyze those secondary data such as journals, published reports and database.

2.1.1 Segmentation in tourism

According to a journal study, Dolnicar (2008) stated that each of the tourist is unique as they may be attracted by different tourist destination, they would like to take part in different types of activities while on vacation, they can be entertained by different types of entertainment facilities, as well as they also might complain about different aspects of the vacation. Nevertheless, the researcher still can find out some similarity of the tourists among others. For instance, many tourists appreciate culture tourism, many

tourists like to ski during their winter holiday and many tourists may require entertainment facilities for their children at the destination. Hence, recognizing that each of the tourist is unique and that tourism industry cannot possibly cater to every individual independently which forms the premise of market segmentation.

Market segmentation is one of the powerful marketing tools in tourism as it might clarify tourist identities into focus (McCleary, 1995). According to Smith (1956), the concept of market segmentation consists of viewing a heterogeneous market. As it categorizes the characteristics by divergent demand and make it into a number of smaller homogeneous markets. Besides that, tourism managers are able to create products and services that are satisfied and valued when they are ably segmenting heterogeneous tourists based on their motivations (Lee, Lee, & Wicks, 2004). In this case, tourism industry might need to develop groups of individuals that are similar with respect to some personal characteristic in order to segmenting a market. The specific personal characteristic with respect to which comparability is investigated is the segmentation criterion or segmentation base. Moreover, the segmentation bases of dividing the market into several segments such as demographic, geographic, psychological and behavioral variable.

Demographic Segmentation

Among other criteria of market segmentation, demographic segmentation is the one which is frequently used by marketers or researchers. According to Bowen (1998), the definition of demographic segmentation which is the division of a market into clusters on the basis of demographic characteristics such as gender, education, income, family life cycle, race, nationality and etc. Besides that, by using the demographic segmentation, the marketers can easily measure consumer preferences, requirements and usage rates.

Therefore, this will be the primary reason for popularity of demographic segmentation.

In fact, researchers have investigated the tourist demographic details through survey questionnaires. In this research, researchers need to study the relationship between distinctive demographic factor and its effect on destination choice.

Geographic Segmentation

According to Tynan & Drayton (1997), geographic segmentation can be categorized into nationally, regionally or locally. In this case, areas can be studied for differences in consumer activities attributed to locale, such as food habits, shopping habits and etc. In this case, researchers are trying to study the tourism segmentation based on geographical variable which the researchers may study the market of Middle Eastern and Asian (China).

Psychological Segmentation

The psychological variable can be categorized into two type principal types of customers such as personality profiles and lifestyle profile (Gunter and Furnham, 1992). In some cases, psychological profiles are used as a supplement to geographic and demographic when the view of the customer behavior is not provided sufficiently. However, based on Pickton and Broderick (2005), they stated that psychographic segmentation divides market according to customers' attitudes, values, lifestyles, interests and opinions. According to Fuller & Matzler (2008), lifestyle of an individual may highly influence a person behavior in consuming products or services which also includes tourists choosing their vacation destinations and activities that they prefer.

In fact, the researchers have studied the tourists through a survey questionnaire, where the researchers examine tourist purchasing behaviors, reason to chose a vacation destination, as well as their activities during their trip.

Behavioral Segmentation

According to Kotler and Keller (2009), behavioral segmentation can be classified into some variables such as occasions, benefits, user status, usage rate, buyer-readiness stage, loyalty status and attitude. Many marketers believe that those variables are the best starting points for constructing market segments. However, based on a journal from Hoemaker & Lewis (1999), stated that behavioral intention can sometime be defined as consumer's cognitive loyalty as the marketers are able to get a better understanding about the consumer retention by knowing their loyalty.

2.1.2 Factors which Influence Tourist Decision Making in Choosing a Destination

According to Moshin (2004), tourists can actually make their own decision on choosing destination based on money and time constraints. However, there are still many factors that might influence tourists' decision making. There are some factors that may influence tourist decision on the destination such as the quality of the place which include the management, environment and transportation management. Based on Prideaux & Kinimont (1999), tourists might also be affected by other factors such as local transportation, safety issue of the place, destination's image, purpose of the tourists related with the product of a destination, public service that have been provided and travel cost. Therefore, tourists may base on these elements to decide

destination that they are willing to visit. Furthermore, tourists often take the consideration about hotels, facilities, restaurants, clubs, pubs and other form of entertaining in that particular country they want to visit (Law, 1993).

Based on the study done by Mill and Morrison (1995), it indicated that tourists which come from different countries might have different perceptions for tourists attraction. Therefore, researchers require different marketing topic for them and different market segment. According to Heung et al (2001), in order to develop a suitable marketing strategy and manage market segments, marketers need to find out the reason people decide to visit different places and the factor that influences their choice of destination.

2.1.3 Tourist Overall Satisfaction and Revisit Intention

According to Anderson, Fornell, & Lehmann (1994), satisfaction can be affected by three antecedents which included perceived quality, the price (perceived value) and expectation. In addition, based on a previous research of Cronin, Brady, & Hult (2000), and Taylor & Baker (1994), stated that there is a significant relationship among customer satisfaction and loyalty or retention as well as an affirmative relationship between satisfaction and repeat-visit intention. Therefore, as researchers, they need to find out what may influence tourist satisfaction. There are many previous research findings that demonstrate tourism satisfaction may be influenced by travel agencies, accommodation, destinations and tours, services quality and local food (Baker and Crompton 2000; Joppe, Martin and Waalen 2001; Kozak 2001; Lee, Lee and Lee 2005).

In order to have a better understanding on visitor intentions over time, many researchers have used tourist typologies to observe the tourism market. According to Oppermann (1999), the research stated that the dynamic typology of travelers serves as a function of multiple visits. However, it can be identified into three categories of visitors which is somewhat loyal (infrequent), loyal (at least every third year), and very loyal (annual and biannual).

Therefore, it can be concluded that satisfied tourists are more likely to return and become loyal. However, the intention to revisit a place may lead to the destination's long-term economic success.

2.2 Review of Relevant Theoretical Models

According to Michelle. B (2008), even the topic of vacation decision making had become one of the important issue in tourism research, but the empirical applications of the various proposed theories are still scarce. Therefore, many tourism and hospitality researchers are trying to develop the tourism study with different theories regarding the decision-making process. However, according to a study done by Decrop (2006), majority of the theoretical models are still restricted in scope as the limitation to some specific aspect of vacation decision making. For example, tourist motivation, information searching or perceptives from family and friends.

However, in order to explain the tourist demand in detail, Seddighi and Theocharous had further developed a model of tourist behavior and destination choice. Tourists' destination choice is seen as a multistep process that is depicted in Figure 1.

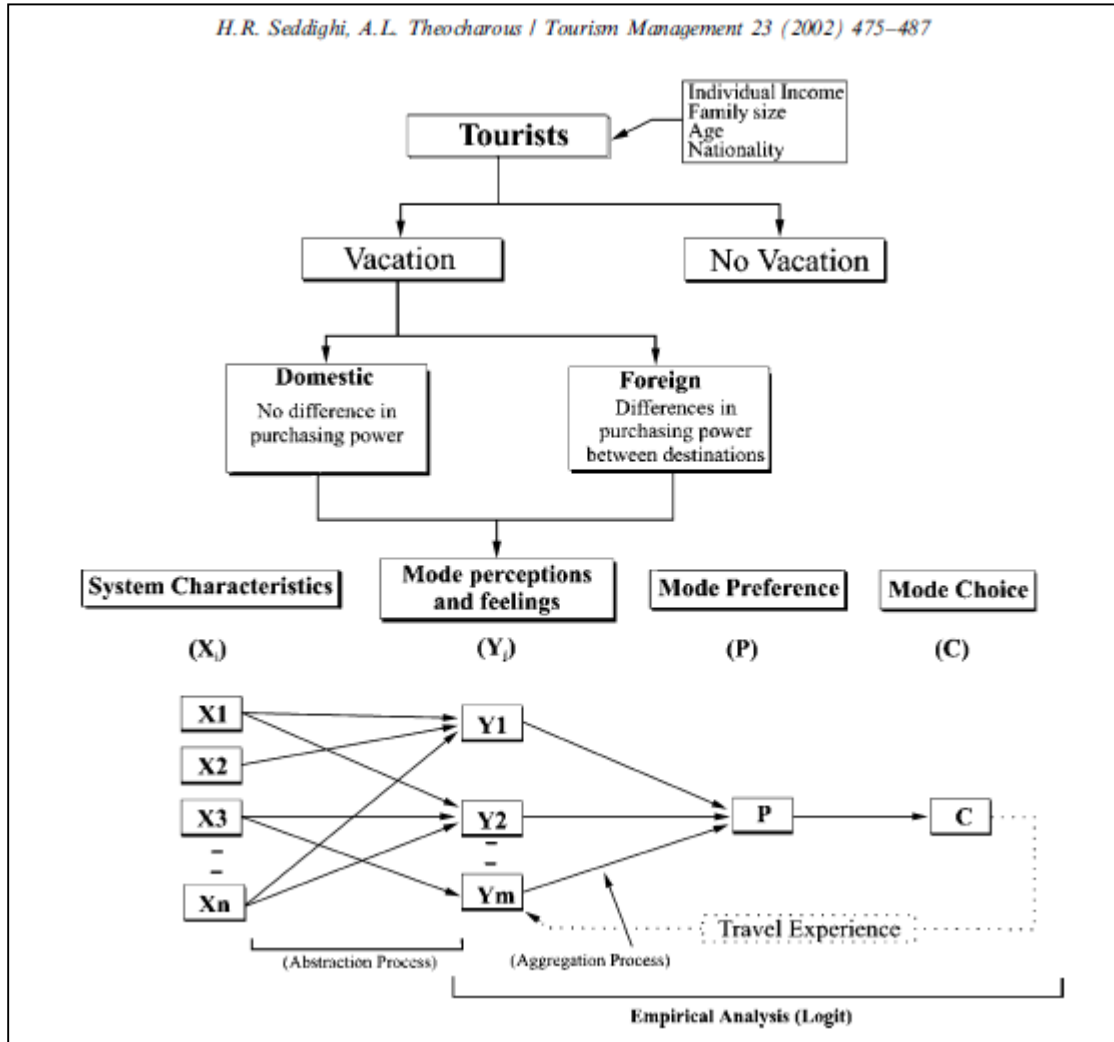


Figure1: Seddighi and Theocharous’s model of tourist behavior and destination choice

Firstly, based on the study from Seddighi and Theocharous (2002), travelers each are being recognized by a number of socio-economic, demographic indicators and cultural characteristics. However, each of the tourist may be faced with the nonexclusive decision to decide whether go on the vacation trip or not. Secondly, when tourists decide to take a vacation, the prospective tourist has to select an alternative between a domestic or a foreign holiday based on their purchasing power. In the model, the characteristics of destination such as domestic or foreign or even combination of both might serve as the decision making criteria in order to formulate the prospective tourists' perception and attitudes towards alternative destinations. However, these perceptions and attitudes are

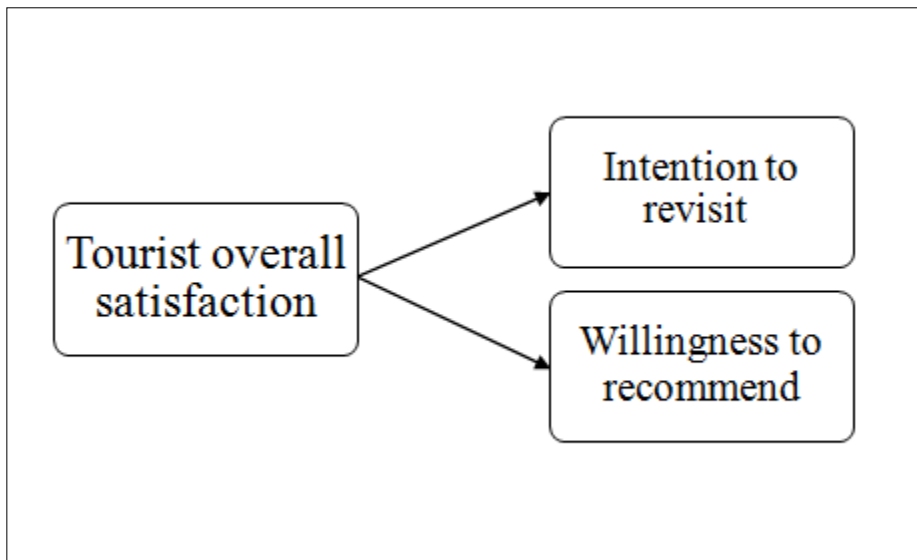
assumed to serve as a decision-making criterion through an abstraction process from the system characteristics. Thirdly, once the perceptions and attitudes are formulated, it is aggregated into a preference ordering of destination alternatives. Lastly, the travel experience of the tourists may act as a feedback loop in order to modify the perceptions and attitudes towards the particular destination.

In conclusion, Seddighi and Theocharous (2002) suggested that multi-stage tourist decision making process is a useful marketing tool for tourism industry in order to identify the attitude of tourists towards their respective tourist destinations.

2.3 Proposed Theoretical/ Conceptual Framework

Based on the review of previous research, the following conceptual model was developed accordingly.

Figure 2: Proposed Conceptual Framework



Source: Developed for the research

Figure 2 described the proposed conceptual framework that serves as the guideline for this study. It is used to examine the relationship among the independent variable and dependent variable. The only one of the independent variable in this study is tourist overall satisfaction. Whereas, the two dependent variables include tourist intention to revisit and willingness to recommend Malaysia. The relationship between the tourist overall satisfaction with intention to revisit and the relationship between tourist overall satisfaction with willing to recommend to Malaysia are the minor study in this research. Therefore, two hypotheses were developed to test the relationship between the variables.

2.4 Hypotheses Development

The hypotheses in this research were developed based on the past empirical study. Two hypotheses were proposed and the relationship among each variable is shown as the following.

2.4.1 The Relationship Between Tourist Overall Satisfaction and Revisit Intention.

According to Hansemark & Albinsson (2004), satisfaction can actually be defined as an emotional reaction to the difference between what people anticipate and what they may receive in order to fulfill of their need, goal, or desire. However, in another researcher from Milosevic (2016), it stated that meeting the expected level of satisfaction should be a common attitude. This is because the emotional reaction of the visitor is actually based on the difference between the expectation and the service delivered.

According to Corte (2014), satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others. Many researchers such as Gitelsen & Crompton (1984), Kozak & Rimmington (2000) and Baker & Crompton (2000) have all studied the impact of satisfaction on revisiting intentions. They found a positive relation between the tourist satisfaction level and the likelihood of returning to the same destination.

Chi and Qu (2008) stated that satisfaction is a significant determinant of repeat visit. It can be observed that overall satisfaction on travel experience is a major antecedent of revisit intention. Also, previous studies have suggested that when tourists' holiday expectations are met or exceeded, they are more likely to return in the future (Chen & Tsai, 2007).

In tourism, revisiting is known as a significant phenomenon in an economy and a country's attractiveness to the tourists (Darnell and Johnson, 2001). Chen & Tsai (2007) stated that tourists' behaviors include choice of destination to visit, subsequent evaluations, and future behavioral intentions. The subsequent evaluations are the travel experience or perceived value and overall visitors' satisfaction while the future behavioral intentions refer to the visitor's likeliness to revisit the same destination.

H1: There is a positive relationship between tourist overall satisfaction and revisit intention.

In fact, the researchers have to study about the overall satisfaction and revisit intention of Middle Eastern and Chinese tourists for this research.

From the survey questionnaire, the researchers have asked in the question about the factors that might influence the tourists' satisfaction and the behavioral intention to revisit.

2.4.2 The Relationship Between Tourist Overall Satisfaction and Recommendation.

According to Bigne (2001), satisfaction is a general field of study to explain the revisit intention and recommendation of a destination to others. “Revisit intention” and “positive word of mouth recommendation” have been recognized as indicators of loyalty in many studies. This is because the customer satisfaction was found to be significant to loyalty among the customers with the tourism context that the tourists will recommend others by word of mouth. Besides that, the concept of satisfaction is important in influencing the word of mouth (WOM) publicity (Cronin & Taylor, 1992).

Besides that, for the study of Shanka (2002), it can be confirmed that there will have a positive effect of word of mouth information for destination selection. Tourists tend to select a destination which have good feedback from other tourists to visit. According to Chi & Qu (2008), recommendation to other people is one of the most often sought types of information for people interested in traveling. Word of mouth recommendations are especially important in tourism marketing because they are considered to be the most reliable information sources for potential tourists (Yoon & Uysal, 2005). Also, Wong & Kwong (2004) stated that repeated visitors increase word of mouth and such recommendation effects on potential visitors.

Also, Milman and Pizam (1995) suggest that once visitors are satisfied with their experience they might like to revisit a destination. Joppe, Martin, and Waalen (2001) and Bigne´ et al. (2001) found that satisfied visitors are more likely to recommend the destination to friends, family, and colleagues. According to Sheth (1971), word of mouth recommendation was more important than advertising in raising awareness of a product or destination. Day (1971) conclude that this was due to source reliability and the flexibility of interpersonal communication. He computed that the impact was nine times as effective as advertising. Additionally, Lee, et al (2011) outlines future behavioral intentions of tourists involves of willingness to recommend say positive thing and revisit the destination.

H1: There is a positive relationship between tourist overall satisfaction and recommendation.

For this part of hypotheses, the researchers also go in detail about the tourist' intention to recommend Malaysia to their relatives and friends in the survey questionnaire.

2.5 Conclusion

Chapter two outlines the literature reviews that are related to all the variables as stated in the proposed theoretical framework. The relationship between an independent variable (overall satisfaction) with intention to revisit of tourist is examined in this study. Furthermore, the relationship between independent variable (overall satisfaction) and tourist recommendation are further discussed. Various secondary data has been found to support this research study and ease the understanding of the research. The following chapter will discuss about the methodology that has been used in this study.

Chapter 3: METHDOLOGY

3.0 Introduction

Research methodology is a systematic plan to solve a problem. Essentially, this chapter lists the procedures in which the researchers would take to describe, explain, and predict based on information collected for this research topic.

The objective of this research study is to put forth demographics of tourists visiting Malaysia and to identify tourist profiles based of those demographic and travel characteristics. In this research study, researchers had adopted the survey technique to gather information through questionnaires that was distributed to three specific foreign tourists (China, Indonesia, and Brunei Darussalam) in Malaysia. The survey was done face-to-face with respondents.

Before the final questionnaires were distributed to respondents, proofreading and a pilot test was performed to ensure that the questionnaire could easily be understood. The questionnaires were provided in Chinese and English language versions to aid in helping respondents to understand the questions asked. A frequency distribution analysis was conducted based on data collected from respondents. Also, a simple correlation analysis of overall satisfaction against revisit intention of the tourists and overall satisfaction against recommendation of the tourist was conducted to determine its relationship.

3.1 Research Design

The research design is the chassis that is built to guide researchers into seeking answers related to the research questions of the study. According to Mouton (1996), research design plays the role of planning, structuring and executing" the research in order to maximize the "validity of the findings". In addition, the research design provides a flow of steps in conducting the research study and method of data collection based on the underlying philosophical assumptions. In a nutshell, it encompasses data collection method, the tools used to measure, way of measuring them, and data analysis.

In this research study, the researches adopted qualitative research method. Qualitative research methods emphasize on discovering and interpreting the experiences, perspectives, and thoughts of participants to explore meaning, purpose, or reality (Hiatt, 1986). In other words, the research study is used to collect information, then to seek answers from them.

The data collection is done by distributing survey questionnaires to areas in Bukit Bintang, Kuala Lumpur Convention Centre (KLCC), and at the Kuala Lumpur International Airport (KLIA). Researchers collected and analysed the feedbacks from the target respondents. A details calculation such as mean, median, mode was carried out while the independent variables were calculated based on the data collected.

3.2 Data Collection Methods

Data collection refers to the process of collecting and measuring information from target audiences which allows researchers to find answers to the research questions and evaluating the results of its findings. Collection of data is crucial to the research study as it will be analyzed to prove facts and statistics of the study. Both primary and secondary data was used in this study.

3.2.1 Primary Data

According to Kothari (1985), primary data is the original information collected by researchers for the first time. Commonly, primary data is collected via survey questionnaires and interviews. Through primary research, researchers are able to acquire detailed information from respondents using customized questions and through direct observation of the sample size.

The research team used printed survey questionnaires in this study to further enhance the validity of the study. As such, 400 copies of the survey questionnaire were distributed to tourists who were in Malaysia at the time when met. Of the 400 respondents, 200 respondents are China nationals, and the remaining 200 are Middle Eastern Nationals which includes 17 countries; Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, Turkey, The United Arab Emirates, and Yemen.

The data gathered from printed survey questionnaire were tabulated and showed in charts and diagrams. Moreover, survey questionnaire form was classified into two sections which are Part A and Part B. Part A consisted of demographical information (gender, age, race, occupation) while Part B consisted of questions related to the variables in this study that will influence overall satisfaction, intention behavior of tourist revisits and recommendation.

3.2.2 Secondary Data

Secondary data are data obtained by researchers from other researches through articles, journals or any written and documented studies done previously. Acquiring information through secondary data is more cost and time efficient compared to primary data. In turn, it allows researchers to find numerous relevant information regarding the topic of the study which could be compiled and analyzed. Commonly, secondary data already has a level of reliability and credibility as it has been scrutinized by other academicians. Use of secondary data also further validates the research study of the team.

The keywords for this research study are demographic, overall satisfaction, intention behavior of tourist revisits and recommendation. Therefore, any journals or articles that are related to the keywords may be selected as a reference in this study. Besides, searching information through UTAR library's E-databases and E-journal are another useful way to study this research.

3.3 Sampling Design

Sampling refers to a selection process whereby a suitable sample is chosen from the population being studied (Saunders, Lewis & Thornhill, 2009). Only a portion of the population is chosen to collect information from as it is not possible and necessary to collect data from the entire target population.

The sampling design is designed in such a way that it accurately represents the population studied. Thus, data collected from the sample group could be analysed to represent the population. Sampling design consists of five processes, which are, determining the target population, selecting an appropriate sampling frame and sampling location, resolving sampling elements, deciding sampling technique and sampling size.

3.3.1 Target Population

Target population is defined as a specific group of the population that can provide useful data and information for the research project (Saunders et al, 2009). Through discussions, foreign tourists from the Middle Eastern countries and China travelling in Malaysia are the target population for this research topic. Foreigners studying, working, or staying in the country for long periods of time (such as Permanent Residence status or retirement) are not considered as tourists. As such, they will not be included in the research study.

Foreign tourists that would be included in the study are those who are in Malaysia for a vacation (on group tours, or travelling individually), visiting relatives residing in Malaysia, or in the country as medical tourists.

3.3.2 Sampling Frame and Sampling Location

Babbie (2013) defined sampling frame as a list of elements that a probability sample is selected from the elements. However, since this research study is conducted using a convenience method of non-probability sampling, a sampling frame would not be applicable, thus it will not be defined. The data collected for this research study were from a sample of foreign tourists from the Middle Eastern countries and China. The three locations that were selected to distribute survey questionnaires; Bukit Bintang, Kuala Lumpur Convention Centre (KLCC), and at the Kuala Lumpur International Airport, are chosen based on personal observations where targeted samples are commonly seen. It is also areas of where tourists would be visiting and passing by.

3.3.3 Sampling Elements

The sampling elements chosen for this research study are limited to foreign tourists of nationalities from China and the 17 Middle Eastern countries which are Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, Turkey, The United Arab Emirates, and Yemen. The rationale behind the chosen sample group are to acquire reliable opinions on Eastern and mostly Muslim tourists against Malaysia's efforts to promote its tourism industry. Information acquired from respondents would be of much use for the research team to

gain insights for use to recommend improvements to Malaysia's Ministry of Tourism and Culture.

However, respondents must be in Malaysia at the time of receiving the survey questionnaire, from the nationalities as mentioned above, and are only in Malaysia as tourists or medical tourists. Otherwise, they will not be accounted in this study.

3.3.4 Sampling Technique

According to Saunders et al (2009), sampling technique is defined as a method adopted to collect sample from the population. The chosen sampling technique by the researchers for this study is the non-probability sampling technique. According to Castillo (2009), non-probability sampling is a sampling technique in which all individuals in the population do not stand an equal chance to be selected as respondents. Under non-probability sampling, there are four types of sampling method, reliance on available subject, purposive sampling, quota sampling and snowball sampling (Babbie, 2013).

In this research study, researchers had chosen purposive sampling and convenience sampling techniques. Sample units are selected based on the prerequisite criteria already set by the researchers, being China and Middle Eastern countries' tourists in Malaysia at the time of survey conducted. This method is the most successful technique when data collected are analyzed and reviewed. Another technique applied is convenience sampling, whereby the researchers select respondents based on the ones which are easiest to reach. Locations chosen to perform the survey questionnaire distribution is

based on convenience that targeted respondents frequent these locations. Such technique is cost-effective as it places focus only on the sample groups necessary for the research study, as well as its time-efficient to collect as many respondents as possible.

A minimum of 300 respondents were needed for this research study. Of which, half are China nationals, the other 150 respondents are from the 17 listed Middle Eastern countries. The researchers had collected the respondents' information at three different locations; Kuala Lumpur Convention Centre, Bukit Bintang in Kuala Lumpur, and at the Kuala Lumpur International Airport in Sepang.

3.3.5 Sampling Size

The decided sampling size will represent the entire population. According to Sekaran and Bougie (2013), a sample is more reliable than the entire population due to lesser error and fatigue.

An adequate number of respondents had been chosen; 300 respondents. The researchers agreed that the 300 individuals surveyed would yield an accurate representation of the population whilst still be attainable based on the time and resource constraints of the research study. This is supported by Manning and Munro (2007), who asserted a rule of thumb regarding sample size, whereby the size exceeding 300 is considered "good", 200 is considered as "fair", and 100 is considered as "poor". Also, Saunders et al. (2012) reported that a sample size of 350 is considered reasonable to represent a large population. By the end of the data collection period, researchers had collected a total of 402 respondents.

3.4 Research Instrument

Questionnaire distribution method was chosen in this research to collect primary data from target respondents. Besides the method being cost-saving and effective, it is also a convenient method to use as it can reach a larger number of respondents and thus gather more information.

The design of the questionnaire is such that we used both fixed-alternative and open-ended questions to gather information. In the questionnaire, there were two sections; sections A and B. Section A contains both fixed-alternative and open-ended questions which are for demographic segmentation and frequency tabulation. The questions include gender, age, nationality, income, duration of stay, and so on. For section B however, consists of Likert scale questions related to overall satisfaction, recommendation, and revisit intention. In section B, the questions were based on the Six Point Likert scale rating which was used to measure the level of agreement among the respondents. A Six Point Likert scale rating was chosen instead of a Five or Seven Point scale to ensure reliability of the results by discouraging respondents who give neutral rating

Besides that, a pilot test was performed on a small group of respondents of roughly 25 respondents to identify any issues in the questionnaire before the actual survey is done. The data collected from the questionnaires was keyed into the Statistical Analysis System (SAS) software to test the reliability of the questionnaire.

3.5 Construct Management

Measurement is a task for characterizing an object or event which can be compared with another similar object or event. To design a reliability measurement, we constructed our measurement by analyzing and adopting measurement of several prior studies. The table below showed the measurement of the variables of this research and sources used to design the questionnaire. The reason is to ensure reliability of the result.

Section A: Demographic

Items	Source(s)
1. What is your nationality?	SevdaSahilliBirdir (2015)
2. Please state your gender.	
3. What is your age?	
4. What is your marital status?	Srihadi, Sukandar&Soehadi
5. What is your education level?	(2016)
6. What is your current occupation?	
7. Gross income level per year in term of USD.	Salman, &Hasim (2012)
8. Who are your currently travelling with in Malaysia?	
9. How many times have you been to Malaysia?	Wilkins, H. (2010)
10. Please state your duration of stay for this current trip.	
11. How long have you been in Malaysia during this current visit?	
12. What type of accommodation are you staying while in Malaysia?	
13. What is your travel arrangement?	
14. Where/ How did you hear about Malaysia?	
15. What is your main purpose for visiting Malaysia for	

<p>this current trip?</p> <p>16. If you answer is "Vacation" in question 15. What made you choose Malaysia as your destination choice?</p> <p>17. If your answer is "Medical" in question 15. What made you choose Malaysia as your destination choice?</p> <p>18. Please specify the activities you must do during your current stay in Malaysia.</p> <p>19. Please specify the thing you have purchased during your current stay in Malaysia.</p> <p>20. What is your total budgeted expenses (including flight and accommodation) in term of RM for this trip in Malaysia?</p>	
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Section B: Variable

Variables	Items	Source(s)
Satisfaction	<p><u>Accommodation</u></p> <ol style="list-style-type: none"> 1. Price 2. Safety and security 3. Cleanliness 4. Services Quality 5. Facility <p><u>Food</u></p> <ol style="list-style-type: none"> 1. Price 2. Taste 3. Food quality 	<p>Beigpoor Shahrivar, Rafat (2012)</p> <p>Latiff. K, & Siew Imm, Ng. (2015)</p>

	<p><u>Place of visit</u></p> <ol style="list-style-type: none"> 1. Transportation 2. Infrastructure 3. Facility 4. Safety and security 5. Cleanliness 	
Intention to revisit	<ol style="list-style-type: none"> 1. I would like to revisit Malaysia in the near future. 2. If I had to decide my next trip, I would choose Malaysia again. 3. I would come back to Malaysia in the near future. 4. I would visit Malaysia more frequently. 5. Malaysia would be my first choice over other destinations. 	<p>Dedeoglu, Balıkç1oglu&Küçükergin (2015)</p>
Recommendation	<ol style="list-style-type: none"> 1. I would recommend Malaysia to my friends. 2. I would encourage friends and relatives to come to Malaysia. 3. I am willing to recommend Malaysia to family and friends as a holiday destination. 	<p>Dedeoglu, Balıkç1oglu&Küçükergin (2015)</p> <p>Som, Marzuki, Yousefi&Abukhalifeh (2012)</p>

3.6 Data Processing

Data processing is refers to a series of processes performed on data collected with the purpose of classifying, retrieving and altering the data to useful and meaning information. Before data analysis could be performed, data gathered from respondents have to be prepared through means of processing that entails checking, editing, coding, transcribing and specifying uncommon data. This also means that all the survey questionnaires are correctly answered without errors.

3.6.1 Data Checking

Data checking is a process used to measure the accuracy and potential error found in the data collected. Survey forms collected have to be checked to ensure that the data is useful for analysis. Proofreading on the questionnaires was also performed by individuals proficient in English and in Chinese for the Chinese version of the questionnaire. Proofreading was done to weed out any grammatical and sentence structure mistakes.

3.6.2 Date Editing

The process whereby any data collected which contain errors or are not suitable were edited before the data can be processed into meaningful information is the process of data editing. The reason why it is done is to ensure that the data presented by respondents are complete and useful for the objective of the research study.

3.6.3 Data Coding

Data coding is the means of representing a particular behavior with a numerical number. Version 23rd Statistical Package for Social Science (SPSS) computer program was used to analyze the data collected in this research study. For instance, under Part A of the questionnaire, the gender of the respondents was labeled as 1 and 2 for male and female respectively.

3.6.4 Data Transcribing

Data transcribing means the process of transferring all information collected from the questionnaires into digital forms to carry out analysis. The researchers carried out analysis using SPSS and Microsoft Excel computer programs.

3.6.5 Uncommon Data Specifying

SPSS is a computer software that can perform complicated data analysis with large number of inputs. The programme is able to detect any unreliable, ambiguous and erroneous data which is helpful to ensure the study's reliability.

3.7 Data Analysis

Data analysis is a process whereby data collected from the respondents undergo a series of steps to transform raw data into useful information. Data analysis is meant to direct researchers towards making decisions and creating a conclusion of the study. According to Lincoln and Guba (1985), description of data analysis is directly modeled from constant comparative method by Glaser and Strauss's (1967). Data analysis is a form of database of information that is able to provide in-depth insights on the nature of the social science researched. Researchers are able to compare and contrast the data using multiple factors and methods of analysis (Miles and Huberman, 1984). Data analysis processes could range from simple to complex methods depending on the adopted methods of analysis.

3.7.1 Descriptive Analysis

Descriptive analysis is the process used to describe the data collected. According to Ho (2006), the main purpose of descriptive analysis is to present the collected information in a way that it is appropriate, understandable and presentable. After all the information needed by the researchers are collected, the first step was calculating the frequency of the data answered by respondents. The next step was to represent the information in an appropriate diagram. For Section A of the survey questionnaire, data collected was segmented through demographics, psychological, and behavioral. Then for Section B of the survey questionnaire, central tendency of the information collected was found by calculating its mean, median, and mode. Measurement of standard deviation and variance was used to determine outliers in the distribution of data.

Hypothesis testing was also performed on questions of Overall Satisfaction, Revisit Intention, and Recommendation.

3.7.2 Scale Measurement

Based on behavioral science study, there are four types of measurements available, namely, nominal scale, ordinal scale, interval scale and ratio scale. Nominal scale is at the most basic level of scale used to measure. For instance, the researchers separated nationalities of the respondents in to two main categories; China, and Middle East. Ordinal scale however, would rank the variables answered. Taking for example, the level of overall satisfaction of the tourists surveyed would be ranked on a six-point scale from very dissatisfied to very satisfied. An interval scale would not have a zero value that represent the data. An example of the scale would be the number of times the tourist had visited Malaysia. The frequency would start from the first time (one) onwards. Whereas a ratio scale would have a true zero to represent variables that are absent for the measurement.

Besides that, researchers had used six-point Likert scales in this research study. In part B of the questionnaire, a six-point Likert scale was used to answer the questions. The six-point Likert scale was measured from 1 to 6 which represented from strongly disagree to strongly agree.

Figure 3.7.2 – Table of Likert Scale Items used in research questionnaire.

Question	Items	Likert Scale Used
1)Level of Satisfaction	1) Accommodation	6-Point Scale

	<ul style="list-style-type: none"> a) Price b) Safety and Security c) Cleanliness d) Service Quality e) Facility 	<p>Very Dissatisfied- Very Satisfied</p>
	<p>2) Food</p> <ul style="list-style-type: none"> a) Price b) Taste c) Food Quality 	<p>6-Point Scale</p> <p>Very Dissatisfied- Very Satisfied</p>
	<p>3) Place of Visit</p> <ul style="list-style-type: none"> a) Transportation b) Infrastructure c) Facility d) Safety and Security e) Cleanliness 	<p>6-Point Scale</p> <p>Very Dissatisfied- Very Satisfied</p>
2) Overall Satisfaction	a) Overall Satisfaction	<p>6-Point Scale</p> <p>Very Dissatisfied- Very Satisfied</p>
3) Revisit Intention	<ul style="list-style-type: none"> a) I would like to revisit Malaysia in the near future. b) If I had to decide my next trip, I would 	<p>6-Point Scale</p> <p>Very Dissatisfied- Very Satisfied</p>

	<p>choose Malaysia again.</p> <p>c) I would come back to Malaysia in the future.</p> <p>d) I would visit Malaysia more frequently.</p> <p>e) Malaysia would be my first choice over other destinations.</p>	
3) Recommendation	<p>a) I would recommend Malaysia to my friends.</p> <p>b) I would encourage friends and relatives to come to Malaysia.</p> <p>c) I am willing to recommend Malaysia to family and friends as a holiday destination.</p>	<p>6-Point Scale</p> <p>Very Dissatisfied- Very Satisfied</p>

3.7.3 Inferential Analysis

The purpose of inferential analysis is not focus only on describing data but generalize a wide inference on the sample data (Ho, 2006). Inferential analysis is able to provide more answers to the researchers compared to descriptive analysis.

3.7.3.1 Hypothesis Testing

In hypothesis testing, the researchers had established two hypotheses based on the variables in the research study. The researchers had formed a valid conclusion on the basis of the hypothesis through inferential statistics. The research hypotheses and null hypotheses are the two hypotheses in a research study (Ho, 2006). The research hypothesis is the hypothesis developed by the researchers. It would be held that the research hypothesis is always correct and precise on the statement of the research study. However, the null hypothesis is the exact opposite of the research hypothesis. In context, the research hypothesis of this study is there is significant positive relationship between overall satisfaction and revisit intention of the tourist. The null hypothesis would be there is no significant positive relationship between overall satisfaction and revisit intention of the tourist.

3.7.3.2 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficient Analysis is used to measure the relationship between variables. This method of analysis is used to measure the strength of a linear relationship between two variables (Zikmund, 2003). The coefficient ranges from -1 to +1, where -1 means a perfect negative relationship, whereas +1 means a perfect positive relationship between the two variables. A value of 0 would mean there is no linear relationship. In general, the closer the value is to -1 or +1, the stronger the linear correlation.

The calculation of the Pearson Correlation Coefficient and subsequent significance testing requires the data assumption to be bivariate normally distributed. When the data is normally distributed, the t-test is used to calculate the value and thus, determine whether there is significant relationship between the two variables.

In this study, Pearson Correlation Coefficient is used to analyze the correlation between the independent variables (revisit intention, and recommendation), and dependent variable (overall satisfaction). The purpose is to determine the positive or negative relationship between the two variables in this study.

3.8 Conclusion

To summarize, this chapter presented an overview to the readers of the research methodology starting from research design, data collection method, sampling design, research instrument, construct instrument, data processing to data analysis. A version seventeenth SPSS computer software was used to analyze data collected from the 400 respondents from China and Middle Eastern nationalities. Researchers will make a detail discussion about the statistical analysis and interpretation of the hypotheses in the next chapter.

Chapter 4: DATA ANALYSIS

4.0 Introduction

The results of the survey questionnaire collected from the 400 respondents was analyzed in this chapter. SPSS version 23 was used to further investigate the data collected. There are three sections under this chapter which were descriptive analysis, scale measurement and inferential analysis.

4.1 Descriptive Analysis

In this section, collected data is transformed into a form that allows researchers to better understand, interpret, rearrange, order, and manipulate data to generate useful descriptive information.

4.1.1 Respondent Demographic Profile

In the first half of section A of the survey questionnaire, questions were designed to collect demographic information of the respondents which includes nationality, gender, age, marital status, education level, occupation, and yearly gross income level. In the second half of section A, questions contained pertains to their trip in Malaysia such as who they are travelling with, how many times have they been in Malaysia, duration of stay, number of days stayed, type of accommodation chosen, travel arrangements, where the respondents had heard of Malaysia, and the main purpose of visiting Malaysia.

Figure 4.1.1: Nationality of the Respondents

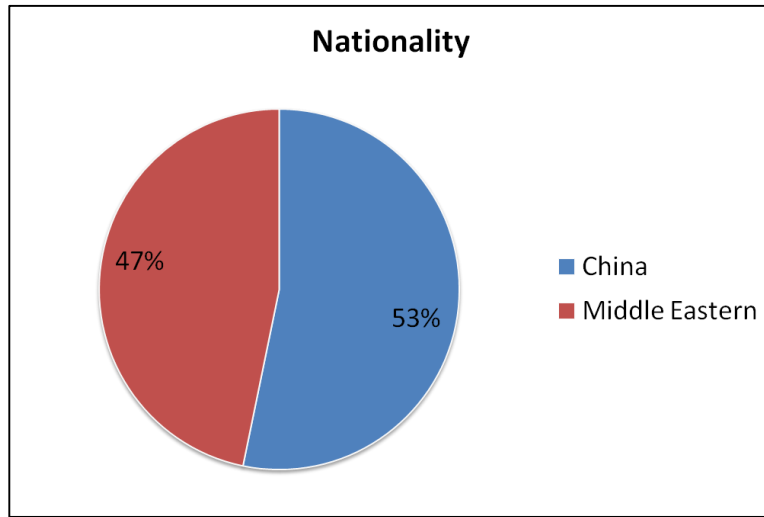


Table 4.1.1: Nationality of the Respondents

Nationality	Frequency	Percentage
China	214	53.2%
<u>Middle Eastern</u>		
1. Jordan	30	7.5%
2. Iraq	23	5.7%
3. Oman	22	5.5%
4. Saudi Arabia	22	5.5%
5. Dubai	17	4.2%
6. Yemen	11	2.7%
7. Turkey	8	2.0%
8. Iran	7	1.7%
9. Qatar	7	1.7%
10. Syria	7	1.7%
11. Bahrain	6	1.5%
12. Egypt	6	1.5%
13. Kuwait	6	1.5%
14. Palestine	6	1.5%
15. Algeria	2	0.5%
16. Israel	2	0.5%
17. Lebanon	2	0.5%
18. Libya	2	0.5%
19. Morocco	1	0.2%
20. Togo	1	0.2%
Total Middle Eastern	188	46.8%
Grand Total	402	100.0%

Figure (4.1.1) and Table (4.1.1) shows the nationality breakdown of the total 402 respondents who have answered the survey questionnaire. There are 53.2% of tourists that came from China which consists of 214 respondents. Whereas, the remainder 46.8% of the tourists came from Middle Eastern nationals which consists of 188 respondents. From the group result, the largest region that came to Malaysia are Jordanians (7.5%), and followed by Iraq (5.7%), Oman (5.5%), Saudi Arabia (5.5%), and many other regions from Middle Eastern countries.

Figure 4.2.1: Gender of the Respondents

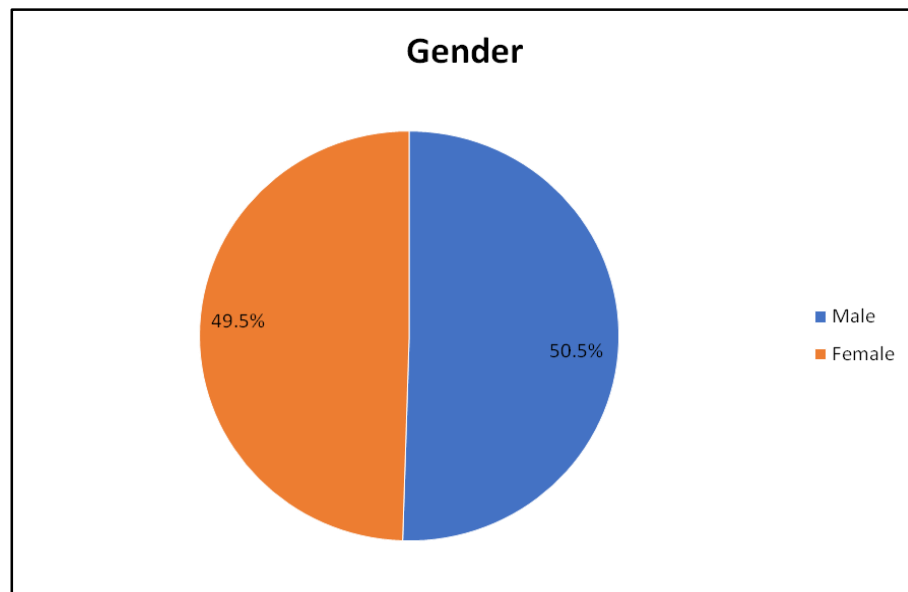


Figure (4.2.1) above shows the gender of the total 402 respondents from Middle East and China who have answered the survey questionnaire. From the result, 50.5% of the respondents are male while female consists of 49% of the total respondents.

Figure 4.2.2: Gender of the Middle Eastern and Chinese Respondents

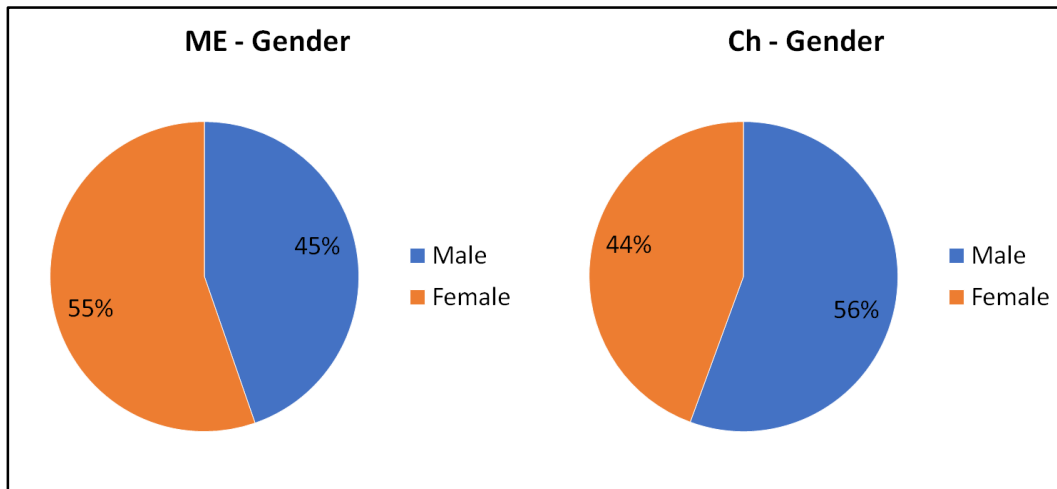


Table 4.2.1: Gender of the Respondents

Gender	Middle Easterners		Chinese		Total	
	Frequency	Percentages	Frequency	Percentages	Frequency	Percentages
Male	84	45%	119	56%	203	50.5%
Female	104	55%	95	44%	199	49.5%
Total	188		214		402	

Figure (4.2.2) and Table (4.2.1) above depict the gender of the total 402 respondents who have answered the survey questionnaire. From the result, total 45% of the respondents are male while female consist of 55% of the total respondents from Middle East. Whereas, the result for Chinese respondent, total 56% of the respondents are male and another 44% of the respondents are female.

Figure 4.3.1: Age Group of the Overall Respondents

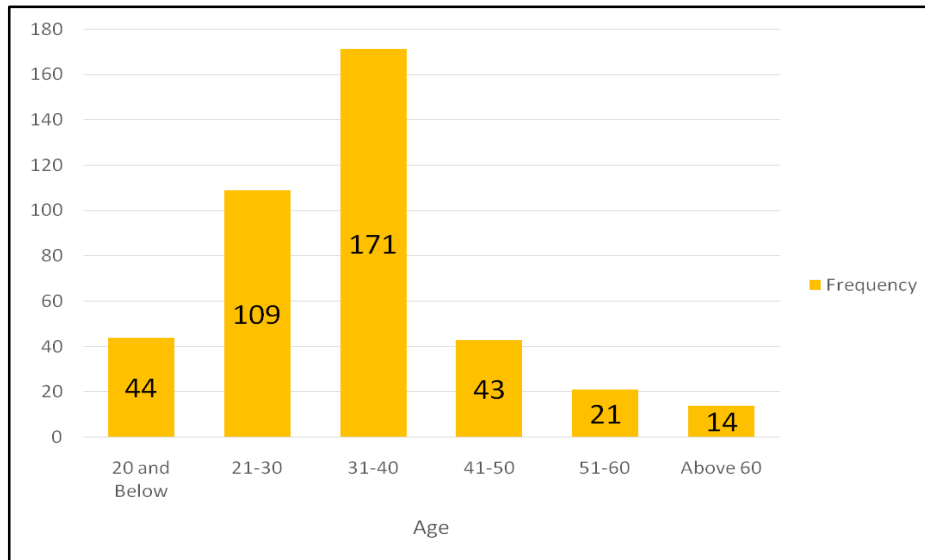


Table 4.3.1: Age Group of the Overall Respondents

Age group	Number of Respondents		
	Frequency	Percentage	Cumulative Percent
20 and below	44	10.9%	10.9%
21-30	109	27.1%	38.0%
31-40	171	42.5%	80.6%
41-50	43	10.7%	91.2%
51-60	21	5.2%	96.5%
Above 60	14	3.5%	100%
Total	402	100%	

Figure (4.3.1) and Table (4.3.1) shows the age of the overall respondents. The highest percentage of the age group is between 31-40 years old for both groups which constitutes the highest percentage of 42.5% equivalent to 171 respondents. Whereas, there are only few respondents who are above 60 years old which only consist of 3.5% from the overall respondents in this two groups.

Figure 4.3.2: Age Group of the Middle Eastern Respondents

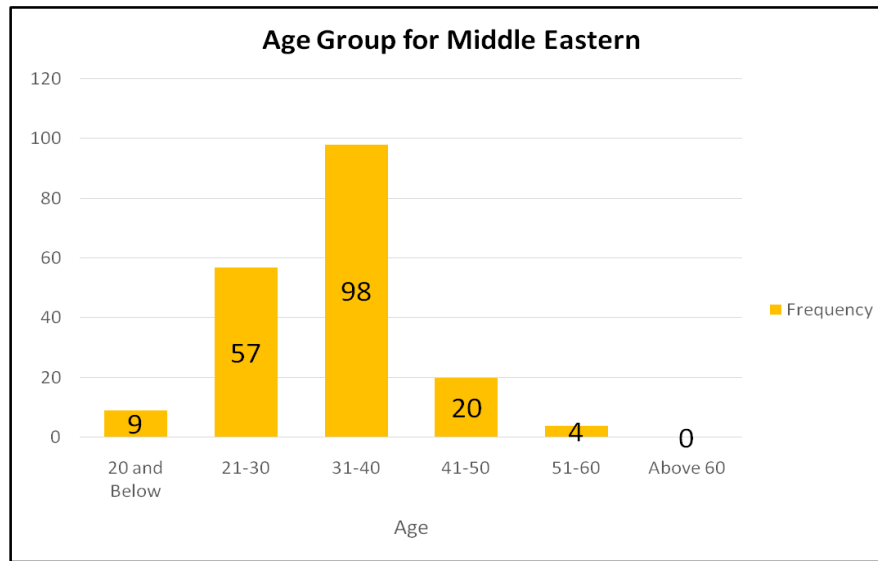


Table 4.3.2: Age Group of the Middle East Respondents

Age	Middle Eastern Respondents		
	Frequency	Percentages	Cumulative Percentages
20 and Below	9	4.8%	4.8%
21-30	57	30.3%	35.1%
31-40	98	52.1%	87.2%
41-50	20	10.6%	97.9%
51-60	4	2.1%	100.0%
Above 60	0	0.0%	100.0%

Figure (4.3.2) and Table (4.3.2) depicts the age group of the 188 Middle Eastern respondents who have answered the survey questionnaire. According to the result, more than half the tourist from Middle East was under the range of 31-40 years old which constitute the highest percentage, of which is 52.1% equivalent to 98 respondents. It is followed by the age range between 21-30

years old with the percentages of 30.3% or 57 respondents. Whereas, there are no respondents who are above 60 years old in the result.

Figure 4.3.3: Age Group of the Chinese Respondents

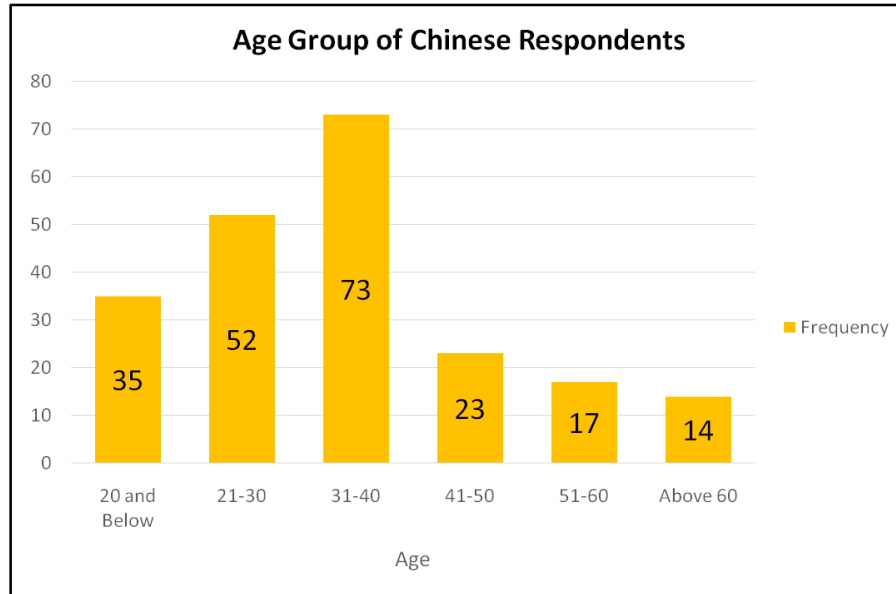


Table 4.3.3: Age Group of the Chinese Respondents

Age group	Chinese Respondents		
	Frequency	Percentage	Cumulative Percentages
20 and Below	35	16.4%	16.4%
21-30	52	24.3%	40.7%
31-40	73	34.1%	74.8%
41-50	23	10.7%	85.5%
51-60	17	7.9%	93.5%
Above 60	14	6.5%	100.0%

Figure (4.3.3) and Table (4.3.3) above shows the age group of the total 213 Chinese respondents who have done the survey questionnaire. From the result, the highest percentage of about 34.1% from Chinese respondent are under the

age range of between 31-40 years old which is equivalent to 73 respondents. And the result followed by 24.3% of respondents who are in the age of between 21-30 years old. While, the least percentage of about 6.5% respondents are above 60 years old which is only 14 respondents.

Figure 4.4.1: Marital Status of the overall respondents

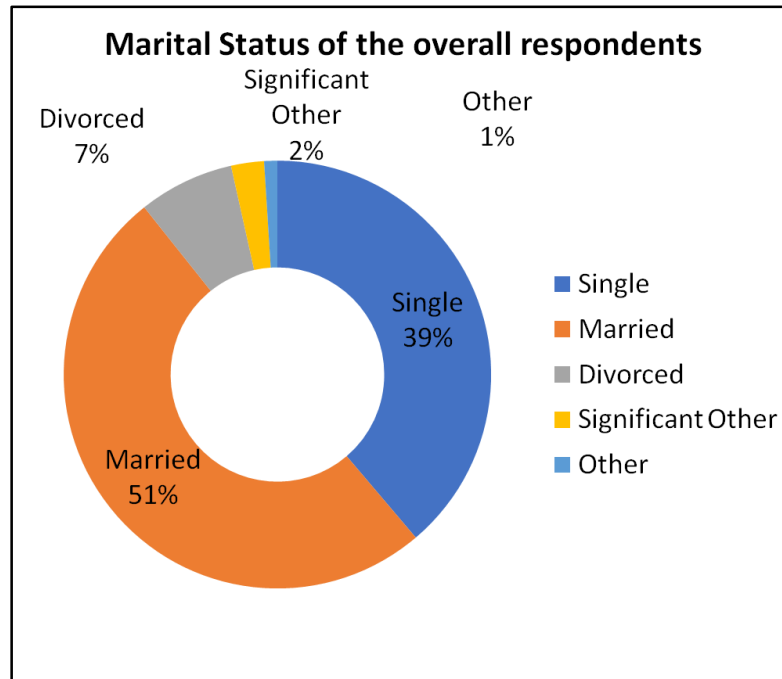


Table 4.4.1: Marital Status of the overall respondents

	Overall respondents	
Marital Status	Frequency	Percentages
Single	156	39%
Married	203	51%
Divorced	29	7%
Significant Other	10	2%
Other	4	1%
Total	402	100%

Figure (4.4.1) and Table (4.4.1) above shows the overall marital status of respondents who visit Malaysia for their current trip. By the level of percentage, the highest percentage is for the married sector which consists of 51% for both nationality and followed by single which consist of 39%. Besides that, there are 7% of the respondents who were divorced from which is equivalent to 29 respondents.

Figure 4.4.2: Marital Status of the Middle Eastern and Chinese respondents

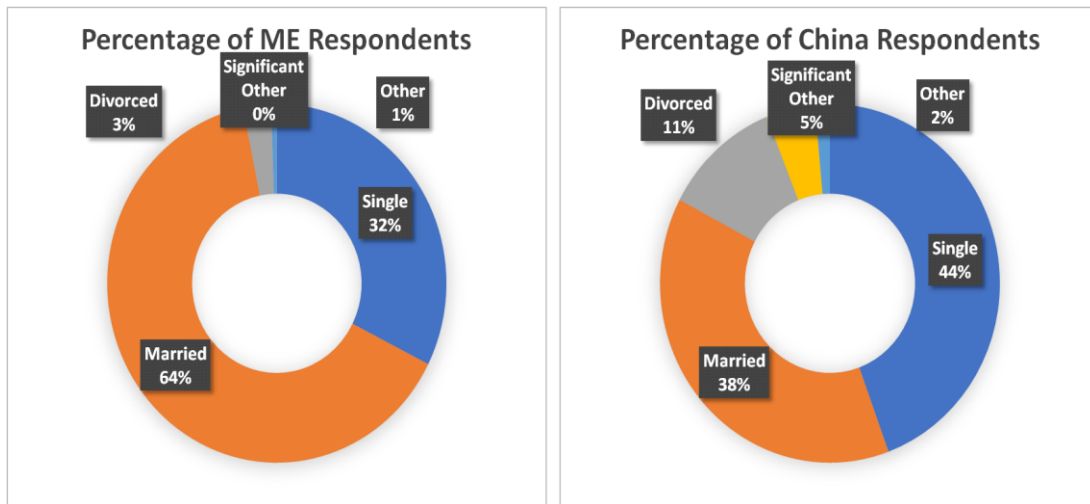


Table 4.4.2: Marital Status of the Middle Eastern and Chinese respondents

Middle Eastern Respondents			Chinese Respondents		
Marital Status	Frequency	Percentage	Marital Status	Frequency	Percentage
Single	61	32%	Single	95	44%
Married	121	64%	Married	82	38%
Divorced	5	3%	Divorced	24	11%
Significant Other	0	0%	Significant Other	10	5%
Other	1	1%	Other	3	2%
Total	188	100%	Total	214	100%

The above pie charts and tables provides information about the marital situation in Middle Eastern and Chinese respondents who have done the survey questionnaire. Having an anlysis by the level of percentage, Middles Eastern has the highest percentage for married sector (64%), while Chinese for single (44%). Furthermore, there are around 32% of the Middle Eastern

respondents who are single which is equivalent to 61 respondents. Besides that, there are 38% of Chinese respondents who are married which consist of 82 respondents.

Figure 4.5.1: Education level of overall respondents

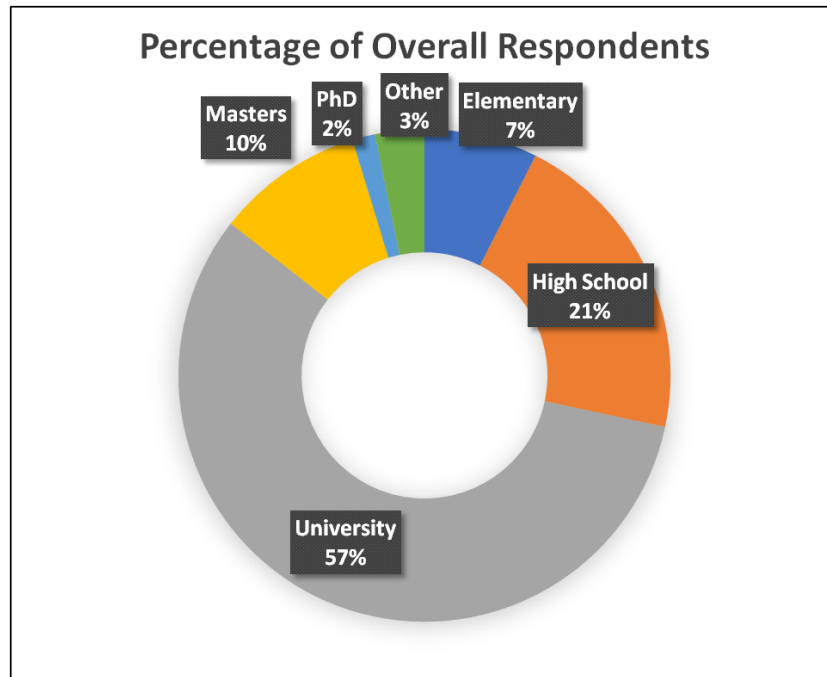


Table 4.5.1: Education level of the overall respondents

Overall Respondents		
Education Level	Frequency	Percentage
Elementary	30	7%
High School	84	21%
University	230	57%
Masters	39	10%
PhD	6	2%
Other	13	3%
Total	402	100%

Figure (4.5.1) and Table (4.5.1) above reveals information about the education levels of the respondents from Middle East and China. The education level includes the percentage of respondents who completed elementary, high school, university, masters, PhD and others. There are 57% of the tourist who were "University" graduates which is highest percentage among others. It is followed by "High school" graduates with the frequency 84 respondents (21%), "Masters" graduates with the frequency of 39 respondents (10%) and "Elementary" graduates were 30 respondents (7%). "PhD" graduates and other education level had the least respondents which are 2% (6 respondents) and 3% (13 respondents) respectively.

Figure 4.5.2: Education level of Middle Eastern and Chinese respondents

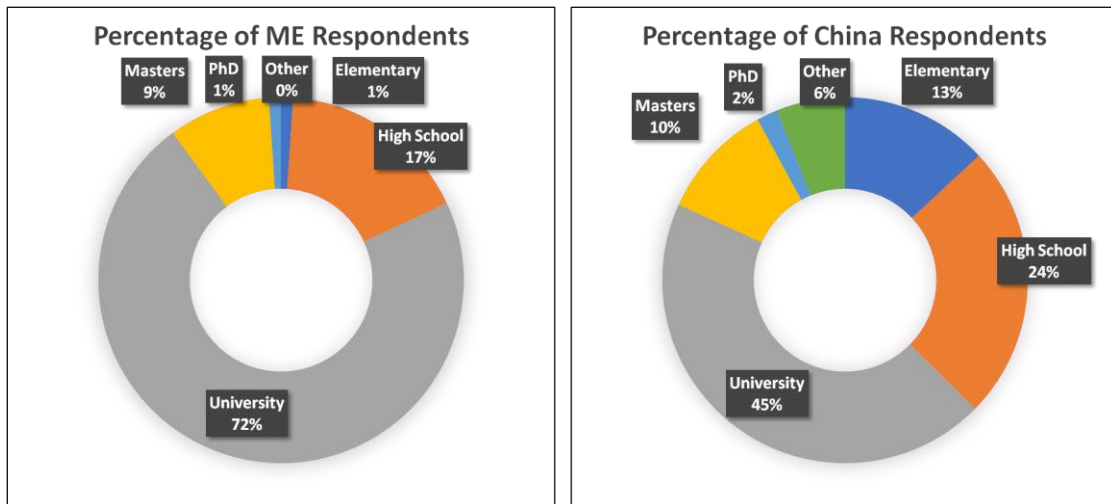


Table 4.5.2: Education level of the Middle Eastern and Chinese respondents

Middle Eastern Respondents			Chinese Respondents		
Education Level	Frequency	Percentage	Education Level	Frequency	Percentage
Elementary	2	1%	Elementary	28	13%
High School	32	17%	High School	52	24%
University	135	72%	University	95	45%
Masters	17	9%	Masters	22	10%
PhD	2	1%	PhD	4	2%
Other	0	0%	Other	13	6%
Total	188	100%	Total	214	100%

Figure (4.5.2) and Table (4.5.2), the highest percentage of the education level for Middle Eastern and Chinese respondents were "University" graduates which consist 72% and 45% respectively. Then followed by "High school" graduates who were 17% from Middle Eastern respondents and 24% from Chinese respondents. On the other hand, "Masters" graduates of Middle Eastern and Chinese respondents were 9% and 10% respectively.

Figure 4.6.1: Gross income level of overall respondents

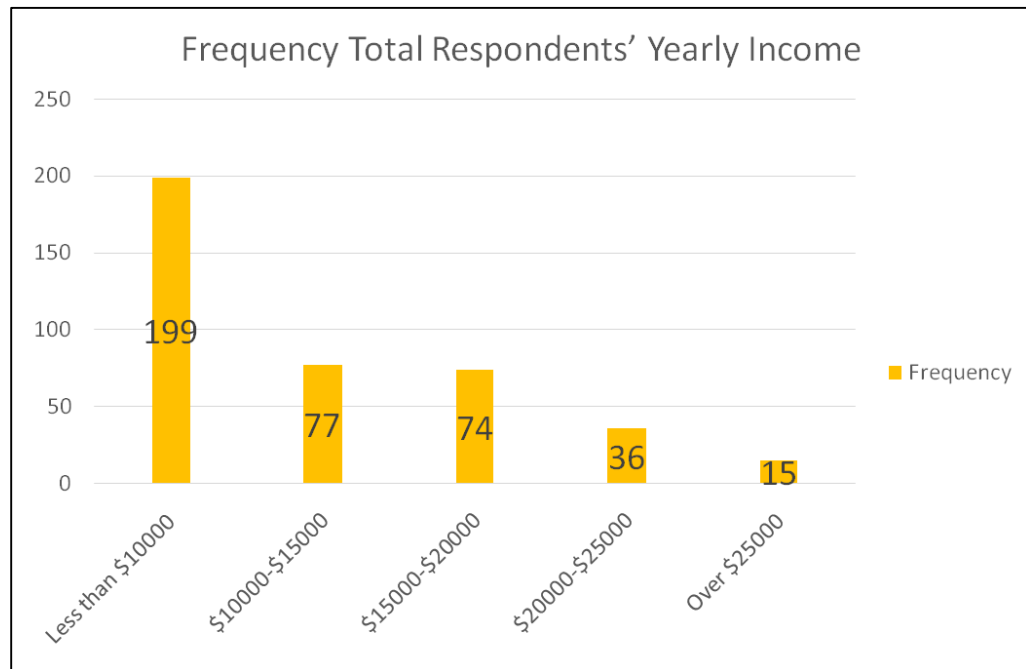


Table 4.6.1: Gross income level of overall respondents

Overall Respondents		
Gross Yearly Income	Frequency	Percentage
Less than \$10000	199	50%
\$10000-\$15000	77	19%
\$15000-\$20000	74	18%
\$20000-\$25000	36	9%
Over \$25000	15	4%
Total	402	100%

Figure (4.6.1) and Table (4.6.1) shown the gross income level of the overall respondents from Middle Eastern and Chinese who have done for the survey questionnaire. According to the result, the gross income level of the respondents in current research were found to be 50% for less than \$10,000, 19% for the range between \$ 10,000 - \$15,000 and 18% for the income range between \$15,000 - \$ 25,000.

Figure 4.6.2: Gross income level of Middle Eastern respondents

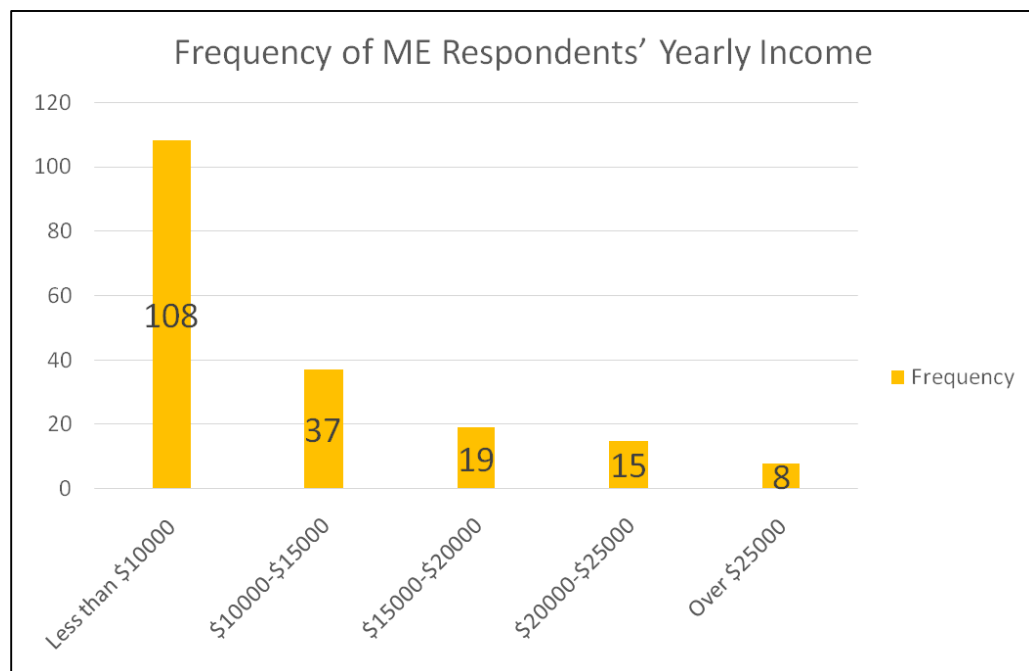


Table 4.6.2: Gross income level of Middle Eastern respondents

Middle Eastern Respondents		
Gross Yearly Income	Frequency	Percentage
Less than \$10000	108	58%
\$10000-\$15000	37	20%
\$15000-\$20000	19	10%
\$20000-\$25000	15	8%
Over \$25000	8	4%
Total	188	100%

In figure (4.6.2) and table (4.6.2) above, there are about 58% of Middle Eastern respondents who were under the gross income range of less than \$10,000 which is equivalent to 108 respondents. Furthermore, seldom respondents from Middle Eastern that reached to the range of above \$25,000 which consists of only 4%.

Figure 4.6.3: Gross income level of Chinese respondents

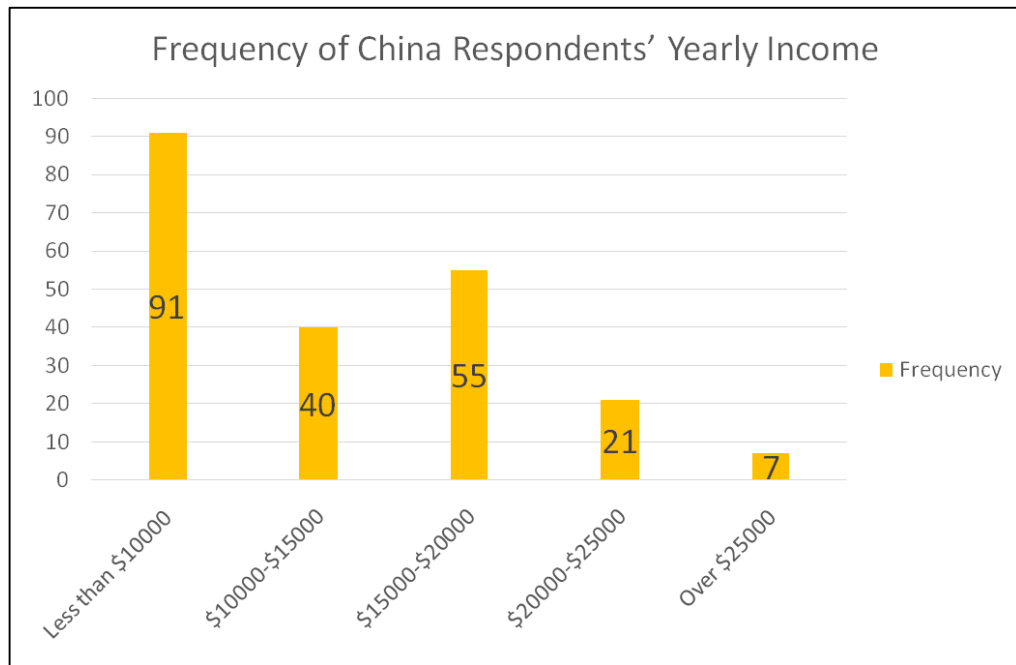


Table 4.6.3: Gross income level of Chinese respondents

Chinese Respondents		
Gross Yearly Income	Frequency	Percentage
Less than \$10000	91	42%
\$10000-\$15000	40	19%
\$15000-\$20000	55	26%
\$20000-\$25000	21	10%
Over \$25000	7	3%
Total	214	100%

Figure (4.6.3) and Table (4.6.3) above shows the gross income level of Chinese respondents who have done the survey questionnaire. From the results above, the gross income level of less than \$10,000 holds the highest percentage of 42% which is equivalent to 91 Chinese respondents and followed by the income group of \$15,000 to \$20,000. The least percentage of the gross income was the range over \$25,000 which consists of 3% among others.

Figure 4.7.1: Frequency of overall respondents currently travelling with in Malaysia

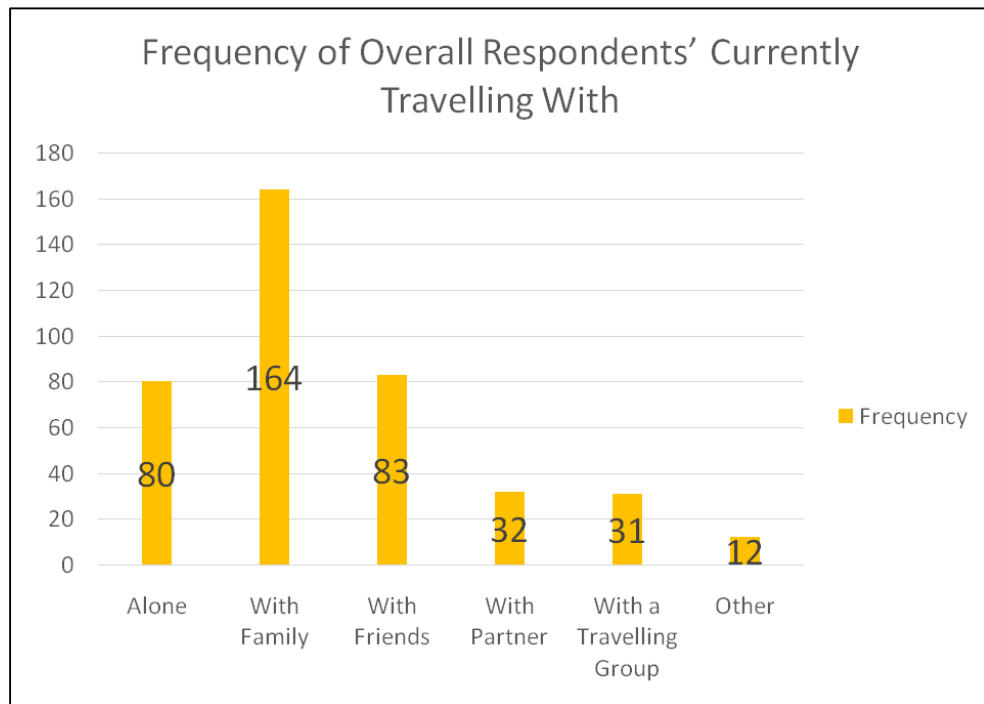


Table 4.7.1: Frequency of overall respondents currently travelling with in Malaysia

Overall Respondents		
Currently Travelling With	Frequency	Percentage
Alone	80	20%
With Family	164	41%
With Friends	83	21%
With Partner	32	8%
With a Travelling Group	31	7%
Other	12	3%
Total	402	100%

Figure (4.7.1) and Table (4.7.1) shows the frequency of Middle Eastern and Chinese respondents current travelling with in Malaysia. Based on the result, researchers found out that most of the respondents travel with family for the current trip which consist of 41% from the overall result. Besides that, 21% of respondents travel with their friends and 20% of respondents travel alone for the current trip in Malaysia. Then the result is followed by 32 respondents (8%) who travel with partner and 31 respondents (7%) who travel with a travelling group.

Figure 4.7.2: Frequency of Middle Eastern and Chinese respondents currently travelling with in Malaysia

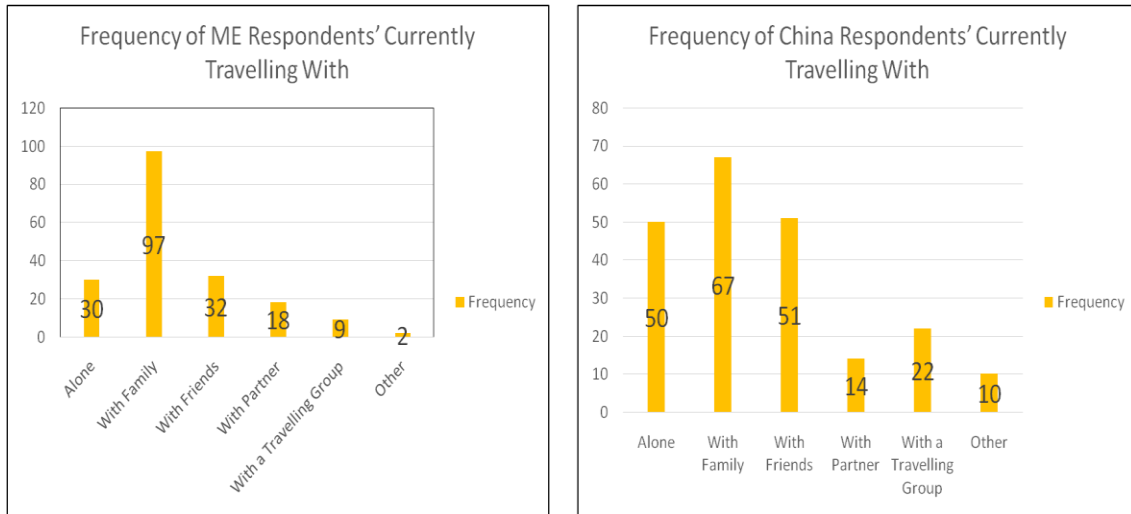


Table 4.7.2: Frequency of Middle Eastern and Chinese respondents currently travelling with in Malaysia

Middle Eastern Respondents			Chinese Respondents		
Currently Travelling With	Frequency	Percentage	Currently Travelling With	Frequency	Percentage
Alone	30	16%	Alone	50	23%
With Family	97	52%	With Family	67	31%
With Friends	32	17%	With Friends	51	24%
With Partner	18	9%	With Partner	14	7%
With a Travelling Group	9	5%	With a Travelling Group	22	10%
Other	2	1%	Other	10	5%
Total	188	100%	Total	214	100%

From the Figure (4.7.2) and Table (4.7.2) above, it shows the result of Middle Eastern and Chinese respondents currently travelling with in Malaysia. From the results above, most of the Middle Easterners, 97 out of 188 respondents, travel in Malaysia with their family which consists of 52%. However, the highest percentage of Chinese respondents also travel with their family, which

consists of 31% (67 respondents). There are about 16% of Middle Eastern respondents and 23% of Chinese respondents who travel alone for their current trip in Malaysia.

Figure 4.8.1: Number of Time that Overall Respondents have been to Malaysia

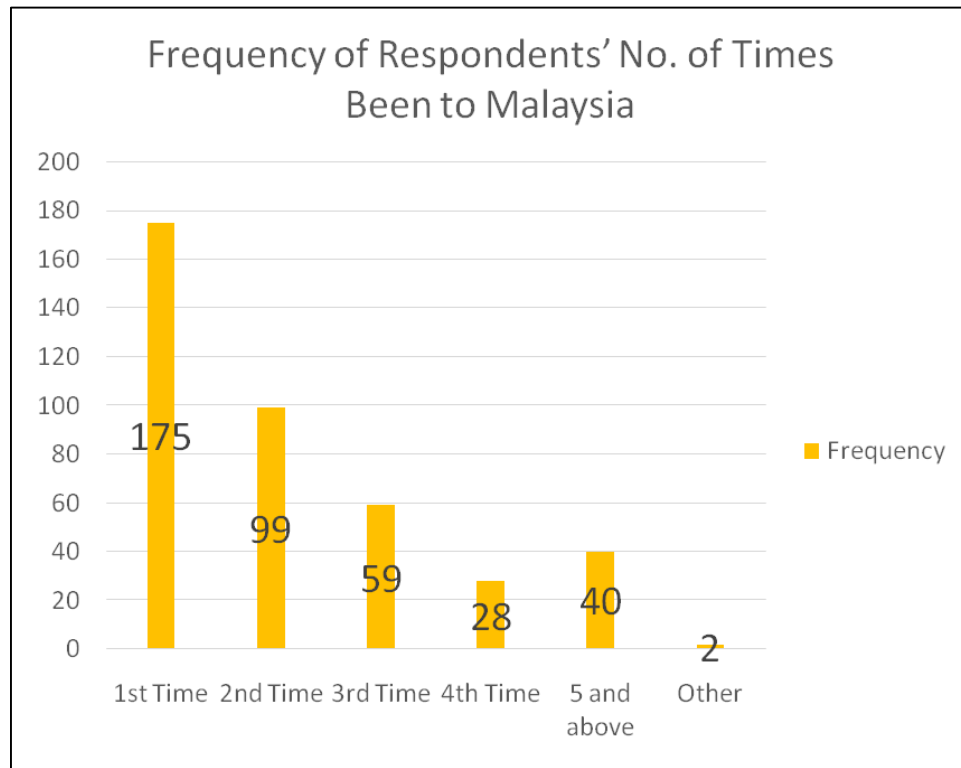


Table 4.8.1: Number of Time that Overall Respondents have been to Malaysia

Overall Respondents		
No. of Times Been to Malaysia	Frequency	Percentage
1st Time	175	43%
2nd Time	99	25%
3rd Time	59	15%
4th Time	28	7%
5 and above	40	10%
Total	402	100%

Figure (4.8.1) and Table (4.8.1) above shows the number of times that overall respondents have been to Malaysia. According to the result, 175 out of 402 respondents were first timers to Malaysia in their current trip which consist of 43%. However, there are 99 respondents (25%) who were on their second time to Malaysia and 59 respondents (15%) who were on their third time to Malaysia. Besides that, respondents who were fourth time and above five times had the least respondents which are 7% (28 respondents) and 10% (40 respondents) respectively.

Figure 4.8.2: Number of Time that Middle Eastern and Chinese Respondents have been to Malaysia

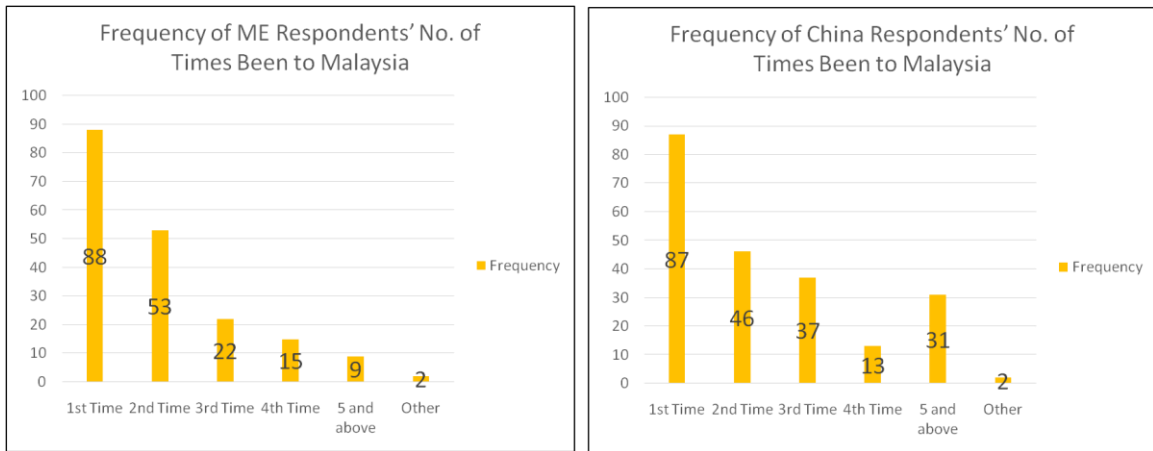


Table 4.8.2: Number of Time that Middle Eastern and Chinese Respondents have been to Malaysia

Middle Eastern Respondents			Chinese Respondents		
No. of Times Been to Malaysia	Frequency	Percentage	No. of Times Been to Malaysia	Frequency	Percentage
1st Time	88	47%	1st Time	87	41%
2nd Time	53	28%	2nd Time	46	21%
3rd Time	22	12%	3rd Time	37	17%
4th Time	15	8%	4th Time	13	6%
5 and above	9	5%	5 and above	31	15%
Total	188	100%	Total	214	100%

From the result above, most of the Middle Eastern and Chinese respondents are their first time to Malaysia which consists of 47% (88 respondents) and 41% (87 respondents) respectively. For Middle Eastern respondents, there are 53 out of 188 respondents on their second time to Malaysia which consists of 28%. Whereas there are 46 Chinese respondents (21%) who were on their second time to Malaysia.

Figure 4.9.1: Frequency of Overall Respondents' Duration of Stay in Malaysia

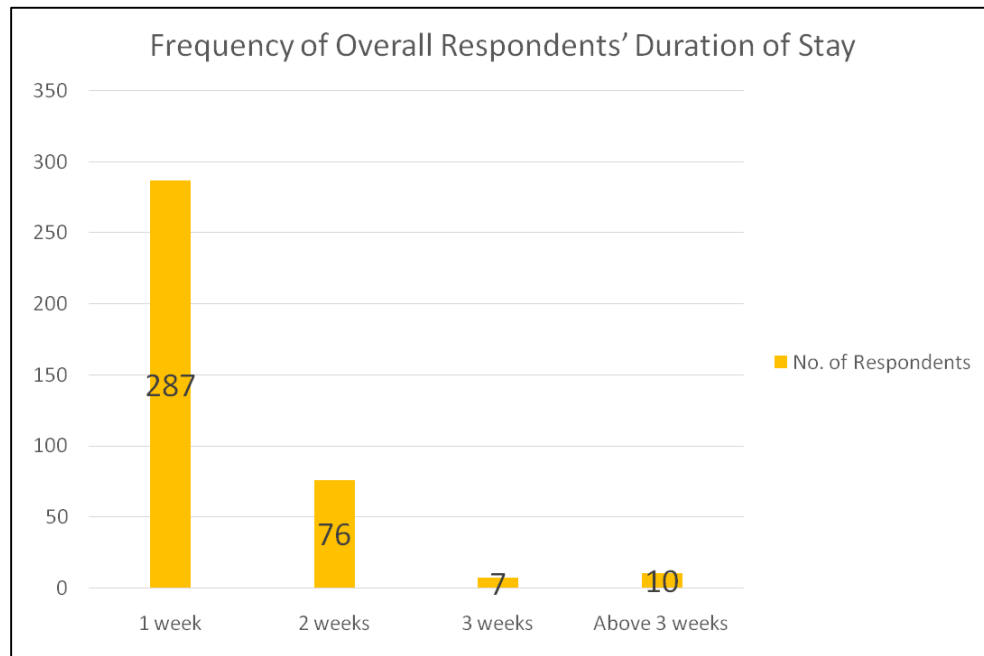


Figure 4.9.2: Frequency of Middle Eastern and Chinese Respondents' Duration of Stay in Malaysia

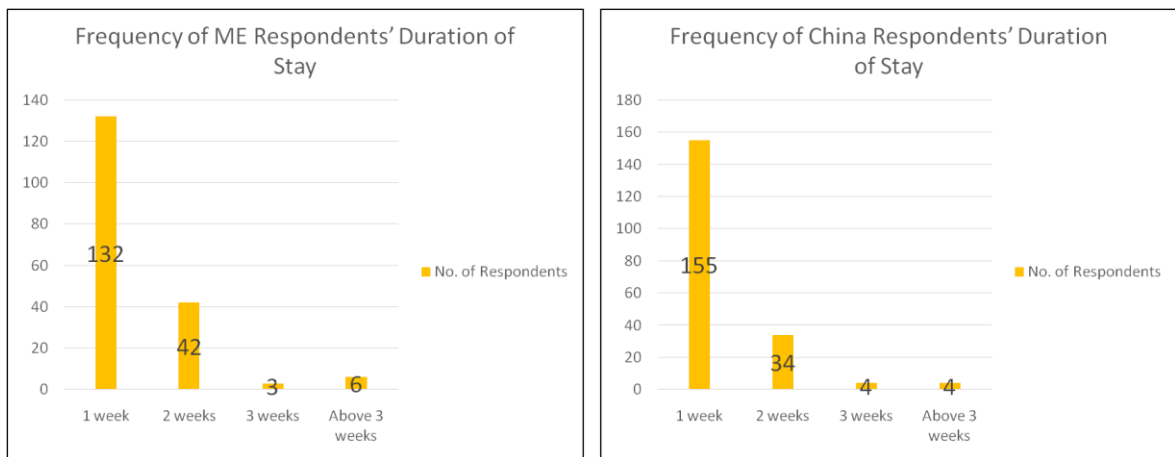


Figure (4.9.1) and Figure (4.9.2) above shows the frequency of duration of stay in Malaysia for the respondents' current trip. From the figure above, the highest percentage of Middle Eastern and Chinese respondents' duration of

stay of current trip were around 7 days (1week). There are 132 out of 188 Middle Eastern respondents and 155 out of 214 Chinese respondents who stay in Malaysia for a week.

Figure 4.10.1: Type of Accommodation that Respondents Stay While in Malaysia

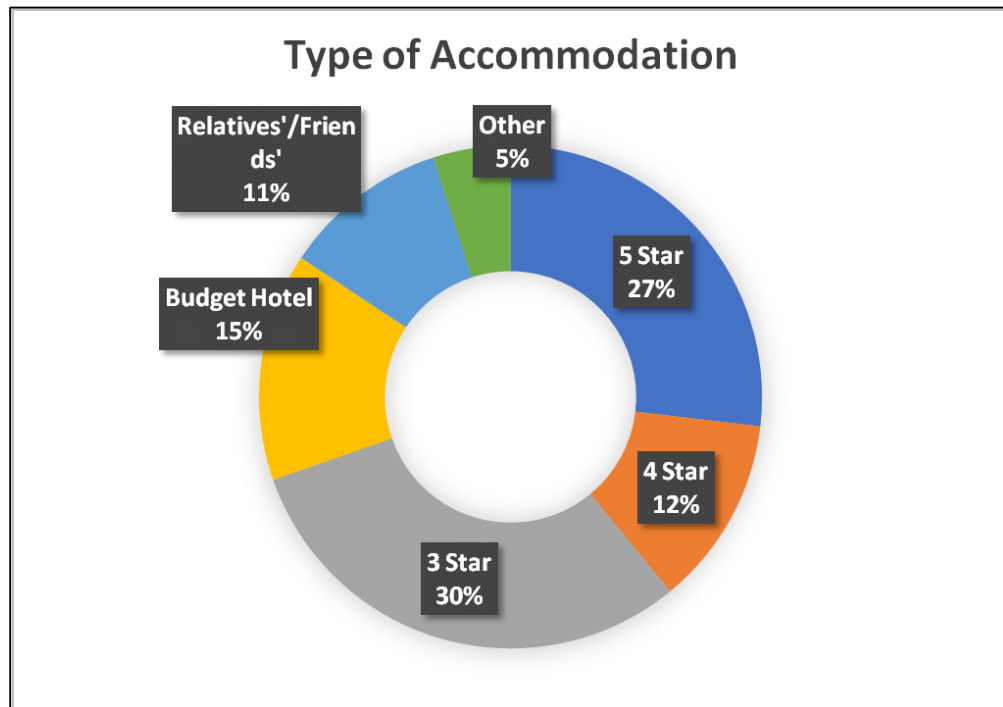


Table 4.10.1: Type of Accommodation that Respondents Stay While in Malaysia

Overall Respondents		
Type of Accommodation	Frequency	Percentage
5 Star	108	27%
4 Star	49	12%
3 Star	123	30%
Budget Hotel	59	15%
Relatives'/Friends'	43	11%
Other	20	5%
Total	402	100%

Figure (4.10.1) and Table (4.9.1) above depicts the type of accommodation that respondents prefer during their stay in Malaysia. From the result, there are a total of 123 respondents over 402 respondents who stay in 3-star hotels in Malaysia which consists of 30%. Furthermore, there are 27% (108 respondents) of respondents who choose to stay in 5-star hotels and followed by 15% (59 respondents) of respondents who prefer to stay at budget hotels. Besides that, the choice of 4-star hotels and relatives' or friends' accommodation will be 12% and 11% respectively.

Figure 4.10.2: Type of Accommodation that Middle Eastern Respondents Stay While in Malaysia

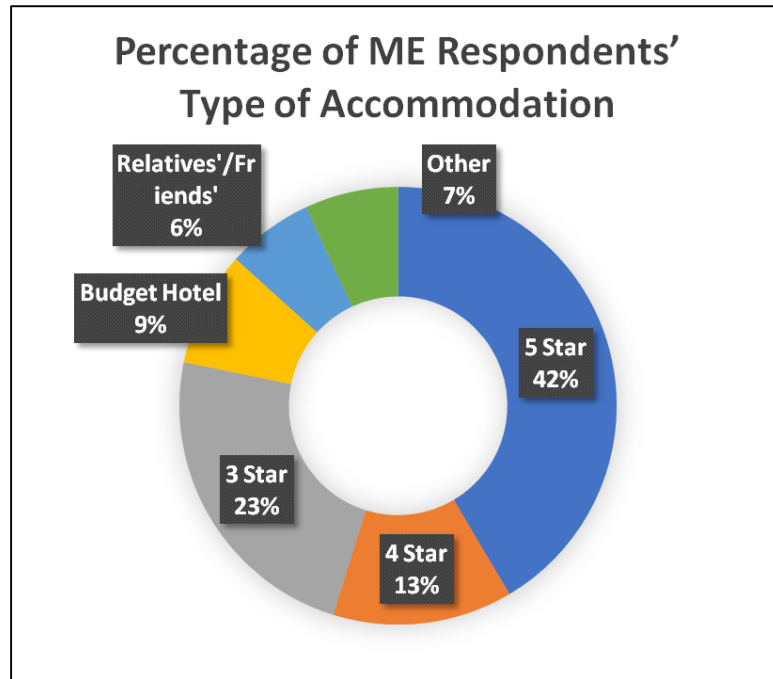


Table 4.10.2: Type of Accommodation that Middle Eastern Respondents Stay While in Malaysia

Middle Eastern Respondents		
Type of Accommodation	Frequency	Percentage
5 Star	78	42%
4 Star	25	13%
3 Star	44	23%
Budget Hotel	16	9%
Relatives'/Friends'	12	6%
Other	13	7%
Total	188	100%

Figure (4.10.2) and Table (4.10.2) shows the type of accommodation that Middle Eastern respondents chose to stay while in Malaysia. From the result, the highest percentage of Middle Eastern respondents prefer to stay at 5-star hotels which consists of 42% (78 respondents), followed by 3-star Hotel (23%) and 4-star Hotel (13%). Besides that, 9% of the respondents prefer to stay at Budget Hotels and 6% of respondents who stay at relatives' or friends'.

Figure 4.10.3: Type of Accommodation that Chinese Respondents Stay While in Malaysia

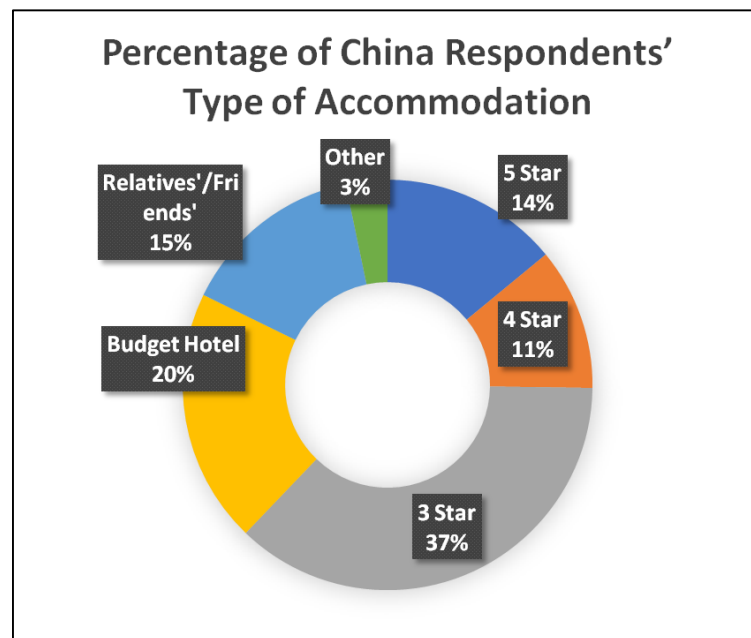


Table 4.10.3: Type of Accommodation that Chinese Respondents Stay While in Malaysia

Chinese Respondents		
Type of Accommodation	Frequency	Percentage
5 Star	30	14%
4 Star	24	11%
3 Star	79	37%
Budget Hotel	43	20%
Relatives'/Friends'	31	15%
Other	7	3%
Total	214	100%

Figure (4.10.3) and Table (4.10.3) above depicts the accommodation preferences of Chinese respondents during their stay in Malaysia. The accommodation preferences in the result show that 37% of the Chinese respondents reported to stay at 3-star Hotels. Besides that, Budget Hotel (20%), Relative or Friend's accommodation (15%), 5-star Hotel (14%) and 4-star Hotel (11%) are ranked respectively.

Figure 4.11.1: Overall Respondents about the Travel Arrangement

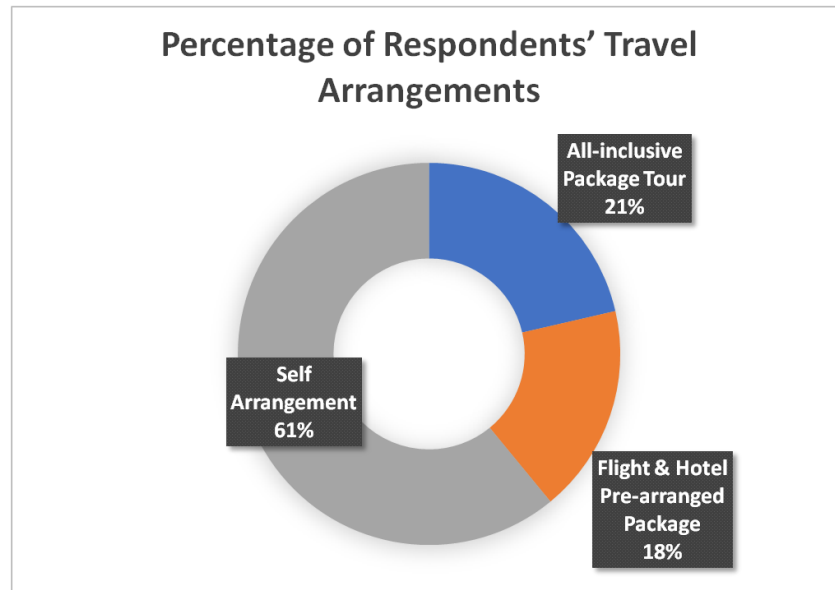


Table 4.11.1: Overall Respondents about the Travel Arrangement

Overall Respondents		
Type of Travel Arrangement	Frequency	Percentage
All-inclusive Package Tour	86	21%
Flight & Hotel Pre-arranged Package	71	18%
Self Arrangement	245	61%
Total	402	100%

Figure (4.11.1) and Table (4.11.1) above shows the travel arrangement from the respondents who have done the survey questionnaire. Based on the results above, more than half of the total respondents were self-arranged for flight and accommodation which consists of 61% (245 respondents). Moreover, there are 86 respondents (21%) who arrange their travels through package tour and another 71 respondents (18%) pre-arranged for the flight and hotel.

Figure 4.11.2: Middle Eastern and Chinese Respondents about the Travel Arrangement

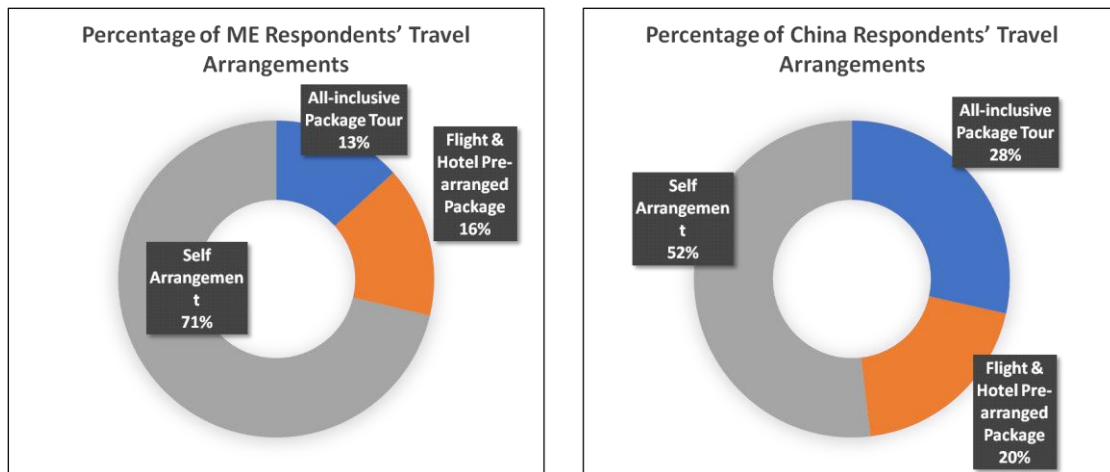


Table 4.11.2: Middle Eastern and Chinese Respondents about the Travel Arrangement

Middle Eastern Respondents			Chinese Respondents		
Type of Travel Arrangement	Frequency	Percentage	Type of Travel Arrangement	Frequency	Percentage
All-inclusive Package Tour	25	13%	All-inclusive Package Tour	61	28%
Flight & Hotel Pre-arranged Package	29	16%	Flight & Hotel Pre-arranged Package	42	20%
Self Arrangement	134	71%	Self Arrangement	111	52%
Total	188	100%	Total	214	100%

Figure (4.11.2) and Table (4.11.2) above shows the travel arrangement of Middle Eastern and Chinese respondents who have done the survey questionnaire. Based on the result, the highest percentage are self-arrangement from Middle Eastern and Chinese respondents which consists of 71% (134 respondents) and 52% (111 respondents) respectively. Besides that, there are 25 Middle Eastern respondents (13%) who arrange their travel through

package and another 29 Middle Eastern respondents (16%) were pre-arranged for the flight and hotel. Furthermore, for Chinese respondents, there are 28% (61 respondents) of them who arrange their travel through package tour and 20% (42 respondents) of them were pre-arranged for the flight and accommodation.

Figure 4.12.1: Source of Information About Malaysia

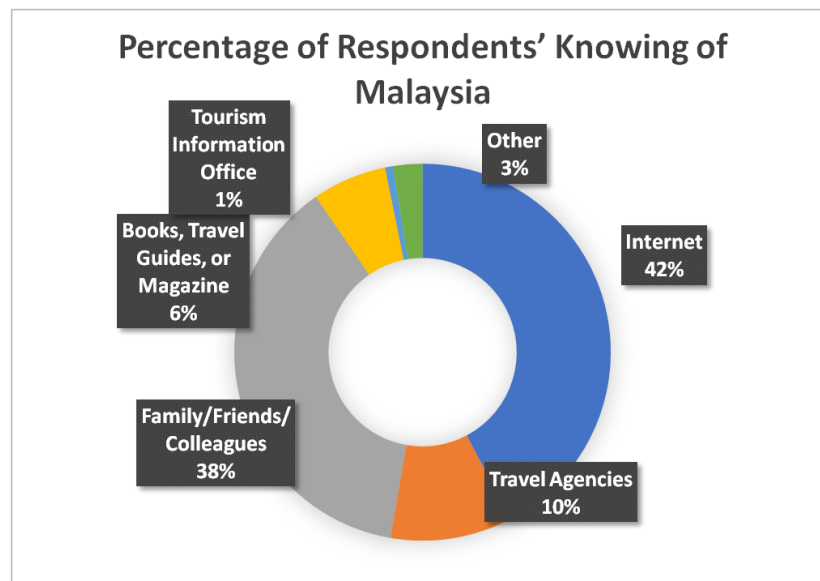


Figure (4.12.1) above indicates the source of information which respondents know about Malaysia. In this section, respondents are allowed to tick more than one answer, thus the overall result will come from both groups. From the result, "internet" was the number one information source with 42%. Besides that, the second information source was "family/ friends/ colleagues" with 38% and the third information source with 10% was "travel agencies".

Figure 4.13.1: The Purpose of Overall Respondents to Visit Malaysia

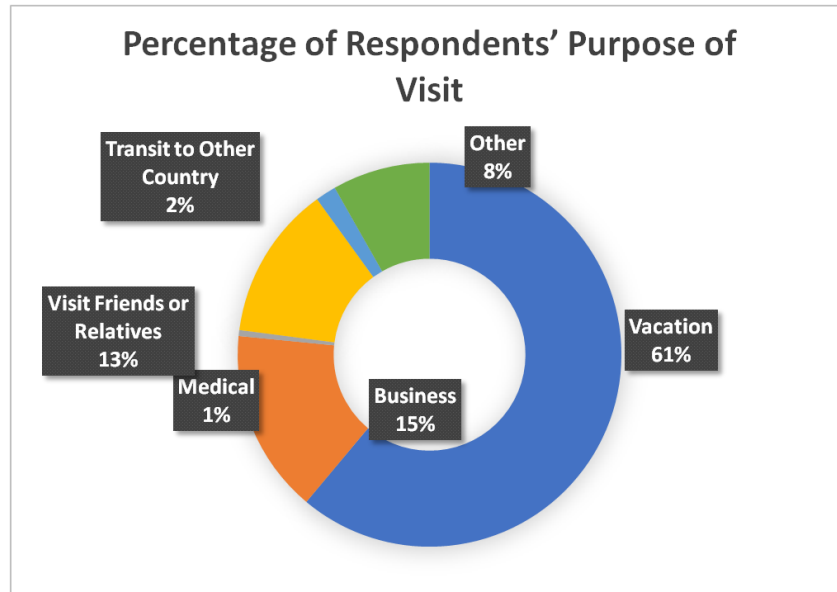


Table 4.13.1: The Purpose of Overall Respondents to Visit Malaysia

Overall Respondents		
Main Purpose of Visit	Frequency	Percentage
Vacation	245	61%
Business	62	15%
Medical	2	1%
Visit Friends or Relatives	52	13%
Transit to Other Country	7	2%
Other	33	8%
Total	402	100%

Figure (4.13.1) and Table (4.13.1) above indicate the purpose of overall respondents to visit Malaysia. From the result, a total 245 respondents came to Malaysia for vacation which consist of 61%. Besides that, 15% of the

respondents from Middle East and China came to Malaysia for business purposes. The least percentage of respondents came to Malaysia were for Medical purpose and transit to other country which consists of 1% and 2% respectively.

Figure 4.13.2: The Purpose of Middle Eastern and Chinese Respondents to Visit Malaysia

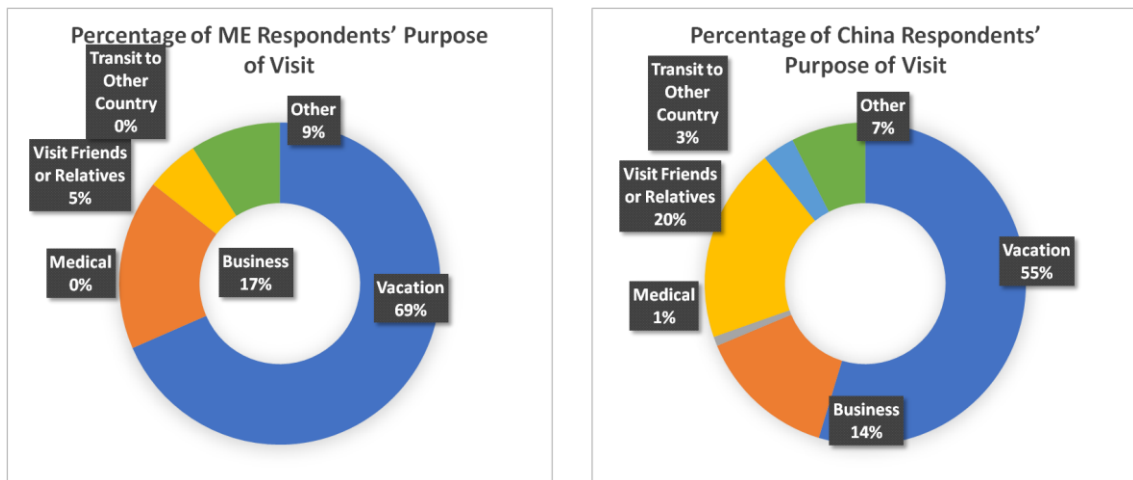


Table 4.13.2: The Purpose of Middle Eastern and Chinese Respondents to Visit Malaysia

Middle Eastern Respondents			Chinese Respondents		
Main Purpose of Visit	Frequency	Percentage	Main Purpose of Visit	Frequency	Percentage
Vacation	128	69%	Vacation	117	55%
Business	32	17%	Business	30	14%
Medical	0	0%	Medical	2	1%
Visit Friends or Relatives	10	5%	Visit Friends or Relatives	42	20%
Transit to Other Country	0	0%	Transit to Other Country	7	3%
Other	17	9%	Other	16	7%
Total	188	100%	Total	214	100%

Figure (4.13.2) and Table (4.13.2) above shows the purpose of Middle Eastern and Chinese respondents to visit Malaysia for their current trip. Based on the result, the highest percentage of the purpose for Middle Eastern and Chinese respondents to visit Malaysia was vacation which consist 69% (128 respondents) and 55% (117 respondents) respectively. Moreover, the second reason for Middle Easterners came Malaysia was due to business purposes which consist of 17% (32 respondents). Whereas, the second reason for Chinese respondents was for visiting friends or relatives which consist of 20% (42 respondents).

Table 4.14.1 Frequency of Reasons of ME Respondents' Choice Choosing Malaysia

Keywords	Frequency	Percentage
Climate	26	28.0%
Food	21	22.6%
Muslim Friendly	19	20.4%
Beautiful Country	12	12.9%
Culture	9	9.7%
Many Attractions	8	8.6%
Natural Attractions	7	7.5%
Relaxation	2	2.2%
Architecture	1	1.1%
Recommendation	1	1.1%
Grand Total	93	100.0%

Table 4.14.2 Frequency of Reasons of Chinese Respondents' Choice Choosing Malaysia

Keywords	Frequency	Percentage
Food	69	46.6%
Culture	36	24.3%
Affordable	17	11.5%
Many Attractions	13	8.8%
Climate	9	6.1%
Beautiful Country	2	1.4%
Language	1	0.7%
Relaxation	1	0.7%
Grand Total	148	100.0%

Both tables (4.14.1) and (4.14.2) above shows the frequency of keywords mentioned for reasons the respondents chose Malaysia as their holiday destination. Both groups showed different percentages in the composition of their interest towards Malaysia. What is notably different between the groups is in Middle East respondents, a reason they chose Malaysia is that its Muslim-friendly. Where they have many choices of halal food, and all the amenities a Muslim would appreciate, such as Surau (prayer rooms) and Mosques all within near reach. Whereas for China respondents, it's the ease of communication as there are Malaysian Chinese who they can communicate in mandarin with as most Chinese tourists does not speak other languages.

In terms of the highest frequencies of keywords for Middle East respondents, the first is Climate (28.0%). This is because in their home countries it is generally warmer as compared to Malaysia. Researchers also noted their responses that they find Malaysia is cooling because the country experiences more rainfall than Middle Eastern countries. The second highest reason is food (22.6%) in Malaysia. Middle East respondents gave this reasoning as the country has many varieties of food available which are halal.

For the China respondents group, the number one reason they chose Malaysia is food (46.6%). It is noted that Chinese respondents are interested in the many choices of food available. Aside from religious dietary restrictions some observe such as vegetarian or abstaining from beef, they are open to all sorts of food Malaysia offer. It is also found that Chinese tourists favour the local Chinese food “BakKutTeh” and Durian Cakes. Second to food is the culture (24.3%). Culture here in this study refers to both groups of tourists appreciating the multi-ethnic environment of the country and its resultant customs and behaviours of the nation. The China respondents also commented that it is affordable (11.5%) to choose Malaysia as the food, accommodation, and flight cost is relatively cheap compared to other destinations.

Table 4.15.1 Frequency of Activities ME Respondents Must Do

Keywords	Frequency	Percentage
Shopping	47	42.3%
Sightseeing	44	39.6%
Day Tours	11	9.9%
Backpacking	3	2.7%
Massage	3	2.7%
Diving	1	0.9%
Pasar Malam	1	0.9%
Photography	1	0.9%
Grand Total	111	100.0%

Table 4.15.2 Frequency of Activities Chinese Respondents Must Do

Keywords	Frequency	Percentage
Sightseeing	49	52.7%
Shopping	25	26.9%
Gambling	11	11.8%
Outdoor Activities	5	5.4%
Diving	1	1.1%
Pasar Malam	1	1.1%
Relaxation	1	1.1%
Grand Total	93	100.0%

Both tables (4.15.1) and (4.15.2) above shows the activities respondents must do in Malaysia. For Middle East respondents, the highest interest is shopping (42.3%). Following that, is sight seeing at 39.6%. The third highest activity is participating in day tours (9.9%) such as Kuala Lumpur city tours.

For China respondents, the highest interest is sightseeing (52.7%). Second, is shopping (26.9%). Third, gambling (11.8%) at Genting Highlands. Outdoor activities (5.4%) such as visiting city parks and monuments are also one of the interests China respondents are interested in.

“Pasar Malam” refers to night markets in Malaysia that is held at different locations every night but opens once a week in the same location every week. It is also noted as an interested activity as it is one of the attractions of the country.

Table 4.16.1 Frequency of Type of Goods ME Respondents Purchased

Keywords	Frequency	Percentage
Souvenir	22	26.2%
Apparel	19	22.6%
Branded Goods	19	22.6%
Cosmetics	6	7.1%
Bag	5	6.0%
Local Goods	4	4.8%
Health Products	3	3.6%
Jewelry	2	2.4%
Books	1	1.2%
Electronics	1	1.2%
Local Apparel	1	1.2%
Photography Gear	1	1.2%
Grand Total	84	100.0%

Table 4.16.2 Frequency of Type of Goods Chinese Respondents Purchased

Keywords	Frequency	Percentage
Souvenirs	51	49.0%
Local Food	23	22.1%
Branded Goods	17	16.3%
Apparel	4	3.8%
Cosmetics	4	3.8%
Local Apparel	2	1.9%
Local Goods	2	1.9%
Bag	1	1.0%
Grand Total	104	100.0%

Both tables (4.16.1) and (4.16.2) above shows the type of goods respondents have bought. In both groups, the highest purchases is souvenirs in both groups at 26.2% (Middle East) and 49% (China). For Middle East respondents, its second highest purchase are apparels at 22.6%. Third being branded goods at 22.6% also.

Notably for Chinese respondents, the second highest purchase are local food (22.1%) such as bakery products and delicacies that could be brought back to their home country. The group's third highest purchase is branded goods at 16.3%.

Table 4.17.1 Mean Score of Level of Satisfaction of Middle Eastern Respondents

Satisfaction Factors	Items	Mean Score	Factor Mean
Accommodation	Price	5.0055	5.0840
	Safety and Security	5.1381	
	Cleanliness	5.0608	
	Service Quality	5.0994	
	Facility	5.1160	
Food	Price	4.9511	5.0494
	Taste	5.0824	
	Food Quality	5.1148	
Place of Visit	Transportation	5.0055	4.9286
	Infrastructure	5.0608	
	Facility	5.0769	
	Safety and Security	4.7363	
	Cleanliness	4.7637	
Total Factors Average			5.0206
Overall Satisfaction		5.1475	5.1475

Note: Value of mean reported are scores on a 6-point Likert scale (1=very dissatisfied, 2=dissatisfied, 3=slightly dissatisfied,4=slightly satisfied, 5=satisfied, 6=very satisfied)

Table 4.17.1 Mean Score of Level of Satisfaction of Chinese Respondents

Satisfaction Factors	Items	Mean Score	Factor Mean
Accommodation	Price	4.5841	4.4112
	Safety and Security	4.4206	
	Cleanliness	4.3505	
	Service Quality	4.3879	
	Facility	4.3131	
Food	Price	4.7383	4.7445
	Taste	4.8131	
	Food Quality	4.6822	
Place of Visit	Transportation	3.9953	4.0823
	Infrastructure	4.1822	
	Facility	4.0888	
	Safety and Security	4.1033	
	Cleanliness	4.0421	
Total Factors Average			4.4127
Overall Satisfaction		4.5514	4.5514

Note: Value of mean reported are scores on a 6-point Likert scale (1=very dissatisfied, 2=dissatisfied, 3=slightly dissatisfied, 4=slightly satisfied, 5=satisfied, 6=very satisfied)

Tables (4.17.1) and (4.17.2) above shows the mean score of level of satisfaction based on each factor item and the mean score of each factor. At the bottom of each table is the overall satisfaction of each group. Overall, the mean scores of China respondent group is lower than Middle East respondent groups.

4.1.2 Summary of Demographics

Similarities and differences between the two groups of respondents are discussed in this subsection.

4.1.2.1 Similarities

It is found that majority ages of respondents are in the range of 31 years of age to 40 years of age. The level of education of the respondents are majority at University postgraduate level. Also, majority of the respondents travel with family. Most respondents stay in the country for up to 1 week. It is also found that most of them are in the country on a self-arranged basis where they booked flights and accommodation on their own as opposed to a tour package. Respondents' top activities include sightseeing and shopping in the country. Lastly, both group's top purchases are souvenirs, and branded goods.

4.1.2.2 Differences

For Middle Eastern respondents, the differences are subtly different from China respondents. Majority of them are first timers in the country. Also, majority stay in 5-star hotels and on a self-arranged basis of vacation. What attracted Middle Easterners to the country are climate, food, and Malaysia being Muslim-friendly. It is also noted that the level of satisfaction in the group is higher compared to China respondents.

For China respondents, the notable differences are the income levels which are higher compared to the Middle East respondent group. There are also more Chinese respondents that travel in a travel tour group. Although their incomes may be higher, majority of the respondents stay in budget and 3-star hotels. That is because their accommodations were arranged by their tour packages. Which also, more of them are in Malaysia with a pre-arranged hotel and flight package or on a tour package. Chinese respondents' reasons for visiting Malaysia are its food, culture, and it being an affordable destination. The activities the group look forward to are gambling at Genting Highlands, the only licensed casino in the country, and the vast variety of local food that they bring back to their home country. It is also noted that their level of satisfaction is lower compared to Middle East respondents.

4.2 Scale Measurement

The result of reliability analysis of each constructs was showed in the following section. The purpose of conducting scale measurement is to ensure the reliability of instrument used and the appropriate testing of hypotheses.

4.2.1 Reliability Analysis

Table 4.18.1: Summary of Reliability Test for Middle Eastern Respondents

No.	Constructs	Cronbach's Alpha	N of Items
1	Revisit Intention	.922	5
2	Recommendation	.948	3

The reliability test of each variable was presented in Table (4.16.1) for data collected from Middle East respondents. According to the acceptable rule of Cronbach's alpha, an alpha value that is more than or equal to 0.9 is an excellent value, whereas a value of 0.89 – 0.8 is good, then, a value of 0.79 - 0.7 is acceptable. Values 0.69 – 0.6 is questionable, and a value of 0.59 – 0.5 is poor. A value below 0.5 would be considered unacceptable. Reliability is an alternative to study the ability of an instrument to measure consistently. The value of Cronbach's alpha will increase if the items in a test are correlated with each other (Tavakol&Dennick, 2011).

For Revisit Intention, the coefficient value is 0.922, which is an excellent reliability between 5 items. For Recommendation, the value is 0.948, which means it is also excellent in reliability between the 3 items.

Table 4.18.2: Summary of Reliability Test for Chinese Respondents

No.	Constructs	Cronbach's Alpha	N of Items
1	Revisit Intention	.865	5
2	Recommendation	.934	3

In the reliability test run for China respondent group, values of coefficient differ slightly. For Revisit Intention, the coefficient value is 0.865, which is a good reliability between 5 items. For Recommendation, the value is 0.934, which means it is an excellent in reliability between the 3 items.

Overall between two groups of respondents, the reliability within both groups are in ranges of good and excellent values. Thus, all items in each variable are reliable which would aid in yielding accurate results for the research study.

4.3 Inferential Analysis

According to Burns and Bush (2000), inferential analysis is a method used by researchers to draw general conditions about the sampling data. This method is used to make inferences on the data collected. In this section, a Pearson Correlation Coefficient analysis was carried out on both sample groups.

4.3.1 Pearson Correlation Coefficient Analysis

As mentioned in Chapter 3, Pearson Correlation Coefficient Analysis is used to measure the relationship between variables.

Table 4.19.1: Pearson Correlation Coefficient Analysis of Middle East Respondents

	Revisit Intention	Recommendation
Overall Satisfaction	0.423**	0.427**
N	183	182

**Significant at P value of less than 0.01.

Table 4.19.2: Pearson Correlation Coefficient Analysis of Chinese Respondents

	Revisit Intention	Recommendation
Overall Satisfaction	0.477**	0.440**
N	214	214

**Significant at P value of less than 0.01.

4.3.1.1 Revisit Intention and Overall Satisfaction

H₁: There is a significant positive relationship between overall satisfaction and revisit intention of the tourists.

Revisit intention in this study refers to the willingness of the respondents to visit Malaysia again in the future. Overall satisfaction is the level of satisfaction rated based on their experience of the entire trip in Malaysia.

According to both tables (4.18.1) and (4.18.2), there is a positive relationship between overall satisfaction and revisit intention in both groups of Middle East and China respondents evident by positive values of the correlation coefficient (0.423 for Middle East, 0.477 for China). With both its value in the 0.4 region, it is considered as a moderately (positive) linear correlation. This implies that when respondents' overall satisfaction is high, their intention to revisit Malaysia again is high.

4.3.1.2 Recommendation and Overall Satisfaction

H₂: There is significant positive relationship between overall satisfaction and recommendation of the tourist.

Recommendation in this study refers to the willingness of the respondents to positively recommend Malaysia as a holiday destination to friends and relatives. Overall satisfaction is the level of satisfaction rated based on their experience of the entire trip in Malaysia.

According to both tables (4.18.1) and (4.18.2), there is a positive relationship between recommendation and overall satisfaction in both groups of Middle East and China respondents evident by positive values of the correlation coefficient (0.427 for Middle East, 0.440 for China). With both its value also in the 0.4 region, it is considered as a moderately (positive) linear correlation. Based on the results of the analysis, it shows that when respondents' overall satisfaction is high, their probability of recommending Malaysia as a holiday destination is also high.

4.3.2 T-test Analysis

Table 4.20.1: Paired t-test for Middle Eastern and Chinese Respondents.

Variables	Sample Group	n	Mean	t	df	Sig. (2-tailed)
Accommodation	Middle East	183	5.0656	9.269	385.298	.000*
	China	214	4.4112			
Food	Middle East	184	5.0399	3.987	375.204	.000*
	China	214	4.7445			
Place of Visit	Middle East	182	5.9286	11.269	392.730	.000*
	China	214	4.0804			

*At confidence interval of 95%.

Note: Value of mean reported are scores on a 6-point Likert scale (1=very dissatisfied, 2=dissatisfied, 3=slightly dissatisfied, 4=slightly satisfied, 5=satisfied, 6=very satisfied)

Based on the analysis, it is shown that there is a significant difference at $p < 0.05$ where the value is 0.000. Therefore, there is significant difference between Middle East and China respondents for all three variables of the research.

Table 4.20.2: Paired t-test for Middle Eastern and Chinese Respondents.

Variables	Sample Group	n	Mean	t	df	Sig. (2-tailed)
Overall Satisfaction	Middle East	183	5.1475	7.786	389.959	.000*
	China	214	4.5514			
Revisit Intention	Middle East	183	5.0825	12.384	364.882	.000*
	China	214	4.0738			
Recommendation	Middle East	182	5.3132	13.297	384.325	.000*
	China	214	4.2648			

*At confidence interval of 95%.

Note: Value of mean reported are scores on a 6-point Likert scale (1=strongly disagree, 2=disagree, 3=slightly disagree, 4=slightly agree, 5=agree, 6=strongly agree)

Based on the analysis, it is shown that there is a significant difference at $p < 0.05$ where the value is 0.000. Therefore, there is significant difference between Middle East and China respondents for all three variables of the research.

4.4 Conclusion

In this chapter, descriptive analysis was conducted to investigate and determine the demographic profile of the target respondents. Pearson's Correlation Coefficient analysis, and t-test analysis was conducted on the variables of the study to find its significance and relationship between them. Discussion, conclusion and implications of the study will be discussed in the next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION and IMPLICATION.

5.0 Introduction

Findings from the previous chapter are further discussed by researchers in this chapter. The topics includes summary of statistical analysis, major findings, managerial implications, limitations on this research study, recommendations for future research and conclusion.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

The questionnaire is divided into two parts which are section A and section B. Actually, Section A is about the respondents' demographic profile and detail information about their behaviors. Whereas, Section B is regarding the respondents' overall satisfaction that affect their intention to revisit and recommendation to Malaysia. There are a total 402 survey forms which were distributed to the respondents in which 188 survey questionnaires have been done by Middle Eastern respondents and the remainder 214 were completed by Chinese respondents. However, the data analysis is based on the question that the respondents have answered. While there are still some have the issues of missing information or the respondents do not answer correctly based on the question. For this case, researchers would consider the answer of the question in the questionnaire as invalid instead of the entire survey questionnaire.

5.1.2 Scale Measurement

The scale measurement for this research is tested and identified by using reliability test in SPSS. Among the five constructs from the Middle Eastern data, intention to recommendation has the highest Cronbach's alpha which is 0.948, and followed by 0.922 for revisit intention. Whereas, for Chinese data, the intention to recommend Malaysia also has the highest Cronbach's alpha which is 0.934, and 0.865 for the intention to revisit.

In conclusion, all of the five constructs from Middle Eastern side and Chinese side have the Cronbach's alpha value of more than 0.8 which consider that the constructs have genuine, superb and justifiable value.

5.1.3 Inferential analysis

5.1.3.1 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficient Analysis is used to measure the strength of a linear association between two variable and is denoted by r . Normally, Pearson Correlation Coefficient Analysis is used to indicate how far away all these data points are to this line of best fit. However, based on the result developed from previous chapter, Chapter 4, the result for the variable are still considered good and positive.

The purpose to carry out the Pearson Correlation Coefficient Analysis is to examine the underlying relationships between independent variable and dependent variable. The independent variable which include the tourists' overall satisfaction, while the dependent variable is about the revisit intention and recommendation.

5.2 Data Analysis

5.2.1 Revisit Intention

H₁: There is a significant positive relationship between overall satisfaction and revisit intention of the tourists.

Based on tables 4.18.1 and 4.18.2, the Pearson Correlation Coefficient analysis shows that there is positive relationship between overall satisfaction and revisit intention of the tourists as the values are 0.423 for Middle East, and 0.477 for China respondents. Therefore, H₁ is supported.

Based on our research findings, foreign tourists perceived overall satisfaction has a definitive positive effect on revisit intention to visit Malaysia again. The higher the level of satisfaction of the tourists, the more possible that they would revisit the country again for another vacation.

5.2.2 Recommendation

H₂: There is significant positive relationship between overall satisfaction and recommendation of the tourist.

Based on tables 4.18.1 and 4.18.2, the Pearson Correlation Coefficient analysis shows that there is positive relationship between overall satisfaction and recommendation of the tourist as the values are 0.427 for Middle East, 0.440 for China respondents respectively. Therefore, H₂ is supported.

Based on our research findings, foreign tourists perceived overall satisfaction has a definitive positive effect on recommendation of tourists to recommend Malaysia to their friends and relatives as a holiday destination. The higher the level of satisfaction of the tourists, the more likely they would positively recommend Malaysia to their friends and family to vacation in Malaysia.

5.3 Implications of the study

The core objective of this research is to identify the reasons that influence tourist's overall satisfaction towards their revisit intention and recommendation behaviour. Based on the results of this research study, overall satisfaction will significantly affect revisit intention and recommendation behaviour of the tourists.

5.3.1 Managerial Implications

For Middle Eastern tourists, it is found that they are more willing to spend as based on research findings, they have a higher budget (MYR 10027.45 per trip) compared to Chinese tourists (MYR 66353.71 per trip), and majority of Middle East respondents stayed in 5-star hotels compared to Chinese nationals even though they have Chinese nationals are higher income earners. This implies that Middle Easterners prefer to spend on more luxurious accommodations, activities, and purchases such as branded goods. As such, more emphasis should be placed on highlighting the exclusivities Malaysia can offer to them such as exclusive day tour packages, premium destinations such as dining at the KL tower, and exclusive restaurants. Not forgetting to offer more high-class accommodation packages and reminding the privileges to tourist tax rebates that they are entitled to when shopping

for branded goods. Places for shopping branded goods such as Suria KLCC shopping centre, Pavilion, and Starhill shopping centre in Kuala Lumpur, and premium outlets in Genting Highlands and Johor state that offer branded goods and affordable prices. This would also boost the country's tourism economy, therefore with the help on Malaysia's tourism board, collaborations could be done to gain more traction in attracting more tourists that are looking for a good destination for sightseeing and shopping.

It is also found that the reasons Middle Easterners chose Malaysia is due to the Muslim-friendliness of the country in the sense that all Muslim amenities are provided as it is a Muslim country. Respondents commented that suraus and mosques are available for their daily prayers and the wide offerings of Halal food to choose from. Therefore, advertising the country as a Muslim tourist destination would attract more Muslim tourists with the help of Malaysia Tourism Board.

As the average tourist is found to be aged 31 to 40, travelling with family, average duration of stay to be up to 1 week, and travelling on a self-arranged basis, more activities can be developed to attract this demographic such as family friendly activities that do not tie up their entire trips such as day trips and tours to show the specialties of Malaysia.

Revisit intention is a variable that depicted positive relationship with the tourist's overall satisfaction. Nowadays, tourists tend to revisit countries which strongly fulfilled their needs and satisfaction. Therefore, overall satisfaction it is a valid proof that it can affect tourist's intention to revisit. Besides that, satisfied tourists will also give good reputation and image of the country. They will highly revisit the country in the future. Recommendation has a significant relationship with the independent

variable, overall satisfaction in this research study. Recommendation introduced by tourists delivers positive feedback to their family and friends after visiting a satisfied destination. On the other hand, the local government is concerned with the negative image which can affect the country's economy. When tourists feel pleasant on a visit, it will result in the intention to recommend the destination to others. Hence, the country is working hard on maintaining the positive image and high tourist's satisfaction in order to convince them to revisit and recommend the country to others.

Based on the demographic segmentation findings, China tourists who came to Malaysia are averagely at the age of 31-40, also, they are from the higher income group which mainly arrive by tour packages to Malaysia. To implement the strategies, Malaysia's tourism board should enhance the local tour packages by its standards and quality. A partnership between local tour companies and tourism board have to be agreed on to target these tourists. When these tourists are offered by great value tour package, they will definitely spread good news to their family and friends to invite them to join along the trip to Malaysia. Thus, it could potentially bring more China tourists to visit the country.

Based on other segmentation findings, China tourists are mainly attracted to the food offered in Malaysia. Local food such as BakKutTeh and Asam Laksa are usually favourable by China tourists as mentioned by the research respondents. The intention of choosing Malaysia as a destination because of the variety of food found in the country. The culture of Malaysia is a combination of more than three races, in a long term living together, a new fusion of local dishes had created such as Baba Nyonya, a combination of Malay and Chinese food. As to improve the food perspective, fusion of local food can be introduced into China market which represents Malaysia's uniqueness. In addition, China tourists are also attracted by the sightseeing

activities as their main destination to visit in Malaysia. Places such as KLCC, KL tower are usually the hot spot which China tourists would like to pay a visit. Thus, it is important for the locals to improve and keep the environment clean around KL area.

5.4 Limitations of the study

In this study, we have found out some limitations while we were conducting our research. Therefore, we would like to call attention to the limitations that we faced in this research in order to support the upcoming researchers to acknowledge and gain some information from our study.

This research study only focuses on tourists who are from China and Middle Eastern countries. The reason behind this limitation is because many other country tourists are under off peak season which lesser of them can be found to carry out the survey. Thus, researchers selected China and Middle Eastern countries as these countries are considered as high numbered of tourists in Malaysia. It is convenient for us to look out and approach them for survey distribution. Also, they are much easier to be recognized without further asking among a group of tourists.

Throughout the survey session, researchers have to use Chinese as the only language to communicate with China respondents which is different from Middle Eastern respondents. For Middle Easterners, researchers had to use English as the communication language. However, researchers encountered some Middle Eastern tourists who do not fully understand English. These tourists only speak French and Arabic as their main language. Since we do not have language translator and do not understand their language. Thus, we do not include them as our survey respondents in the research.

Researchers have faced some difficulties especially on time constraint. Due to limitation of time and submission deadline, researchers are given 21 weeks to finish the research study. The total respondents for this research study were set to be minimum of 150 respondents per group. Time limitation has hindered the researchers to distribute more questionnaires to the respondents. Larger sample size can generate more reliable results compared to smaller sample sizes (Button, K. S., 2013). The outcome for this research is much more reliable and generalizable by include more respondents in the study.

5.5 Recommendation for Future Research

Some recommendations are suggested by researchers in this section in order to overcome limitations and also to enhance the quality and reliability of this research for the further investigation.

Firstly, a wide range of survey methods should be conducted in further research. Other than using printed survey questionnaires, some other survey methods such as online survey and interview can be used to gain more respondents. Data collection of the research would be more accurate and reliable for further researches. Thus, it is suggested that with the improved method and quantity of the survey set. it can help the data analysis to obtain a better result.

As for language barriers, it is recommended to select countries which are use a mutual language in relative to the researchers. This method is to ensure that the survey session will be conducted smoothly and no translation of language needed. It would consume a lot of time if each respondent require language translation from the researchers personally. However, if the researchers are able to fluently communicate

with the tourists, it would be easier to reach out to more respondents within a period of time.

Lastly, both China and Middle Eastern countries had been selected for analysis under this research study. For further improvement of the study, other countries can be included as target respondents for the further research of this study. Hence, researchers are able to study different tourist revisit intention and recommendation behaviour based on each nationality. In fact, researchers are recommended to target tourists from countries such as Australia or European countries to respond the same set of questionnaire as to gain insight and widen the scope of study.

5.6 Conclusion

As a conclusion, the objective of this research has been achieved by segmenting the tourists based on demographics and understanding tourists revisit intention and recommendation behaviour based on their overall satisfaction in Malaysia. From the result, both of the hypotheses developed under this research are valid. Revisit intention behaviour have significant influence by overall satisfaction of the tourists toward the country. On the other hand, it is notable that recommendation to others have significant relationship with overall satisfaction based on the findings from this research study.

Besides that, the limitations faced by researchers while doing this research study have been identified and recommendations on how to solve all the limitations were provided under this chapter. This research study can acts as a guideline for the researchers to understand the tourist's overall satisfaction towards revisit intention and recommendation behaviour. Furthermore, this research can helps the Tourism Malaysia government in formulating tourism policies which can attract more tourists to visit Malaysia.

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APPENDICES

(Appendix 1.1)

**UNIVERSITI TUNKU ABDUL RAHMAN****Faculty of Accountancy and Management**

We are students pursuing a Bachelor Degree in International Business at Universiti Tunku Abdul Rahman. We are currently conducting a research study on tourist segmentation in Malaysia. The attached questionnaire will take about 15 minutes to complete. Your participation is completely on a voluntary basis and all the information given will only be used for academic purpose. If you have any questions in relation to this study, please feel free to contact any one of the following:

Students' details

1. Lee Xin Nie Anie-1994@hotmail.com
2. Teo Wee Wing Andyteo_94@hotmail.com
3. Wang Shin Cheng Iamwaynewang@gmail.com

Section A: Demographic

Please tick the appropriate box or fill in the blank for each of the following questions in this section.

1.) What is your nationality? (Country of Origin)

Please state: _____.

2.) Please state your gender.

(1) Male

(2) Female

3.) What is your age?

(1) 20 and below

(2) 21-30

(3) 31-40

(4) 41-50

(5) 51-60

(6) Above 60

4.) What is your marital status?

(1) Single

(2) Married

(3) Divorced

(4) Significant Other

(5) Other: _____(Please Specify)

5.) What is your education level

(1) Elementary

(2) High school

(3) University

(4) Masters

(5) Phd

(6) Other: _____(Please Specify)

6.) What is your current occupation?

(1) White-Collar

(2) Blue-Collar

(3) Student

(4) Unemployed

(5) Retired

(6) Other: _____(Please Specify)

7.) Gross income level per year in terms of USD:

- | | | | | | |
|-----|--------------------------|---------------------|-----|--------------------------|------------------------------|
| (1) | <input type="checkbox"/> | Less than \$10,000 | (4) | <input type="checkbox"/> | \$20,000 - \$25,000 |
| (2) | <input type="checkbox"/> | \$10,000 - \$15,000 | (5) | <input type="checkbox"/> | Over \$25,000 |
| (3) | <input type="checkbox"/> | \$15,000 - \$20,000 | (6) | <input type="checkbox"/> | Other: _____(Please Specify) |

8.) Who are you currently travelling with in Malaysia?

- | | | | |
|-----|--------------------------|------------------------------|---|
| (1) | <input type="checkbox"/> | Alone | |
| (2) | <input type="checkbox"/> | With family | (please state the number of people inclusive of yourself: _____ paxs) |
| (3) | <input type="checkbox"/> | With friends | (please state the number of people inclusive of yourself: _____ paxs) |
| (4) | <input type="checkbox"/> | With partner | (please state the number of people inclusive of yourself: _____ paxs) |
| (5) | <input type="checkbox"/> | With a travelling group | (please state the number of people inclusive of yourself: _____ paxs) |
| (6) | <input type="checkbox"/> | Other: _____(Please Specify) | |

9.) How many times have you been to Malaysia?

- | | | | | | |
|-----|--------------------------|------------|-----|--------------------------|-------------------|
| (1) | <input type="checkbox"/> | First time | (4) | <input type="checkbox"/> | 4 times |
| (2) | <input type="checkbox"/> | 2 times | (5) | <input type="checkbox"/> | 5 times and above |
| (3) | <input type="checkbox"/> | 3 times | | | |

10.) Please state your duration of stay for this current visit: _____ days

11.) How long have you been in Malaysia during this current visit?

- | | | | | | |
|-----|--------------------------|---------------------|-----|--------------------------|------------------------------|
| (1) | <input type="checkbox"/> | 1 st day | (4) | <input type="checkbox"/> | 4 th day |
| (2) | <input type="checkbox"/> | 2 nd day | (5) | <input type="checkbox"/> | 5 th day |
| (3) | <input type="checkbox"/> | 3 rd day | (6) | <input type="checkbox"/> | Other: _____(Please Specify) |

12.) What type of accommodation are you staying while in Malaysia?

- | | | | | | |
|-----|--------------------------|--------------|-----|--------------------------|------------------------------|
| (1) | <input type="checkbox"/> | 5-Star Hotel | (4) | <input type="checkbox"/> | Budget Hotel |
| (2) | <input type="checkbox"/> | 4-Star Hotel | (5) | <input type="checkbox"/> | Relatives'/ Friends' |
| (3) | <input type="checkbox"/> | 3-Star Hotel | (6) | <input type="checkbox"/> | Other: _____(Please Specify) |

13.) What is your travel arrangement?

- (1) All-inclusive package tour
- (2) Flight and hotel pre-arranged package
- (3) Self-arrangement for flight and accommodation

14.) Where/How did you hear about Malaysia? (You may tick **more than one** answer)

- | | | | |
|------------------------------|-----------------------------|------------------------------|----------------------------------|
| (1) <input type="checkbox"/> | Internet | (4) <input type="checkbox"/> | Books, travel guides or magazine |
| (2) <input type="checkbox"/> | Travel agencies | (5) <input type="checkbox"/> | Tourism information office |
| (3) <input type="checkbox"/> | Family/ friends/ colleagues | (6) <input type="checkbox"/> | Other: _____(Please Specify) |

15.) What is your main purpose for visiting Malaysia for this current trip?

- | | | | |
|------------------------------|---------------------------|------------------------------|------------------------------|
| (1) <input type="checkbox"/> | Vacation (to question 16) | (4) <input type="checkbox"/> | Visiting relative or friends |
| (2) <input type="checkbox"/> | Business | (5) <input type="checkbox"/> | Transit to other country |
| (3) <input type="checkbox"/> | Medical (to question 17) | (6) <input type="checkbox"/> | Other: _____(Please Specify) |

16.) If your answer is “Vacation” in question 15. What made you choose Malaysia as your destination choice?

- (1) _____
- (2) _____
- (3) _____

17.) If your answer is “Medical” in question 15. What made you choose Malaysia as your destination choice?

- (1) _____
- (2) _____
- (3) _____

18.) Please specify the activities you MUST do during your current stay in Malaysia.

(1)

(2)

(3)

(4)

(5)

19.) Please specify the thing you have purchased during your current stay in Malaysia.

(1)

(2)

(3)

(4)

(5)

20.) What is your total budgeted expenses (including flight and accommodation) in terms of RM for this trip in Malaysia?

_____ RM

Section B

For each of the statements below, please circle the number that represents your opinion the most based on the given scale.

1.) How would you rate your overall level of satisfaction with each of the following factors?

(1) Accommodation	Very Dissatisfied	Dissatisfied	Slightly Dissatisfied	Slightly Satisfied	Satisfied	Very Satisfied
(a) Price	1	2	3	4	5	6
(b) Safety and Security	1	2	3	4	5	6
(c) Cleanliness	1	2	3	4	5	6
(d) Service Quality	1	2	3	4	5	6
(e) Facility	1	2	3	4	5	6

(2) Food	Very Dissatisfied	Dissatisfied	Slightly Dissatisfied	Slightly Satisfied	Satisfied	Very Satisfied
(a) Price	1	2	3	4	5	6
(b) Taste	1	2	3	4	5	6
(c) Food quality	1	2	3	4	5	6

(3) Place of Visit	Very Dissatisfied	Dissatisfied	Slightly Dissatisfied	Slightly Satisfied	Satisfied	Very Satisfied
(a) Transportation	1	2	3	4	5	6
(b) Infrastructure	1	2	3	4	5	6
(c) Facility	1	2	3	4	5	6
(d) Safety and security	1	2	3	4	5	6
(e) Cleanliness	1	2	3	4	5	6

2.) How would you rate your overall satisfaction of your current stay in Malaysia?

	Very Dissatisfied	Dissatisfied	Slightly Dissatisfied	Slightly Satisfied	Satisfied	Very Satisfied
(a) Overall satisfaction	1	2	3	4	5	6

3.) Please use the following scale to indicate how much you agree with each of the following statements.

Behavioral Intention	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
(a) I would like to revisit Malaysia in the near future.	1	2	3	4	5	6
(b) If I had to decide my next trip, I would choose Malaysia again.	1	2	3	4	5	6
(c) I would come back to Malaysia in the future.	1	2	3	4	5	6
(d) I would visit Malaysia more frequently.	1	2	3	4	5	6
(e) Malaysia would be my first choice over other destinations.	1	2	3	4	5	6

Recommendation	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
(a) I would recommend Malaysia to my friends.	1	2	3	4	5	6
(b) I would encourage friends and relatives to come to Malaysia.	1	2	3	4	5	6
(c) I am willing to recommend Malaysia to family and friends as a holiday destination.	1	2	3	4	5	6

APPENDICES

(Appendix 1.2)

**UNIVERSITI TUNKU ABDUL RAHMAN****Faculty of Accountancy and Management**

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3. Wang Shin Cheng Iamwaynewang@gmail.com

第一部分：人口统计

请在相应的框中勾选或填写本节中以下每个问题的空白。

1.) 请问您的国籍是? _____

2.) 请问您的性别是?

- (1) 男性
 (2) 女性

3.) 请问您的年龄是?

- | | | | |
|------------------------------|---------|------------------------------|---------|
| (1) <input type="checkbox"/> | 20 岁以下 | (4) <input type="checkbox"/> | 41-50 岁 |
| (2) <input type="checkbox"/> | 21-30 岁 | (5) <input type="checkbox"/> | 51-60 岁 |
| (3) <input type="checkbox"/> | 31-40 岁 | (6) <input type="checkbox"/> | 60 岁以上 |

4.) 请问您的婚姻状况是?

- | | | | |
|------------------------------|----|------------------------------|-------------------|
| (1) <input type="checkbox"/> | 单身 | (4) <input type="checkbox"/> | 同居 |
| (2) <input type="checkbox"/> | 已婚 | (5) <input type="checkbox"/> | 其他: _____ (请明确说明) |
| (3) <input type="checkbox"/> | 离婚 | | |

5.) 请问您的教育水平是?

- | | | | |
|------------------------------|---------|------------------------------|-------------------|
| (1) <input type="checkbox"/> | 基础/小学教育 | (4) <input type="checkbox"/> | 硕士 |
| (2) <input type="checkbox"/> | 中学 | (5) <input type="checkbox"/> | 博士 |
| (3) <input type="checkbox"/> | 大学 | (6) <input type="checkbox"/> | 其他: _____ (请明确说明) |

6.) 请问您现在的职业是?

- | | | | |
|------------------------------|------|------------------------------|-------------------|
| (1) <input type="checkbox"/> | 白领阶层 | (4) <input type="checkbox"/> | 失业人士 |
| (2) <input type="checkbox"/> | 蓝领阶层 | (5) <input type="checkbox"/> | 退休人士 |
| (3) <input type="checkbox"/> | 学生 | (6) <input type="checkbox"/> | 其他: _____ (请明确说明) |

7.) 请问您的每年总收入水平是? (美金兑换率)

- | | | | |
|------------------------------|---------------------|------------------------------|---------------------|
| (1) <input type="checkbox"/> | 少于 \$10,000 | (4) <input type="checkbox"/> | \$20,000 - \$25,000 |
| (2) <input type="checkbox"/> | \$10,000 - \$15,000 | (5) <input type="checkbox"/> | \$25,000 以上 |
| (3) <input type="checkbox"/> | \$15,000 - \$20,000 | (6) <input type="checkbox"/> | 其他:_____ (请明确说明) |

8.) 请问您目前与谁同游马来西亚?

- | | | |
|------------------------------|----------|---------------------|
| (1) <input type="checkbox"/> | 单独 | |
| (2) <input type="checkbox"/> | 与家人 | (请说明包括你自己的人数:_____) |
| (3) <input type="checkbox"/> | 与朋友 | (请说明包括你自己的人数:_____) |
| (4) <input type="checkbox"/> | 与合作伙伴 | (请说明包括你自己的人数:_____) |
| (5) <input type="checkbox"/> | 与旅行团体 | (请说明包括你自己的人数:_____) |
| (6) <input type="checkbox"/> | 其他:_____ | (请明确说明) |

9.) 请问您去过马来西亚多少次?

- | | | | |
|------------------------------|-----|------------------------------|------|
| (1) <input type="checkbox"/> | 第一次 | (4) <input type="checkbox"/> | 四次 |
| (2) <input type="checkbox"/> | 两次 | (5) <input type="checkbox"/> | 五次以上 |
| (3) <input type="checkbox"/> | 三次 | | |

10.) 请说明您此次来访的逗留期限: _____天。

11.) 在这次来访中你已经在马来西亚多久了?

- | | | | |
|------------------------------|-----|------------------------------|------------------|
| (1) <input type="checkbox"/> | 第一天 | (4) <input type="checkbox"/> | 第四天 |
| (2) <input type="checkbox"/> | 第二天 | (5) <input type="checkbox"/> | 第五天 |
| (3) <input type="checkbox"/> | 第三天 | (6) <input type="checkbox"/> | 其他:_____ (请明确说明) |

12.) 在这次来访中您住在什么类型的住宿?

- | | | | |
|------------------------------|-------|------------------------------|------------------|
| (1) <input type="checkbox"/> | 五星级酒店 | (4) <input type="checkbox"/> | 经济型酒店 |
| (2) <input type="checkbox"/> | 四星级酒店 | (5) <input type="checkbox"/> | 亲戚/朋友的住所 |
| (3) <input type="checkbox"/> | 三星级酒店 | (6) <input type="checkbox"/> | 其他:_____ (请明确说明) |

13.) 您这次的旅行是怎样的安排?

- (1) 全部包括在旅游配套中
- (2) 只预先安排航班和酒店
- (3) 全程自行安排包括航班和酒店

14.) 请问您是在怎么认识马来西亚的? (你可以勾选多个答案)

- (1) 网络
- (2) 旅游公司
- (3) 家人/朋友/同事
- (4) 书籍, 旅游指南或杂志
- (5) 旅游信息办公室
- (6) 其他: _____ (请明确说明)

15.) 请问您此次来访马来西亚的主要目的是什么?

- (1) 度假 (请回答问题 16)
- (2) 商业事务
- (3) 就医 (请回答问题 17)
- (4) 拜访亲友或朋友
- (5) 过境到其他国家
- (6) 其他: _____ (请明确说明)

16.) 如果您的答案在问题 15 是“度假”。那么请问是什么原因让您选择马来西亚作为 此次的目的地?

- (1) _____
- (2) _____
- (3) _____

17.) 如果您的答案在问题 15 是“就医”。那么请问是什么原因让您选择马来西亚作为 此次的目的地?

- (1) _____
- (2) _____
- (3) _____

18.) 请您注明在马来西亚逗留期间最感兴趣/必须做的活动。

- (1) _____
- (2) _____
- (3) _____
- (4) _____
- (5) _____

19.) 请您说明在马来西亚逗留期间最想购买的东西。

- (1) _____
- (2) _____
- (3) _____
- (4) _____
- (5) _____

20.) 请问您此次在马来西亚的旅行总预算费用（包括航班和住宿）是多少零吉？

_____ 零吉

第二部分

对于下面的每个陈述，请根据给定的比例圈出最符合您意见的数字。

1.) 请问您如何评价以下每个因素对您的整体满意程度？

(1) 住宿	非常不满意	不满意	有点不满意	有点满意	满意	非常满意
(f) 价钱	1	2	3	4	5	6
(g) 安全防范	1	2	3	4	5	6
(h) 清洁度	1	2	3	4	5	6
(i) 服务质量	1	2	3	4	5	6
(j) 便利设施	1	2	3	4	5	6

(2) 餐饮/食物	非常不满意	不满意	有点不满意	有点满意	满意	非常满意
(d) 价钱	1	2	3	4	5	6
(e) 味道	1	2	3	4	5	6
(f) 食品质量	1	2	3	4	5	6

(3) 旅游景点	非常不满意	不满意	有点不满意	有点满意	满意	非常满意
(f) 交通	1	2	3	4	5	6
(g) 基础设施	1	2	3	4	5	6
(h) 便利设施	1	2	3	4	5	6
(i) 安全防范	1	2	3	4	5	6
(j) 清洁度	1	2	3	4	5	6

2.) 请问您如何评价您目前在马来西亚逗留的总体满意度？

	非常不满意	不满意	有点不满意	有点满意	满意	非常满意
(b) 总体满意度	1	2	3	4	5	6

3.) 请使用以下比例表示您同意以下各项声明的多少。

行为	强烈不同意	不同意	略有不同意	略微同意	同意	非常同意
(a) 我想在不久的将来回访马来西亚。	1	2	3	4	5	6
(b) 我会再次选择马来西亚作为我下次旅游的目的地	1	2	3	4	5	6
(c) 我将来会回到马来西亚。	1	2	3	4	5	6
(d) 我会频繁来访马来西亚。	1	2	3	4	5	6
(e) 马来西亚将是我在其他目的地的首选。	1	2	3	4	5	6

推荐	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
(a) 我会向我的朋友推荐马来西亚。	1	2	3	4	5	6
(b) 我会鼓励朋友和亲戚来马来西亚。	1	2	3	4	5	6
(c) 我愿意推荐给家人和朋友把马来西亚作为度假目的地。	1	2	3	4	5	6