NOR AMERA BINTI SHARIFF

BTM (HIGH TECH MARKETING)

2015

UTeM

THE COGNITIVE AND AFFECTIVE EVALUATION TO DETERMINING INTENTION TO REVISIT TOURIST DESTINATION

NOR AMERA BINTI SHARIFF

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

© Universiti Teknikal Malaysia Melaka

CONFIRMATION SUPERVISOR

„I/We acknowledge that have read this thesis and in my/our opinion this thesis is sufficient in term of scope and quality for the award of Bachelor of Technology Management (High Technology Marketing) with Honor‟‟

Signature : …….

Supervisor Name : …….

Date : …….

Signature : …….

Elevator Name : …….

Date : …….

© Universiti Teknikal Malaysia Melaka

THE COGNITIVE AND AFFECTIVE EVALUATION TO DETERMINING INTENTION TO REVISIT TOURIST DESTINATION

NOR AMERA BINTI SHARIFF

This report in submitted in partial fulfillment of the requirements for the degree of Bachelor of Technology Management with Honors (High Technology Marketing)

Faculty of Technology Management and Technopreneurship

University Teknikal Malaysia Melaka

JUNE 2015

© Universiti Teknikal Malaysia Melaka

DECLARATION

"I admit that this report is a product of my work except the citation for each of which I have mentioned the sources."

Signature :……

Name : NOR AMERA BINTI SHARIFF

Matric No. : B 06111 0206

Date :…....……

© Universiti Teknikal Malaysia Melaka

DEDICATION

This research paper is dedicated to my beloved Mother; Father, Brother, Sisters and Younger Brother. Also to my friends and to my future husband.

© Universiti Teknikal Malaysia Melaka

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and merciful.

First of all, I would like to thanks my supervisor, Dr. Ismi Rajiani for the guidance, concern, advice for me for everything his words. Always support me for everything i did for this research. He also always has time to teach and guide me for this research even though he was very busy. Thanks also for share the knowledge with me and my team. I feel gratitude to have Dr. Ismi Rajiani to be my supervisor, very appreciate him and respect for his kindness. I wish, I will become like him someday.

Thank you to my elevator, Madam Nor Azan Bt. Abd. Ghani for evaluates my research. Really appreciate all your guidance and support for this research.

Thank you too to my team, my close friends that very helpful when I need you guys to help and guide me. Thanks for sharing the information, knowledge and discussion for any problems together. I‟m very appreciating that. Hope we will success in our Final Year Project together. Lastly, special thanks to Universiti Teknikal Malaysia Melaka for give me opportunity to graduate as Alumni UTeM‟s students for this four year.

© Universiti Teknikal Malaysia Melaka

ABSTRACT

The Cognitive and Affective Evaluation to Determining Intention to Revisit Tourist Destination

Intention to revisit tourist destination is the important factor to improve the economy of Malaysia. Factors of cognitive and affective evaluations are evaluated to determine the intention to revisit tourist destination. Testing on 100 samples using multiple regression analysis (MRA) to analyze the data collected, the result of coefficient of determination generated is 0.802 which means that 80.2% of the variation in the intention to revisit is explained by the cognitive and affective evaluation. The significance value for cognitive and affective evaluation is 0.000. This means cognitive and affective evaluation positively affects intention to revisit tourist destination. Affective evaluation proves to be the most influential factor in determining intention to revisit tourist destination to Malacca.

Keywords: Cognitive evaluation, Affective evaluation, Intention to Revisit, Malacca.

© Universiti Teknikal Malaysia Melaka

ABSTRAK

Penilaian Kognitif dan Afektif dalam Menentukan Niat untuk Melawat Semula ke Destinasi Pelancongan

Niat untuk berkunjung semula ke destinasi pelancongan merupakan faktor penting untuk meningkatkan ekonomi Malaysia. Faktor penilaian kognitif dan afektif dinilai untuk menentukan niat untuk melawat semula ke destinasi pelancongan. Ujian ke atas 100 sampel dengan menggunakan analisis regresi berganda (MRA) untuk menganalisis data yang dikumpul, hasil daripada pekali penentuan dijana adalah 0,802 yang bermakna 80.2% daripada variasi dalam hasrat untuk mengkaji semula dijelaskan oleh penilaian kognitif dan afektif. Nilai signifikan untuk penilaian kognitif dan afektif adalah 0.000. Ini bermakna kognitif dan penilaian afektif secara positif memberi kesan kepada hasrat untuk melawat semula ke destinasi pelancongan. Penilaian afektif membuktikan untuk menjadi faktor yang paling berpengaruh dalam menentukan niat untuk melawat semula ke destinasi pelancongan ke Melaka.

Kata Kunci: Penilaian Kognitif, Penilaian Afektif, Niat untuk Melawat Semula, Melaka.

© Universiti Teknikal Malaysia Melaka

TABLE OF CONTENTS

CHAPTER	ITEM	PAGES
	DECLARATION	III
	DEDICATION	IV
	ACKNOWLEDGEMENT	V
	ABSTRACT	VI
	ABSTRAK	VII
	TABLE OF CONTENTS	VIII
	LIST OF TABLE	XIV
	LIST OF FIGURES	XVI
CHAPTER 1	**INTRODUCTION**	
	1.1 BACKGROUND STUDY	1
	1.2 PROBLEM STATEMENT	2
	1.3 RESEARCH QUESTION	3
	1.4 RESEARCH OBJECTIVES	3
	1.5 SCOPE	4

© Universiti Teknikal Malaysia Melaka

1.6 IMPORTANCE OF THE STUDY 4

1.7 SUMMARY 4

CHAPTER 2 LITERATURE REVIEW

2.1 INTRODUCTION 5

2.2 ELEMENT IN THE INTENTION TO REVISIT TOURIST DESTINATION 6

2.2.1 Tourist Satisfaction 6

2.2.2 Tourist Perceived Value 7

2.2.3 Destination Attribute 8

2.3 FACTOR IN DETERMINING INTENTION TO REVISIT TOURIST DESTINATION 8

2.3.1 Cognitive Evaluation 9

2.3.1.1 Amount of Information 9

2.3.1.2 Type of Information 10

2.3.1.3 Age 11

2.3.2 Affective Evaluation 11

2.3.2.1 Education 12

2.3.2.2 Socio Psychological Motivation 12

2.3.2.3 Unique Image 13

2.4 RESEARCH HYPHOTESIS 14

2.5 THEOROTICAL FRAMEWORK 15

© Universiti Teknikal Malaysia Melaka

	2.6 SUMMARY	15
CHAPTER 3	**RESEARCH METHOD**	
	3.1 INTRODUCTION	16
	3.2 RESEARCH DESIGN	17
	3.2.1 Descriptive Design	17
	3.3 PURPOSE OF THE STUDY	18
	3.4 METHODOLOGICAL CHOICES	18
	3.5 PRIMARY AND SECONDARY DATA SOURCES	18
	3.5.1 Primary Data Source	18
	3.5.2 Secondary Data Source	19
	3.6 RESEARCH STARTEGY	19
	3.7 RESEARCH INSTRUMENT	20
	3.8 SAMPLING DESIGN	20
	3.9 TIME HORIZON	21
	3.10 PILOT TEST	21
	3.11 MEASUREMENT OF VARIABLE	21
	3.11.1 Operational Variable Definition	21
	3.11.2 Scaling	22
	3.11.3 Statistical Tools	22
	3.11.4 Statistical Associated with	23

© Universiti Teknikal Malaysia Melaka

Multiple Regression Analysis

3.12 LOCATION OF THE RESEARCH 24

3.13 VALIDITY AND RELIABILITY 25

3.13.1 Validity 25

3.13.2 Reliability 25

3.14 VARIABLE INDICATOR 26

3.15 SUMMARY 27

CHAPTER 4 RESULT, FINDING AND DISCUSSION

4.1 INTRODUCTION 28

4.2 FINDINGS AND DISCUSSION 28

4.3 RESULT PILOT TEST 29

4.3.1 Validity 30

4.3.2 Reliability 33

4.4 RESPONDENT PROFILE 35

4.4.1 Gender 35

4.4.2 Age 36

4.4.3 Income 37

4.4.4 Education 39

4.4.5 Occupation 40

© Universiti Teknikal Malaysia Melaka

4.5 EVALUATION TO REVISIT TOURIST DESTINATION 41

4.5.1 The Descriptive of Item on Intention to Revisit Tourist Destination 41

4.5.1.1 Satisfaction 41

4.5.1.2 Perceived Value 43

4.5.1.3 Destination Attribute 44

4.5.2 The Description of Item on The Cognitive and Affective Evaluation 45

4.5.2.1 Amount of Information 45

4.5.2.2 Type of Information 46

4.5.3 The Description of Item on The Affective Evaluation 48

4.5.3.1 Social Psychological Motivation 48

4.5.3.2 Unique Image 49

4.6 RELIABILITY AND VALIDITY 50

4.6.1 Reliability for this Research 50

4.6.2 Validity for this Research 53

4.7 CORRELATION ANALYSIS 55

4.8 MULTIPLE REGRESSION ANALYSIS (MRA) 57

4.9 TESTING HYPOTHESIS 59

4.9.1 Hypothesis 1 61

4.9.2 Hypothesis 2 61

© Universiti Teknikal Malaysia Melaka

CHAPTER 5	**DISCUSSION, RECOMMENDATION AND CONCLUSION**	62
	5.1 INTRODUCTION	62
	5.2 DISCUSSION	64
	5.3 RECOMMENDATION	65
REFERENCES		67
ATTACHMENT		
	ATTACHMENT 1	70
	ATTACHMENT 2	76

© Universiti Teknikal Malaysia Melaka

LIST OF TABLE

LIST OF TABLE	PAGES
TABLE 3.1 Variable Indicator	26
TABLE 4.1 Validity‟s Result for 32 Respondent	33
TABLE 4.2 Reliability Result for 32 Respondent	24
TABLE 4.3 Respondents By Gender	35
TABLE 4.4 Respondents By Age	36
TABLE 4.5 Respondents By Income	37
TABLE 4.6 Respondents By Education	39
TABLE 4.7 Respondents By Occupation	40
TABLE 4.8 The Description Of Item On Intention To Revisit Tourist Destination By Satisfaction	41
TABLE 4.9 The Description Of Item On Intention To Revisit Tourist Destination By Perceived Value	43
TABLE 4.10 The Description Of Item On Intention To Revisit Tourist Destination By Destination Attribute	44
TABLE 4.11 The Description Of Item On Intention To Revisit Tourist Destination By Amount Of Information	45

© Universiti Teknikal Malaysia Melaka

TABLE 4.12 The Description Of Item On Intention To Revisit Tourist Destination By Type Of Information 46

TABLE 4.13 The Description Of Item On Intention To Revisit Tourist Destination By Socio Psychological Motivation 48

TABLE 4.14 The Description Of Item On Intention To Revisit Tourist Destination By Unique Image 49

TABLE 4.15 Reliability Of Research For 100 Respondents 52

TABLE 4.16 Validity Of Research For 100 Respondents 53

TABLE 4.17 Descriptive And Correlation Results 56

TABLE 4.18 Table Model Summary 57

TABLE 4.19 Table ANOVA 59

TABLE 4.20 Table of Coefficients 59

© Universiti Teknikal Malaysia Melaka

LIST OF FIGURES

LIST OF FIGURES	**PAGES**
FIGURE 2.1 Theoretical Framework	15
FIGURE 4.1 The Pie Chart Of Respondent By Gender	35
FIGURE 4.2 The Pie Chart Of Respondent By Age	36
FIGURE 4.3 The Pie Chart Of Respondent By Income	38
FIGURE 4.4 The Pie Chart Of Respondent By Education	39
FIGURE 4.5 The Pie Chart Of Respondent By Occupation	40

© Universiti Teknikal Malaysia Melaka

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Tourism industry is one of the attractions that can boost the economy of the country. Tourist attractions, comfortable, affordable budget destinations, unique are one of the factors that influence the number of foreign tourists or tourists from within the country.

Malaysia is one of the famous tourist spots around the world as the focus of Asian culture. “Malaysia: Truly Asia” was creating by Tourism Malaysia as tagline to promote the country to foreign tourist and tourist from within the country.

The major heritage elements such as historic building, historical sites and unique local cultures are commonly found in many historic cities throughout Malaysia such as GeorgeTown, Ipoh, Malacca, Taiping, Kuala Lumpur and Kuching (Ahmad, 1997). According to Ismi Rajiani & Edna Buyong (2011) unique colonial architectural styles of buildings can be seen throughout the historic cities. An inventory has revealed that 30, 000 heritage buildings are located in 162 cities

© Universiti Teknikal Malaysia Melaka

throughout Malaysia. From this figure, 69.6% are shop houses and dwellings built before World War II. Based on these historical cities in Malaysia, Malacca is chosen as the cultural tourism study. That is because Malacca has been focal point of Malaysia history reflected in the tagline "*Visiting Melaka Means Visiting Malaysia".*(Ismi Rajiani & Edna Buyong, 2011)

Some of factor that influencing in attract tourist to revisit destination is the cognitive and affective evaluation among the tourist. Cognitive evaluation consists of tourists‟ knowledge and beliefs on a particular destination, whereas affective evaluation is formed by the feelings that a tourist has on that destination (Setyowardhani & Khairani, 2009). That shows this two factor are proved in intention and attraction tourist to revisit destination.

The research will be complete with separate the questionnaire among tourist in Malacca that revisits any destination in Malacca‟s area. This research will focus on the cognitive and affective evaluation to determining intention to revisit the tourist destination in Malacca. A case study on the tourist revisit to Melaka that can be they are foreign tourist or tourist from Malaysia.

1.2 Problem Statement

Intention to revisit has become an important research topic. Repeat visitation and recommendation to other people have recognized as indicators of loyalty in several tourism destination (e.g. Chen & Gursoy, 2001; Cai et. al,., 2003; Niininen et. al,., 2004). Considering the aforementioned studies related the influence of satisfaction on repeat visitation, a few recent studies confirm that even satisfied customer may switch to rival because of various options in competitive market.

© Universiti Teknikal Malaysia Melaka

As such, this research formulates the problem as follows: what are factors becoming consideration when visitors would like to revisit a tourist destination especially in the context of Malacca which is well knows as a historic city?

1.3 Research Question

This research aims to answer the following research questions:

i) What is the relationship between cognitive evaluations and the intention to revisit the tourist destination?

ii) What is the relationship between affective evaluations and the intention to revisit the tourist destination?

1.4 Research Objective

Where based on the research questions, there are two objectives have been planned to be studied, which are:

i) To identify the relationship between cognitive evaluations and the intention to revisit the tourist destination.

ii) To determine the relationship between affective evaluations and the intention to revisit the tourist destination.

© Universiti Teknikal Malaysia Melaka

1.5 Scope of the Study

The scope of study for this research will focus around in Malacca. The researcher chooses this destination because of Malacca is one of the popular tourism in Malaysia that has many beautiful and variety of place to visit.

This research will focus on the impact and relationship between cognitive evaluation and also affective evaluation in intention to revisit the tourist destination which is Malacca.

1.6 Significance of the Study / Importance of the Study

Most of the tourist centres try to find out how to attract tourist to revisit their place. They have lack of awareness about the intention to revisit the tourist destination is cognitive and affective evaluation.

The significance of study is to identify the factors that influence the intention tourist to revisit the tourist destination. This factor will helpful in understanding the relationship between cognitive evaluations in the intention for tourist in revisit the destination. The findings also provide the intention to revisit the tourist destination by affective evaluations.

1.7 Summary

The cognitive and affective evaluation is positively influences in determining the intention to revisit the tourist destination. The tourist centres need to be aware with this situation in factor to attract more tourist to revisit the destination. In this chapter will start with the background of study, then problem statement, continue to research questions and research objectives, scope of study and significant of study.

© Universiti Teknikal Malaysia Melaka

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter highlight the literature review that had been used for this research. This is focus on determining the cognitive and affective evaluation for intention to revisit the tourist destination. In this chapter, the researchers use various reference materials as a guideline to complete this research. For example are journals, thesis and other printed medium. This medium is to get the information to strengthen the concept about the research framework. As mention early, this chapter also focuses on theoretical framework that had been formulated to summarize the chapter.

2.2 Element in the Intention to Revisit the Tourist Destination

Tourism industry is one of the widen industries in any country. This is because it related to the economy of the country. It is major sources to gain high income in that country. Tourism marketing researcher will find the way and factor that influences intention tourist to repeat visitation and destination loyalty. For example, Hui T. K et. al, (2007) assessed the satisfaction, recommendation and

© Universiti Teknikal Malaysia Melaka

revising Singapore of different tourist grouos Europe, Asia, Oceania and North America who departed from Singapore Changi International Airport. In addition, Haque & Khan (2013) explored factors influencing of tourist loyalty in case study on tourist destinations in Malaysia for making strategic marketing plans to encourage tourist to visit in Malaysia.

For example, Oppermann (1997) revealed the significant difference between first time and repeat visitors and pointed out that repeat visitors tend to visit fewer destinations or attractions than first-time visitors although they stay longer. In addition, some studies have pointed out that repeat visitors tend to recommend through word of mouth (Petrick, 2004) and stay longer (Wang, 2004). Thus, from above description, it is easy to say that an enhanced understanding of tourists‟ revisit intentions should be the one of main issues for tourism proprietors in order to successfully find the target market (Lanlan Chang, 2013).

2.2.1 Tourist Satisfaction

Element that influence in intention for tourist to revisit the destination is tourist satisfaction. According to Jang & Feng (2007), satisfaction tourist is one of factor that attract tourist to repeat their visit for some destination. Tourists will loyalty to that destination when he or she gets what they call satisfaction during their travel. For example service received, the interesting place with reasonable price and the some others reason.

The concepts of tourists‟ satisfaction of utmost significant because of its important to revisit destination and it affect on word of mouth (Fornell, 1992). Thus, according to Kozak (2000, 2001) identified that some visitors tend to repeat a

© Universiti Teknikal Malaysia Melaka

destination when they feel satisfied with the particular attributes during their first visit. Then, some of empirical studies shown that satisfaction influence the intention of remaining loyalty (Marteniz et. al, 2010).

In a similar vein, Jang and Feng (2007, P. 580) make the point that "to understand why travellers make repeat visits, many studies have focused on the antecedents of destination revisit intention in recent years" including satisfaction (e.g. Yuksel, 2001). So, we can conclude that tourist satisfaction is one of the element determining tourist revisit destination.

2.2.2 Tourist Perceived Value

Other element is tourist perceived value (Bigne et. al, 2009) of the destination is just like how affect the destination to make them memories moments there. Perceived value according to Zeithaml (1988) refers to "consumer‟s overall assessment of the utility of a product based on perceptions of what is received and what is given". Zabkar et. al, (2010) explored complex relationship between main constructs and behavioural intentions. Based on their model, destination attributes affect perceived quality which then affects satisfaction, the latter lead to revisit intention.

Furthermore, in the study Um et. al, (2006), the authors identified the relative weight of tourist evaluation constructs affecting revisit intention based on the results of surveys of pleasure tourists in Hong Kong and found that tourists‟ revisit intention could be determined more from what they perceived from destination performance than by what actually satisfied them. However, there are still lacking studies to explore the relationship between tourists‟ perceived value of visiting creative tourism

© Universiti Teknikal Malaysia Melaka