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DESTINATION IMAGE, PERCEIVED VALUE AND  
SATISFACTION FOR HERITAGE TOURIST'S  
REVISIT INTENTION TO MELAKA

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BTech

2017

UTeM

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

**SUPERVISOR’S APPROVAL**

‘I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfill the requirements for the award of Bachelor of Technopreneurship

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**DESTINATION IMAGE, PERCEIVED VALUE AND SATISFACTION FOR  
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**The thesis is submitted in partial fulfillment of the requirements for the award  
of Bachelor of Technopreneurship**

**Faculty of Technology Management and Technopreneurship  
Universiti Teknikal Malaysia Melaka**

**JUNE 2017**

## DECLARATION OF ORIGINAL WORK

“I declared that this project is the result of my own research except as cited in the references. This research project has not been any degree and is not concurrently submitted in candidature of any other degree.”

Signature :

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Date :

## **DEDICATION**

This research paper is special dedicated to my beloved family members and friends who give me lots of encouragement and moral support during the duration of carry out this study. Not forgetting, thanks to my supervisor, Dr Nurul Zarirah Nizam and also my panel, Madam Azrina Othman for giving me a new experience to complete this research. All of your kindness means a lot to me. Thank you very much.

## ACKNOWLEDGEMENT

First of all, I would like to express my deepest thanks to Universiti Teknikal Malaysia Melaka (UTeM) in providing me an opportunity in the learning process as an undergraduate to have this project. Secondly, I would like to express my appreciation again to my supervisor, Dr Nurul Zarirah Nizam who willing to spend time in order to discuss and help me in each of the chapter for the research. Nevertheless, I am also appreciate the comment from the panel, Madam Azrina Othman who point out my mistake and correct me to the right path. Last but not least, I would like to thanks to Profesor. Dr. Salleh Bin Yahya who share his knowledge in the Research Methodology subject. Once again, I would like to thanks to my course mates who had given their opinion in order to complete this research. Last but not least, I would like to express my gratitude to all of the respondent that help me in completing this research by spending their valuable time in answering my questionnaire.

## Abstract

Tourism industry has experienced continue growth throughout the decade and it contribute to the economy development for the country. On the other hands, tourism industry also grow continuously in Melaka whereby the number of tourist is increase from year to year. With the increasing number of tourist visit to Malacca, it is essential to develop a research about the factor that influence tourist's satisfaction for their revisit intention to Malacca. This is because local government and tourism marketers able to improve their management system and the source of factors through understanding about the factor that affect satisfaction of the tourist. The purpose of this research are to determine the relationship among destination image, perceived value, satisfaction of heritage tourist and their revisit intention at Melaka. Hence, factors that used in this research include destination image and perceived value. A series of questionnaire have distributed at the A'Famosa (Porta De Santiago), Christ Church and Jonker Walk to collect the respondents answer. Reliability test, validity test, descriptive analysis, Pearson Correlation and Multiple Regression are employed for data analysis. The result from this research proved that there are relationship among destination image, perceived value, satisfaction of heritage tourist and their revisit intention at Melaka. Moreover, the result also indicated perceived value is the influential factor in determine heritage tourist's satisfaction.

Keywords: Destination image, perceived value, satisfaction, revisit intention, heritage tourist

## Abstrak

Pembangunan sektor pelancongan Malaysia yang pesat sepanjang dekad ini telah menjanakan ekonomi negara. Di samping itu, industri pelancongan di Melaka juga berkembang secara berterusan dengan peningkatan bilangan pelancong. Oleh itu, ini adalah sangat penting untuk membangunkan penyelidikan tentang faktor yang akan mempengaruhi kepuasan pelancong dan datang ke Melaka melancong lagi. Ini kerana Kerajaan Tempatan dan pihak pemasaran pelancongan tempatan dapat meningkatkan prestasi aktiviti-aktiviti pelancongan dengan memahami faktor-faktor yang akan mempengaruhi kepuasan hati pelancong. Tujuan kajian ini adalah untuk menganalisis hubungan antara imej destinasi, nilai dilihat, kepuasan pelancong warisan dan niat mereka bagi datang melancong semula di Melaka. Oleh itu, faktor-faktor yang akan digunakan dalam kajian ini termasuk imej destinasi dan nilai dilihat dan soal selidik akan dijalankan di A'Famosa (Porta De Santiago), Gereja Christ dan Jonker Walk untuk mengumpul data daripada pelancong. Analisis kebolehpercayaan dan pengesahan, analisis statistik penjelasan, analisis hubungan, analisis regresi dan ujian hipotesis telah digunakan digunakan bagi menganalisis data kajian ini. Hasil dari kajian ini membuktikan bahawa terdapat hubungan antara imej destinasi, nilai dilihat, kepuasan pelancong warisan dan niat mereka bagi datang melancong semula di Melaka. Justeru itu, keputusan kajian ini juga menunjukkan faktor yang paling berpengaruh adalah nilai dilihat dalam menentu pasti kepuasan pelancong.

Kata kunci: image destinasi, nilai dilihat, kepuasan, niat melancong semula, pelancongan warisan



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**LIST OF ABBREVIATION**

FQ	=	Destination Image
PV	=	Perceived Value
TS	=	Tourist Satisfaction
RI	=	Revisit Intention
IV	=	Independent Variable
DV	=	Dependent Variable

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

Tourism industry has experienced continue growth throughout the decade and it became one of the country economy source instead of natural resources such as tin and petrol. This statement can be evidently proved by the statistic shown by the Ministry of Tourism and Culture (2016), where there were approximately 25.7 million of visitors that travel into Malaysia at 2015 and this arrivals generated about RM69.1 billion of revenue. The growth of economy has been stimulated by the increase of foreign exchange where it involve in the tourism activities and there are plenty of job opportunities created during the expansion of tourism activities in the country. Therefore, there are needed of cooperation between the regional government and society to ensure and increase the quality of tourism activity in order to maintain or increase the reputation of the destination to the visitors.

According to Murali (2016), Chief Minister of Melaka, Datuk Seri Ir. Haji Bin Haron revealed that a large amount of tourist that mainly came from Asia region attracted to visit Melaka at 2015 and there are approximately 12.2 million of international tourist who visit to Melaka at that year where 1.1 million from Singapore, 711,800 from China, 484,738 from Indonesia, 121,799 from Taiwan, 100,462 from Japan. And this statistic shown there were increase of 20.1% of the total number of tourist compared to year 2014. Besides that, the Chief Minister of Melaka also emphasized important of the service quality from the local people in the tourism

activity and the image of the destination important as this element determine the development of tourism sector in one country.

The definition of heritage tourism that explained according The National Trust for Historic Preservation in the United State are the travel activity to experience and feel past and present cultural, historic and natural resources in terms of place and artificial structure. In other words, heritage tourism can explained as cultural tourism whereby there are co-relationship between culture and tourism with integrated mutual benefit whereby sustainable development of the tourism activity determine by the culture and the revenue that earn in turn help in preserve the value of the heritage of the destination (Yeh et al., 2012). Further of this study, cultural tourism played an important role as it built a positive destination image of the country to the worldwide and the economic growth through this activity in turn helped in preservation activity to the heritage site.

At 2008, UNESCO World Heritage have declared Melaka as one of the World Heritage List due to its multi-cultural. According to Aruna (2013), Toursim and Culture Minister Datuk Seri Nazri Aziz also agree that culture is an unique proposition for tourist to visit Malaysia where the diversity of races and culture offer memorable experience for visitors that able to generate better understanding among different people, enhance the experience of life of local people that lead to restart their pride in their heritage and their desire to preserve it. Thus, heritage tourism offer a great opportunity to the country and local people in terms of the economy growth. On the other hands, the slogan of 'Visiting Melaka Means Visiting Malaysia' has been adopted by the state due to its multi-cultural as one of the successful strategy that use to promote and enhance the perceive value of the tourist.

According to Chen and Chen (2010), the success of tourism was depend on the factor that influence the tourist came to revisit to the destination and the great satisfaction from the tourist will lead to positive World of Mouth that spread to the surrounding. Besides that, the destination loyalty by the tourist were closely connected with the destination image, perceived value and service quality (Haque and Khan, 2013). In short, a good destination image can provide a good sight to the tourist where in turn satisfy their wants of travel. On the other hands, an excellent service quality

that provide by the local people of the tourist destination throughout the tourism activities can lead to a positive loyalty of tourist to the Malaysia. According to Milfelner (2009), consumer in the market were more focus to the “value-for-money” deals whereby consumer like to enjoy more benefit from the thing they purchase but in a lower price. Likewise to the tourism industry, tourist tend to look for the destination that will provide more value in terms of excitement in comparison with the money spend to the trip. Therefore, in the tourism context, perceived value is the perception of tourist gain and receive the benefits through the tourist activities and the perceived value play a role in determine the satisfaction level of tourist either positive or negative.

After the financial crisis that happened at 2008 to the worldwide, every country tend not to only focus on one economy development source but in other source as well such as tourism. Past research on the tourism management has concentrated some factor that link to the destination loyalty or behavioral intention to the destination. First of all, study from Chen and Chen (2010) did not show and prove the relationship between heritage destination images to the satisfaction of tourist in their heritage tour at Taiwan. It is crucial as the image of the heritage destination play an important role in determine the satisfaction of the heritage tourist. Besides that, the limitation from the study Chiu et al (2016) only shown the importance of destination image but do not include perceived value as one of the factor that influence Chinese tourist’s destination loyalty toward Korea through the mediating variable, satisfaction that in turn lead to the future study possibility. Moreover, study from Teo et al (2014) only shown the type of heritage tourist that motivate them to pay a visit into Melaka. Therefore, there are necessity for researcher to study and define the factor of destination image and perceived value to the tourist’s revisit intention into Melaka. Considering the important of satisfaction from the tourist when exploring the heritage destination as it determine the future revisit intention. Thus, we should understand the post travel experience of tourist in Melaka in order to improve the quality of tourism activity in Melaka.

## 1.2 Problem Statement

Basically, the economic crisis have negatively impact to the tourism activity in terms of the stakeholders from leisure and business hotels, airlines service company, travel operator and travel agencies (Ghaderi and Som Ahmad Puad, 2012). Generally, jobs involved in the tourism activity are not consistent as the industry are seasonal and it may result in high employment rate and bring negative impact to the economy. Therefore, factors that influence the tourist to revisit Melaka need to be determine and identify well in order to ‘push’ the Melaka tourism. Therefore, the destination image is important in satisfy the heritage tourist in Melaka. Besides that, economic crisis that happened worldwide has influence the consumer behavior globally. This issue cause the consumer to be more aware and understand financial situation before making any decision. Therefore, this condition happen in the same way to heritage tourist in making their decision on destination that plan to visit based on their financial budget due to the increase cost of airlines tickets and fluctuation of exchange currency. Recently, the raise of spending cost in Melaka especially in the tourist attractive destination such as Jonker Walk has indirectly give impact to the heritage tourist in making their decision visit to Melaka. Hence, value perceived by the tourist should directly proportional to the cost they spend during the visit in order to satisfy their travel experience. Therefore, there are need to determine those important factor that influence tourist’s satisfaction and result in destination loyalty to sustain the local tourism industry.

According to Ismail (2016), the effort for preservation of historic building was hard where it is difficult to renovate or to save a historic site once it is vanished. In this recent years, there are lack of conservation effort such as repair and maintenance to the historical building that play a role as signature tourist visit places such as the A Famosa due to the high cost and its materials is difficult to find locally. The destruction of this historical building due to age has brought negative impact to the destination image where it directly affect the experience quality that gain by the heritage tourist. This is because heritage tourist tend to enjoy the historical artificial and building as their priority throughout the trip. Therefore, study on the important of destination image to the behave outcome of the tourist is necessary in order to raise the concern to

the local government understand the importance of historic building preserving effort to sustain the destination image.

On the other hands, the attitude of the local people have gave impact to the experience quality for heritage tourist. This issue is relate with the service quality that provided by the local people especially seller to the tourist. Low service quality such as rudeness from the local people will give negative satisfaction level to the tourist. Normally, this issue always raise up through the use of social media by the tourist after travel to the destination whereby negative comment to the destination they travel. Hence, it is necessary for the researcher to study between the important of service quality and tourist psychological outcome after travel.

### **1.3 Research Objectives**

The objective of this research are:

- I. To identify the most influential factor between destination image and perceived value that influence heritage tourist satisfaction during travelling in Melaka.
- II. To identify the relationship of satisfaction of heritage tourist towards their revisit intention to Melaka
- III. To identify relationship among the destination image, perceived value and satisfaction of heritage tourists in revisit intention to Melaka.

#### **1.4 Research Question**

The research question are as below:

- I. Which is the most influential factor (destination image or perceived value) that affect the heritage tourist satisfaction during travel in Melaka?
- II. What is the relationship between satisfaction and heritage tourist's revisit intention to Melaka?
- III. What are the relationship among destination image, perceived value, satisfaction of tourist of heritage tourist and their revisit intention?

#### **1.5 Scope and Limitation of the Study**

This paper aimed to determine the relationship between destination image and satisfaction of heritage tourist; perceived value and satisfaction of heritage tourist on the revisit intention. Besides that, the scope of this study focused on the tourist that visit to Melaka heritage site. Tourist that pay the visit to the main heritage destination site basically are the respondent and the respondent are clarify into only two demographic region in this study where is domestic tourist and international tourist. On the other hands, research will be carry out at the main heritage site attraction of Melaka where are the A' Famosa (Porta De Santiago), Christ Church and Jonker Walk. The data collected through the distribution of the questionnaire to the tourist and the respond of them will be classified correctly and completely.

On the other hands, the limitation about this research is the time constraint where it only took about six month time to complete it and this result in any neglect of any possible factor that need to be determine. Therefore, destination image and perceived value are the only factor that choose to determine how it influence tourist revisit intention in this research. Likewise, other factor such as culture distance and motivation of tourist is not included in this research study and result future study

potential. Additionally, methodological choice is another limitation in this study whereby only quantitative data is using to collect the primary data as there are other alternative method to collect the data.

## **1.6 Summary**

This chapter explained the importance of this study and also the scope and limitation within this study. Tourism industry is the second largest foreign exchange earner after manufacture industry as the government also recognize the contribution of this industry to the economy. The main objective of this study are to identify what is the influential factor between destination image and perceived value in determine heritage tourist's satisfaction; what is the relationship between satisfaction and revisit intention and the relationship among the destination image, perceived value and satisfaction for heritage tourist's revisit intention to Melaka.

According to Akroush et al (2016), tourist attraction image should be enhanced and preserve to develop sustainable loyalty among the tourist toward the destination. Therefore, the result generated from this study aimed to raise the importance of preservation heritage site issue and draw the attention of government to educate the local people on how to preserve the heritage instead of destruct it.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

Tourism industry faced a rapid growth worldwide and in turn raise the interest among the researcher to study factor that will affect the tourist behavioural outcome. Generally, different factor influence tourist's behavioural outcome in different type of tourist destination. Therefore, destination image selected by the researcher in this study due to there are few previous research proved that tourist's behavioural outcome influence by this factor (Lin et al., 2007; San Martín and Del Bosque, 2008; Banyai, 2009; Haque and Khan, 2013; Chiu et al., 2016). Likewise, there are previous researcher that shown the validity of perceived value in study tourist's behavioural outcome (Gill et al., 2007; Chen and Chen, 2010; Haque and Khan, 2013; Bajis, 2015). Therefore, this chapter reviewed the literature into this study whereby focused on the factor that influenced heritage tourist in revisit intention to Melaka. This chapter divided into 5 parts which are (1) Destination Image, (2) Perceived Value, (3) Satisfaction, (4) Heritage Tourist and (5) Revisit Intention.