



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

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The Relationship Between Memorable Experience, Travel Satisfaction, and Tourist Expectation on Revisit Intention Among Tourist in Malaysia

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ABSTRACT

Revisit intention is expressed as the desire of the tourists to revisit the destination in another time period. A tourist's loyalty to a place is demonstrated by his or her desire to visit it again as well as by their willingness to suggest it to others. The goal of this study is to examine the variables that affect local visitors' intentions to return. The purpose of this study is to clarify the connection between memorable experiences, travel satisfaction, and tourist expectations on revisit intention among tourists in Malaysia. These factors are vital in making tourists in Malaysia have the intention to revisit a destination. The main data for the study will be collected by using a structured questionnaire, and the analysis will be done by using SPSS software. The survey will be distributed to 384 respondents of revisit intention in any destination in Malaysia. In this study, descriptive, reliability tests, and correlation analyses were utilised to process the data. Researchers want to get a deeper insight into the variables influencing local tourists' intention to return through this study.

Keywords: Revisit intention, memorable experiences, travel satisfaction, tourist expectation, tourist

INTRODUCTION

The phrase "revisit intention" refers to a subjective evaluation of how likely it was that mainland Chinese residents would return to Hong Kong. It is possible that the chance of accomplishing the targeted return behaviour was utilised to compute revisit intention (Zhang 2018). Tourism is described as "activities of persons who travel to and stay in places outside their usual environment for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited" (Messori, 2021).

The similar thing happened in Malaysia in terms of tourism interaction; if the locations could deliver enough memorable experiences, travel satisfaction, and outstanding tourist expectations, the likelihood of tourists returning to the place would grow. Repeat visitors are a desired market segment for many destinations because they tend to stay longer at the destination, are more satisfied as a result of experience and realistic expectations, spread positive word, participate in activities more intensively, and require much lower marketing costs than first-time visitors (Huang, 2009). According to Abubakar (2017), repeat users of tourist services who have previously encountered the real delivery of the service. The majority of those tested projected return intention as an extension of enjoyment acquired from the original encounter (Huang, 2009). On top of that, the destination would received a valuable income from the revisit tourists

based on their based on their expenditures on tourism products and services during their stay in a particular destination (Nasir et al., 2021)

Internal and external developments in the tourism business, as in other sectors, directly or indirectly created both benefits and risks in terms of tourist attractions. Successful tourist officials kept an eye on these trends and implemented safeguards ahead of time (Etinsöz, 2013). It stated that repeat tourists were more significant in providing a consistent source of income than the role they played in informing future visitors. Repeat visitors were unconcerned about competitor locations or price tactics. Repeat tourists are an important concept for maturing destinations, and their continuance was an essential element in an attraction remained competitive and growth in tourism. This the same according to Kozak (2001) the quality of local transported service and destination airport service affected tourists' intention to visited other placed in the same country, whereas destination satisfaction founded to been the strongest predictor of both intention to revisit the same holiday destination and other destinations within the country. Internal and external developments in the tourism business, as in other sectors, resulted in both benefits and challenges in terms of tourist attractions. Successful tourist authorities monitored these trends and made safeguards in advance (etinsöz, 2013). It suggested that repeat tourists were more significant in providing a consistent source of income than the role they performed in disseminating information to future visitors. Repeat visitors were unaffected by competitor locations or price initiatives.

According to the research, even the quality of service had a significant influence on attracting visitors to return to the same site. The aspect investigated in this study was memorable experiences, travel satisfaction, and tourist expectations. When determining target region and searching for travel information, people tended to recall prior experiences first (Gohary, 2019). When tourist expectations about the place were correct, this resulted in a pleasure to enjoy the attractions and had a fantastic unforgettable experience visitor, the intention to explore the destination again was high.

There are three objectives of this research:

1. To examine the relationship between memorable experiences and revisit intention among tourists in Malaysia.
2. To analyze the relationship between travel satisfaction and revisit intention among tourists in Malaysia.
3. To analyze the relationship between tourist expectations and revisit intention among tourists in Malaysia.

SIGNIFICANCE OF THE STUDY

Researchers

The findings of the study would have assisted the researchers in determining the relationship between tourist expectations, memorable experiences, and revisit intention among tourists in Malaysia. The studied could gave additional information to students and researchers about their academic studied. The studied helps researchers to did other researched in ordered to give factors, examples and references that influence the revisit intention among tourists in Malaysia.

Tourism Players

This studied would provided information about the individual's perspective about their reasoned to revisit again the placed to had been went. The studied could assist tourism players to improved their facilities and service to promote their business and attracted tourists. Travelled agencies, hotels, and restaurants improved their business by influenced tourists to revisit their placed and attracted old and new tourists.

Tourism Ministries

The data and statistics in the studied may benefit to guided tourism ministries to made a new improvement in tourism industries to attracted tourists in Malaysia. The tourism government could used this researched as an example to have done a researched about trend of tourist in Malaysia.

LITERATURE REVIEW

Revisit Intention

A visit intention is the tendency or desire to go back to a particular location or event in the future (Rasoolimanesh et al., 2021). It expresses a person's desire to go back to a particular place, be it a favourite vacation spot, a dining establishment, a shop, or any other special spot.

Positive past experiences, a feeling of pleasure or satisfaction, or a desire to learn more about and participate with the location or event can all have an impact on the intention to revisit (Torabi et al., 2022). It denotes the possibility of a return trip and illustrates the general allure and allure of the location or activity.

Memorable Experiences

A memorable experience is one that has a lasting impression on our thoughts, feelings, and recollections (Cho, 2022). These encounters are frequently distinguished by their singularity, intensity, and the breadth of their impact. They distinguish themselves from the commonplace and routine, grabbing our attention and leaving us with treasured memories that we keep with us over time. Significant adventures, life milestones, significant relationships with others, or encounters that arouse powerful emotions can all be considered memorable experiences. They have the capacity to alter our viewpoints, encourage personal development, and provide opportunities for enjoyment, introspection, and storytelling. These experiences, whether they are favourable or difficult, are crucial in determining who we are and how we view the world (Hosany et al., 2022).

Travel Satisfaction

The term "travel satisfaction" describes the general happiness and fulfilment people feel after finishing a journey or holiday (Abenzoza et al., 2018). It includes how much fun was had, how expectations were met, and how much the traveler's wants and needs were met or exceeded by the event. The standard of accommodation, transportation, attractions, customer service, cultural immersion, safety, and overall travel experience are some of the variables that can affect how satisfied travellers are with their trips. Due to the fact that every person has a varied set of

preferences and expectations, it is subjective and differs from person to person. Travel pleasure ultimately reflects how well a travel experience fits a person's preferences and adds to their overall happiness and sense of fulfilment (Yang et al., 2022).

Tourist Expectation

Tourist expectations are the hopes and wishes that people have before leaving on a trip or participating in a tourist activity. These expectations might be very different based on things like individual preferences, driving forces, life experiences, cultural background, and knowledge of the location or activity (Rangaiah, 2021). Tourists frequently have high expectations for things like the standard of the accommodations, attractions, food, transportation, safety, cultural authenticity, hospitality, and overall contentment. They act as a standard by which the actual experience is measured and have a big impact on how people view a place or activity. To provide great experiences and promote visitor satisfaction, it is essential to meet or exceed these expectations (Franklin, 2023).

The relationship between memorable experiences, travel satisfaction, and travel expectation on revisit intention among local tourists in Malaysia

Memorable experiences and revisit intention are closely related. A memorable experience leaves a powerful, favourable impression on people and has a long-lasting effect on their memories (Kane, 2018). These encounters frequently elicit positive emotions such as fulfilment, joy, and happiness. As a result of wanting to reproduce or relive that great experience, people are more likely to have a high revisit intention. A memorable encounter can create an emotional bond that can lead to a yearning to go back to the location or do the activity once more. Thus, as they foster a good association and a desire to go back, memorable experiences can considerably affect and raise the chance of revisit intention (Lu et al., 2022).

Travel satisfaction and revisit intention are tightly related. People are more pleased and fulfilled with their travels overall when they have a positive travel experience (Bayih, 2020). This happy feeling prompts a desire to return to the same location in order to repeat or lengthen the experience. Travel happiness is frequently influenced by elements like engaging activities, comfortable lodgings, excellent service, cultural immersion, and positive encounters. When these factors meet or even surpass visitors' expectations, they feel a stronger connection to the place and are more likely to want to go again. Because people are compelled to reproduce the pleasant experience and further explore or deepen their relationship with the destination, high levels of travel pleasure often correlate with an increased revisit intention (Chan, 2020).

Expectations of tourists significantly influence their intentions to return. When tourists have preconceived notions about a place or a tourism experience, it creates a standard by which their actual experience is measured (Jebbouri et al., 2021). If their expectations are met or surpassed, it leaves a favourable impression and raises the possibility that they may decide to return. Meeting or exceeding visitor expectations can promote a feeling of fulfilment, happiness, and satisfaction, which in turn increases the desire to return to the location. However, if the encounter falls short of expectations, it may cause disappointment and lessen the likelihood that the visitor will return. As a result, there is a significant link between visitor expectations and

intent to return, with the degree to which expectations are met directly influencing the desire to return to the destination (Culic et al., 2021).

Research Hypothesis

A hypothesis need to be plausible, testable, and take into account the most recent discoveries and methodologies. A forecast or an explanation of the relationship between two variables is also referred to as a hypothesis. It suggests that an independent variable and a dependent variable are related causally.

As a result, the research suggests:

H1: Memorable experiences have a positive relationship with revisit intention.

H2: Travel satisfaction is positively associated with tourist revisit intention.

H3: Tourist expectations have a positive relationship with revisit intention.

Research Framework

The conceptual framework for this research is seen in Figure 2.1. The three factors that make up the independent variable that will be proposed are memorable experiences, tourist travel satisfaction, and tourist expectations. Revisit intention is the dependent variable.

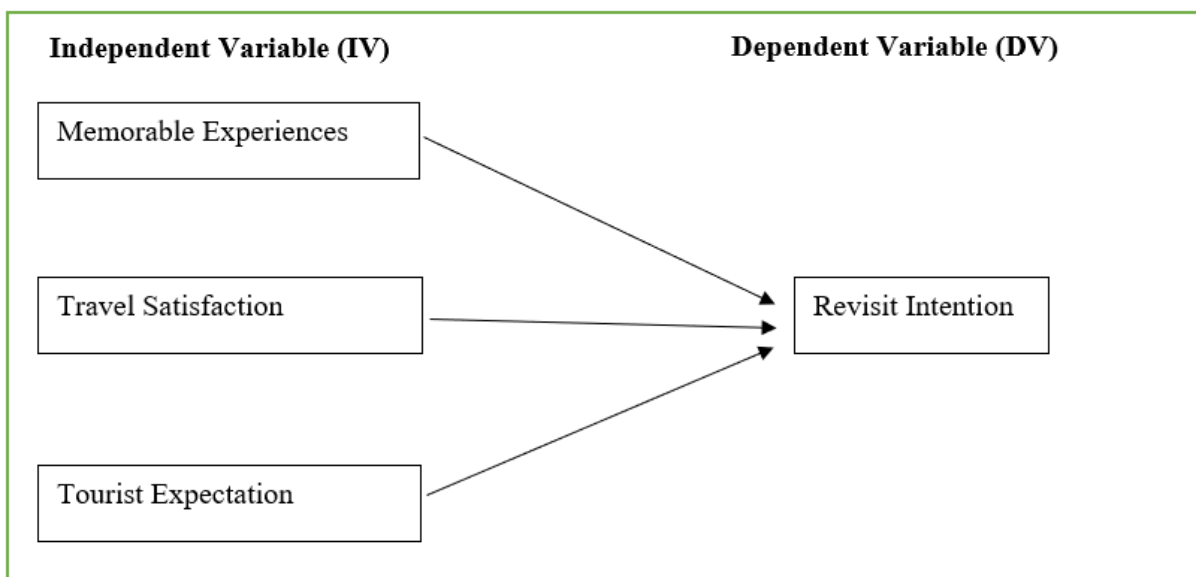


Figure 2.1: Conceptual Framework of Memorable Experiences, Travel Satisfaction, and Tourist Expectation towards the Tourists' Revisit Intention

METHODOLOGY

Research Design

The study's design incorporates the relationship between memorable experiences, tourist travel satisfaction, and tourist expectation on revisit intention among tourists in Malaysia. This study will use quantitative research among local tourists in Malaysia. A descriptive study design helps to address the research question and fulfill the research objectives.

Population and Sample Size

Overall, there are 66 million people in Malaysia's target market, including domestic visitors. This study only includes local tourists in Malaysia as its research population. In this study, sample size calculations were made using a table based on Krejcie & Morgan (1970) for a specific demographic. By Krejcie and Morgan in 1970:

S = sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size of domestic tourist in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.5)

$$S = \frac{x^2 NP(1-P)}{d^2(N-1) + (x^2 P(1-P))}$$

$$S = \frac{3.841(2054000000)(0.5)(1 - 0.5)}{(0.05)^2(2054000000 - 1) + 3.841(0.5)((1 - 0.5))}$$

$$S = \frac{197235300}{5135000.958}$$

$$S = 384.099$$

$$S = 384$$

The precise sample size for the population is 384, but only 200 respondents' responses to the questionnaire were collected for data.

Data Collection

Online questionnaires that employed Google forms were used as the initial data collection technique in this investigation. Because it is free and user-friendly, the researcher used this platform of technological tools. Additionally, it makes it simpler for researchers to get all the information from regional tourists. Three components make up the questionnaire created to collect data from domestic tourists. Questionnaires were also used as the primary data gathering tool in this investigation. Respondents are required to answer three questions in each of the three sections. To gather information about the population of local tourists in Malaysia, a questionnaire was made available to them.

Sampling

Sampling is a technique for obtaining data in academics to learn regarding a particular population by studying the findings of a sample of people rather than focusing on some specific individuals (Turner, 2020). Probability sampling and non-probability sampling are examples of the types of

sample techniques employed in this study. Random samples are used in probability sampling, enabling important inferences more about overall demography to be drawn (Stratton, 2021). Non-probability sampling is frequently related with qualitative research and the construction of research articles (Taherdoost, 2016). The non-probability approach, for example, a simple sampling method, was chosen as the sample design in this investigation.

In this study, convenience sampling will be used. Convenience sampling will be helping researchers to collect data. It's the most commonly utilised sample technique because it's incredibly quick, simple, and cost-effective (Fleetwood, 2020). Because of the advantages and application of multiple sampling approaches in circumstances when there are big populations, this method was chosen for this investigation.

Research Instrument

The questions used to measure the selected research constructs were taken from earlier studies in the area of traveler behaviour.

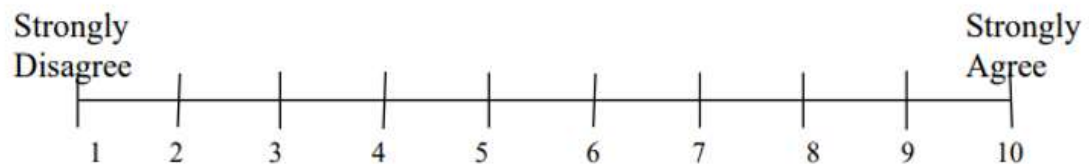


Figure 2: Measurement of Likert scale

Table 1: Source of Measurement

Variable	Source of Measurement Items
Revisit Intention	Harun et al., (2018)
Memorable Experience	Amir et al., (2015)
Tourist Travel Satisfaction	Lee et al., (2011)
Tourist Expectation	Solis-Radilla et al., (2019)

Data Analysis

The programme Statistical Programmers for Social Science (SPSS) version 29.0 will be used by researchers to analyse the primary data. You can make tables and pie charts using the program-based data processing and analysis window known as SPSS. Computers aided researchers in

lowering the effort required to determine information and making quantitative analysis easily and quickly. The researcher uses descriptive statistics, reliability statistics, Pearson's correlation, and regression to evaluate quantitative data.

FINDINGS

Demographic Profile of Respondent

Table 2: Demographic Profile of Sample

Characteristics		Frequency	%
Age	18-30 years old	85	42.5
	31-40 years old	88	44.0
	41-50 years old	18	9.0
	51 and above	9	4.5
Gender	Male	68	34.0
	Female	132	66.0
Ethnicity	Malay	137	68.5
	Chinese	46	23.0
	Indian	15	7.5
	Others	2	1.0
Occupation	Civil Servant	11	5.5
	Enterprise Staff	11	5.5
	Freelancer	2	1.0
	Self-employed	11	5.5
	Student	158	79.0
	Others	7	3.5
Marital Status	Married	32	16.0
	Unmarried	168	84.0
Travel Frequencies	1-2 times	88	44.0
	3-5 times	32	16.0
	More than 5 times	80	40.0
Travel Period	Anytime	43	21.5
	Semester breaks	61	30.5
	Weekends or Public Holidays	96	48.0
Preferred Travel Spot	Beach Vacation	55	27.5
	Camping Vacation	30	15.0

	City Vacation	55	27.5
	Theme Parks	29	14.5
	Abroad	31	15.5

Table 2 presents an overview of the responder profile. The age group from 31 to 40 years old had the highest percentage of responders (44.0%), followed by the age group from 18 to 30 years old (42.5%), the age group from 41 to 50 years old (9.0%), and the age group from 51 years and older (4.5%). Male respondents made up 68 of the total respondents, while female respondents made up 132. 200 people replied to the survey, including 137 Malay, 46 Chinese, 15 Indian, and 2 others. Malay respondents made up the majority of the sample (68.5%), followed by Chinese respondents (23.0%), Indian respondents (7.5%), and other respondents (1.0%).

The majority of respondents, at 79.0% (158 respondents), were students. 5.5% (11 respondents) of the respondents worked as civil servants, 5.5% (11 respondents) as enterprise staff, 5.5% (11 respondents) as self-employed, 3.5% (7 respondents) worked in other occupations, and 1.0% (2 respondents) employed freelancers.

In addition, there were 32 respondents who were married, making up 16.0% of the 168 respondents who were unmarried overall. The questionnaire was completed by 44.0% (88 respondents) of those with 1-2 times for travel frequencies, 40.0% (80 respondents) of those with more than 5 times for travel frequencies, and the lowest proportion of respondents were those with 3-5 times, which is 16.0% (32 respondents).

Furthermore, the highest was 48.0% (96 respondents) who chose to travel during weekends or public holidays, followed by 30.5% (61 respondents) who chose to travel during the semester break, and the lowest were 21.5% who chose to travel anytime (43 respondents).

Moreover, there were 55 respondents who preferred to refer to beach vacation (27.5%), 30 respondents who chose to do camping vacation (15.5%), and 55 respondents who preferred to do city vacation (27.5%). Then, 29 respondents chose theme parks as their travel spot (14.5%), meanwhile 31 respondents chose abroad as their travel spot (15.5%).

Reliability Test

A reliability system is employed to evaluate a system's overall performance and stability over a specific time period and in various testing scenarios. Before being distributed to 200 respondents via an online survey, the pilot test was carried out with 30 participants.

Table 3: Results of Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Revisit Intention	5	0.934	Excellent
Memorable Experience	5	0.953	Excellent
Travel Satisfaction	5	0.923	Excellent

Tourist Expectation	5	0.947	Excellent
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Table 3 displays the independent and dependent variable's Cronbach's Alpha Coefficient values. The table above shows that all of the variables were more than 0.9. As a result, the drawn conclusion can be trusted and used in this investigation. The Revisit Intention variable, which affected tourists' intentions to revisit Malaysia, was measured using five questions. Table 4.2 revealed that the question in this section had an exceptional Cronbach's Alpha score of 0.934. As a result, the coefficients found for the revisit intention variable's questions were accurate.

Following that, the Memorable Experience variable that influenced tourists to revisit intention in Malaysia was measured using 5 questions, and the Cronbach's Alpha score for the question in this area was an amazing 0.953. The coefficients obtained for the questions related to the memorable experience variable were therefore accurate.

Five questions were used to gauge travel satisfaction and revisit intention in Malaysia. The score was 0.923, which is outstanding. The coefficients determined for the travel satisfaction factors were therefore accurate.

Finally, in measuring the Tourist Expectations that influenced tourists to revisit intention in Malaysia, five questions were used and the Cronbach's Alpha result for this section's question was 0.947 which indicated excellent. Therefore, the coefficients obtained for these questions in measuring the Tourist Expectations that influenced tourists to revisit intention in Malaysia were also reliable. Since Cronbach's Alpha charge for the variables exceeded 0.8, it may be concluded that surveys are extremely trustworthy and that the study can proceed.

Descriptive Analysis

The mean and standard deviation for the questionnaire parts B and C have been examined in this study.

Table 4: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Memorable Experience	200	8.0260	1.86822
Travel Satisfaction	200	8.4990	1.86844
Tourist Expectation	200	8.2400	1.96077
Revisit Intention	200	8.1990	1.94820

Table 4 shows the mean and standard deviation analysis for the independent and dependent variables. The dependent variable was the revisit intention in Malaysia. Memorable Experience, Travel Satisfaction, and Tourist Expectation were independent variables. Travel Satisfaction had the highest mean score, 8.4990, indicating that respondents were more in agreement with this characteristic. The variable with the lowest mean value in this study's respondents' agreement

was Memorable Experience, which has a value of just 8.0260. The data set that has more dispensing values has a standard deviation of more than 1 out of 200 respondents.

Pearson Correlation

Pearson's correlation analysis was one of the most significant analyses that looked at the linear relationship between the two variables. This study's objective was to determine whether there were any correlations between the dependent variable which is revisit intention in Malaysia and the independent variables which are memorable experience, travel satisfaction, and tourist expectation. The researchers must decide what level of association strength is appropriate if the relationship is significant.

Hypothesis 1

H₁: Memorable experiences have a positive relationship with revisit intention.

Table 5: Correlation coefficient for memorable experience and revisit intention among tourists in Malaysia

		Revisit Intention	Memorable Experience
Revisit Intention	Pearson Correlation	1	.835**
	Sig. (2-tailed)		<.001
	N	200	200
Memorable Experience	Pearson Correlation	.835**	1
	Sig. (2-tailed)	<.001	
	N	200	200

Table 5 showed the 200 examples, the significant value, and the Pearson correlation coefficient. The p-value was less than 0.01 and below the threshold of significance of 0.01. A strong positive association between a memorable experience and revisit intention may be seen in the correlation coefficient of 0.835.

Hypothesis 2

H₂: Travel satisfaction is positively associated with tourist revisit intention.

Table 6: Correlation coefficient for travel satisfaction and revisit intention among tourists in Malaysia

		Revisit Intention	Travel Satisfaction
Revisit Intention	Pearson Correlation	1	.867**
	Sig. (2-tailed)		<.001
	N	200	200
Travel Satisfaction	Pearson Correlation	.867**	1
	Sig. (2-tailed)	<.001	
	N	200	200

Table 6 showed the 200 examples, the significant value, and the Pearson correlation coefficient. The p-value was less than the significant level of 0.01 at 0.01, or 0.01. The 0.867 correlation value indicated a strong positive relationship between tourist satisfaction and revisit intention.

Hypothesis 3

H₃: Tourist expectations have a positive relationship with revisit intention.

Table 7: Correlation coefficient for tourist expectation and revisit intention among tourists in Malaysia

		Revisit Intention	Tourist Expectation
Revisit Intention	Pearson Correlation	1	.823**
	Sig. (2-tailed)		<.001
	N	200	200
Tourist Expectation	Pearson Correlation	.823**	1
	Sig. (2-tailed)	<.001	
	N	200	200

Table 7 showed the 200 examples, the significant value, and the Pearson correlation coefficient. The p-value was less than the significant level of 0.01 at 0.01, or 0.01. Tourist expectations and revisit intention were strongly positively correlated, according to the correlation coefficient of 0.823.

Table 8: Summary of Correlation Analysis

Hypot he sis	Significant Value	Conclusio n	Correlation Value	Conclusion
1	0.000	Accepted	0.835	High Positive Correlation
2	0.000	Accepted	0.867	High Positive Correlation
3	0.000	Accepted	0.823	High Positive Correlation

To ascertain the linear relationship between the two variables listed as the study's goals, researchers performed correlation analysis. The findings of the correlation analysis are presented in Table 8, which showed a very strong correlation between the memorable experience, travel satisfaction, and tourist expectation towards revisit intention among local tourists in Malaysia.

DISCUSSION AND RECOMMENDATION

The purpose of the study was to ascertain the connection between memorable experiences, travel satisfaction, tourist expectations, and revisit intention. The goal of this study is to understand the connection between memorable experiences, travel satisfaction, and tourist expectations on revisit intention among tourists in Malaysia.

Because this study was restricted to Malaysian tourists, it was unable to reach a respondent because not all local tourists in Malaysia can be respondents who wanted to answer questions or receive a questionnaire from the researchers. This study therefore suggests that more research on local tourist travel in Malaysia should be conducted. The findings of this study point to the need for additional research on foreign tourists visiting Malaysia because it only looked at local visitors to the country. Future research on foreign tourists visiting Malaysia could compare the results with those of this study. This research may produce different findings if it relates to overseas visitors to Malaysia.

The current study also only took into account three other variables or other types of characteristics that affect how Malaysian tourists behave as tourists. Other key elements that are relevant in influencing revisit intention among tourist in Malaysia may have been overlooked in this study. Such as, service quality, social influence, tourist motivation, and destination image. Variety of factors can create a variety of results for the research.

The investigation is then focused on Malaysian tourists. 200 out of the 384 total replies to the survey were useful and may be examined. According to Krejcie and Morgan (1970), larger sample sizes could be used to assess millions of Malaysian tourists if the number is sufficiently

dependable. Consequently, future researchers should increase their sample size in order to enhance the validity and reliability of their studies. As a result, this research limited the sample to 200. This amount is considered small and the range of respondents are limited. The further research should have a large sample size from 200 to 300. The size of respondent and answer will be varieties.

Furthermore, the use of a qualitative technique approach rather than having people respond to a scale questionnaire online. A study approach known as the qualitative method aims to gather and examine non-numerical data in order to better understand people's social reality, including attitudes, beliefs, and motivation. As a result, various method methods can produce various outcomes for future research.

Finally, future researchers should be undertaken up to date on variables that might impact revisit intention towards local tourists in Malaysia because the factors can fluctuate. The goal of the study is to understand how positive memorable experiences, tourist satisfaction, and tourist expectations relate to revisit intention among tourists in Malaysia. The findings of the research goals that look at the relationship between memorable experience, travel satisfaction, and tourist expectation that influence revisits intention among tourists in Malaysia is accepted. Meanwhile, such outcomes can be predicted regarding the factors of a memorable experience, travel satisfaction, and tourist expectation that influence tourist revisit intention in Malaysia.

CONCLUSION

In a nutshell, visitors' contentment and plans to return were thought to be impacted by pleasant, positive memorable experiences, travelling satisfaction, and tourist expectations. These three criteria were addressed simultaneously to increase the likelihood of tourist revisit intention, as this was one of the most important factors influencing tourist revisit intention. To improve Malaysian tourism, the tourism ministry, tourism players, and tourism agencies should collaborate to achieve memorable memories, high traveller satisfaction, and to meet tourist expectations. The tourism service and attractions must be in high condition, 5 star rated, and full of originality in order to attract local and international tourists who will revisit intention. Future studies should prioritise a well-balanced population sample. An unbalanced sample would result in inconsistencies in the results, favouring just one group. Then, in order to get precise, accurate, and consistent results, the sample size should be increased. Future research may also look into including additional factors to find more traits that encourage tourists to return to the same locations. Knowing additional elements that influence tourist return intention aided the tourism sector in upgrading its amenities in order to attract tourists and expand the tourism sector.

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