



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
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MARA

**A STUDY ON FACTORS DETERMINING
TOURISM PRODUCTS CHOICES AMONG THE
LOCALS IN LABUAN FT**

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ABSTRACT

In order to develop the tourism industry, service quality and tourist satisfaction has been a considerable goal for many countries. In fact, developing the tourist industry is the target of any government all over the world because it can generate GDP and jobs opportunities. Developing tourist industry in particular, is desirable for all countries because it will benefit not only the industry itself, but also generate a strong flow-through effect in other sectors such as retail, transportation, and construction. As such, service quality, tourist satisfaction and attraction places the key factors of the successfulness in tourism industry. This is extremely important to clarify which dimensions affect the service quality and satisfaction in tourist industry. Also, consequences of tourists' satisfaction and dissatisfaction should be studied to provide adequate knowledge for decision makers in this sector. This study tries to identify the factors affecting service quality and tourist satisfaction and explains consequences of the satisfaction and quality.

Consequently, a review on the existing literature was conducted by the study and presented three independent variables and three causal research questions. The study identified destination (attraction places) and service quality (tourist expectation), and perceived value as influential factors on satisfaction. Also, the study found that service quality and satisfaction would increase the tourist visitation in Labuan and resulted in loyalty.

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