

## APPENDIX 1



**UNIVERSITI MALAYA  
FACULTY OF BUSINESS & ACCOUNTANCY  
MASTER OF BUSINESS ADMINISTRATION**

Dear Sir/Madam/Miss,

This survey is conducted as partial requirement for completion of Master of Business Administration degree from the University of Malaya. It is targeted to tourists who has been visited to Kuala Lumpur (**KL**) to participate in this survey.

This questionnaire asking about your experience during the visit to Kuala Lumpur (**KL**) concerning the overall destination image, perceived quality of service, perceived value and behavior intention.

The data collected from this questionnaire will be used for my research project and will be put into a written thesis. Please take a few minutes to participate in this important study by filling out and returning your questionnaire. Your response to each question in this questionnaire will only be analyzed in aggregate forms and be kept strictly confidential. In other words, individuals who respond to this questionnaire will not be identified. Your cooperation and support is greatly appreciated.

If you need further information about the project, do not hesitate to contact me (undersign) or my supervisor Dr Norbani Che Ha at 03-79673998 or email at [norbanicheha@um.edu.my](mailto:norbanicheha@um.edu.my)

Your kind cooperation and participation in this study is valued and highly appreciated.

Prepared by,

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**Section A: About your perceptions and impressions**

1. Below is a list of statement assessing your perception and your own experience of **Kuala Lumpur (KL)** as a travel destination. Please circle only **ONE** answer for each section that best represent your agreement with the statements on a scale 1-5.

**1 – Strongly Disagree      2 – Disagree      3 – Neutral      4 – Agree      5 – Strongly agree**

ATTRIBUTES	MY PERCEPTION OF KL IS THAT KL OFFERS:	MY OWN EXPERIENCE TELLS ME THAT KL HAS :
Attractive natural attractions (e.g. Bukit Nanas Reservation Forest, FRIM)	1 2 3 4 5	1 2 3 4 5
Rich and beauty scenery	1 2 3 4 5	1 2 3 4 5
Gorgeous gardens (e.g. KL Lake Gardens, Titiwangsa Lake Garden)	1 2 3 4 5	1 2 3 4 5
Distinctive history and heritage (e.g. Merdeka Square, Sultan Abdul Samud Building)	1 2 3 4 5	1 2 3 4 5
Vintage buildings (e.g. Petaling Street, Jalan Tunku Abdul Rahman)	1 2 3 4 5	1 2 3 4 5
Interesting museums/exhibits (e.g. National Museum, Cultural Craft Museum, National Art Gallery)	1 2 3 4 5	1 2 3 4 5
Tempting/colorful culture events and festivals	1 2 3 4 5	1 2 3 4 5
Excellent quality and fun local/western music	1 2 3 4 5	1 2 3 4 5
Adequate publicizing of cultural activities	1 2 3 4 5	1 2 3 4 5
Adequate means by which citizens can gain access to culture	1 2 3 4 5	1 2 3 4 5
A good cultural experience	1 2 3 4 5	1 2 3 4 5
Wide arrays of shows/exhibitions	1 2 3 4 5	1 2 3 4 5
Colorful nightlife (e.g. bar, pub, café, night sight)	1 2 3 4 5	1 2 3 4 5
Wide variety of entertainment (e.g. cinema, karaoke)	1 2 3 4 5	1 2 3 4 5
Good variety of activities for children (e.g. Aquaria KLCC, Petrosains, playground, theme park)	1 2 3 4 5	1 2 3 4 5
Safe and secure environment	1 2 3 4 5	1 2 3 4 5
Clean and tidy environment	1 2 3 4 5	1 2 3 4 5
Friendly and helpful local people	1 2 3 4 5	1 2 3 4 5
Pleasant weather	1 2 3 4 5	1 2 3 4 5
Reasonable price for food and accommodation	1 2 3 4 5	1 2 3 4 5
Good value for money	1 2 3 4 5	1 2 3 4 5
Reasonable price for attractions and activities	1 2 3 4 5	1 2 3 4 5
Good bargain shopping	1 2 3 4 5	1 2 3 4 5
Wide variety of shop facilities	1 2 3 4 5	1 2 3 4 5
Wide selection of restaurants	1 2 3 4 5	1 2 3 4 5
Wide choice of accommodations (hotel, motel, guesthouse)	1 2 3 4 5	1 2 3 4 5
Quality infrastructure (roads, airport, and/or utilities)	1 2 3 4 5	1 2 3 4 5
Good network of tourist information (tourist centers)	1 2 3 4 5	1 2 3 4 5
Severe traffic problems	1 2 3 4 5	1 2 3 4 5
Diversity of cultural/historical attractions (architecture, tradition and customs...)	1 2 3 4 5	1 2 3 4 5
Comfort of build/man-made environment	1 2 3 4 5	1 2 3 4 5
Enough signs as indicators	1 2 3 4 5	1 2 3 4 5
General quality of KL offer is good	1 2 3 4 5	1 2 3 4 5

2. Please rate on scale 1-5 to what extent do you agree with the statement below:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall, staying in KL has been very valuable to me.	1	2	3	4	5
I have gained a lot of new knowledge and experiences in KL	1	2	3	4	5
Staying in KL is worth every dollar paid.	1	2	3	4	5
The price of Bed & Breakfast/half board/full board in KL is reasonable	1	2	3	4	5
The price of additional offer at KL (i.e. price of food and drink, price of souvenirs, price of handcrafted products and prices of excursions) are favorable	1	2	3	4	5
Considering what I would pay for a trip, I will get more than money my money's worth by visiting KL	1	2	3	4	5
The cost of visiting KL are a bargain relative to the benefit I receive	1	2	3	4	5

3. Below is a list of words that can be used to describe your feelings towards KL. We would like you to rate how you feel about KL as a vacation destination on a scale 1-5.

IMAGE OF KL	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Pleasant	1	2	3	4	5
Exciting	1	2	3	4	5
Arousing	1	2	3	4	5
Relaxing	1	2	3	4	5
Favorable	1	2	3	4	5
Enjoyable	1	2	3	4	5
Fun	1	2	3	4	5

4. Please tick ( ✓ ) **ONE** answer for **EACH** category of character (Sincerity, Excitement, Conviviality) that best represent KL

Sincerity

- Reliable
- Sincere
- Intelligent
- Successful
- Wholesome

Excitement

- Exciting
- Daring
- Original
- Spirited

Conviviality

- Friendly
- Family oriented
- Charming
- Modern
- Traditional

5. Please describe your **overall image** of KL as a tourist destination on a scale 1-5.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think KL offers me nothing as a destination	1	2	3	4	5
KL has a favorable overall image	1	2	3	4	5
I think most people have a positive opinion about KL	1	2	3	4	5
The local people at KL is friendly towards the tourist.	1	2	3	4	5
KL has a unique image	1	2	3	4	5
I think KL is popular	1	2	3	4	5

6. Please rate your **overall satisfaction** with your visit to KL on a scale 1-5.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am pleased that I decided to visit KL	1	2	3	4	5
The visit to KL exceeded my expectations.	1	2	3	4	5
I am satisfied with the visitation in KL	1	2	3	4	5
KL has given a good overall travelling experience (e.g. quality of service and price)	1	2	3	4	5

7. We would like to ask you again to indicate whether you agree or disagree with the following statements and to what extent on a scale of 1-5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I had to decide again I would choose KL again	1	2	3	4	5
I will recommend KL to my friends and relatives	1	2	3	4	5
I will speak highly of KL to friends and relatives	1	2	3	4	5
KL would be my preferred choice for future vacation	1	2	3	4	5
I am likely to visit KL in the near future	1	2	3	4	5

### Section B: About your trip to KL and your information

Instruction: Please mark "✓" on the specified box you think is appropriate to you. This section is for statistical purposes and used only to interpret your responses on other questions.

- Your Nationality: .....
- Gender  Male  Female
- Marital Status  Single  Married
- How old are you?
 

<input type="checkbox"/> Under 20 years old	<input type="checkbox"/> 21 – 24 years old	<input type="checkbox"/> 25 – 34 years old
<input type="checkbox"/> 35 – 44 years old	<input type="checkbox"/> 45 – 54 years old	<input type="checkbox"/> 55 – 64 years old
<input type="checkbox"/> 65 and above		
- How many times have you visited KL including this trip? .....
- What is the main purpose of this trip?
 

<input type="checkbox"/> Holiday	<input type="checkbox"/> Visiting Friends/Relatives	<input type="checkbox"/> Business/meeting
<input type="checkbox"/> Convention/exhibition	<input type="checkbox"/> Shopping	<input type="checkbox"/> Health treatment
<input type="checkbox"/> Education	<input type="checkbox"/> Attending special events (wedding, funeral, family occasions, concerts, etc)	
<input type="checkbox"/> Other, please specify .....		
- Are you traveling alone?  Yes  No
 

If No, whom are traveling with?

<input type="checkbox"/> Spouse	<input type="checkbox"/> Family/Relatives	<input type="checkbox"/> Friends
<input type="checkbox"/> Children	<input type="checkbox"/> Business Associates	<input type="checkbox"/> Tour group

8. Highest level of education/ currently studying
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Primary School                  | <input type="checkbox"/> Secondary school | <input type="checkbox"/> Certificate/Diploma |
| <input type="checkbox"/> Degree/Professional certificate | <input type="checkbox"/> Master's degree  | <input type="checkbox"/> Doctorate degree    |
9. Please indicate your occupation
- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Professional/Technical | <input type="checkbox"/> Managerial/Administrative | <input type="checkbox"/> Businessman                 |
| <input type="checkbox"/> Retiree                | <input type="checkbox"/> Student                   | <input type="checkbox"/> Government                  |
| <input type="checkbox"/> Housewife              | <input type="checkbox"/> Unemployed                | <input type="checkbox"/> Others, please specify..... |
10. Monthly household income
- Under MYR 1,500 (Under USD 500)
  - MYR 1,501 – 3,000 (USD 501 – 1,000)
  - MYR 3,001 – 5,000 (USD 1,001 – 1,666)
  - MYR 5,001 – 7,000 (USD 1,667 – 2,333)
  - MYR 7,001 – 9,000 (USD 2,334 – 3,000)
  - MYR 9,001 and above (USD 3,001 and above)
11. How do you learn about KL?
- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Previous trip(s)                                  | <input type="checkbox"/> Internet      | <input type="checkbox"/> Brochures/travel guidebooks |
| <input type="checkbox"/> Travel agent                                      | <input type="checkbox"/> Word-of-mouth | <input type="checkbox"/> Newspapers, magazines       |
| <input type="checkbox"/> Advertisement by the Ministry of Tourism Malaysia |  |  |
12. How long do you plan to stay in KL?
- |  |  |                                   |
|--|--|-----------------------------------|
| <input type="checkbox"/> Less than 1 day   | <input type="checkbox"/> 1-2 days          | <input type="checkbox"/> 3-5 days |
| <input type="checkbox"/> About 1 week      | <input type="checkbox"/> About 2 - 3 weeks | <input type="checkbox"/> 1 month  |
| <input type="checkbox"/> More than 1 month |  |                                   |

**Section C: The completion of this section is optional**

1. What place have you visited during this trip?

**Heritage sites**

- Merdeka Square
- Royal Selangor Club
- Sultan Abdul Samad Building
- Malaysia Tourism Centre
- National Palace
- KL Railway Station
- The Heritage Centre

**Memorials**

- Tun Abdul Rahman Memorial
- Tun Abdul Razak Memorial
- Galeria Sri Perdana
- National Monument
- P.Ramlee Memorial

**Craft centres & concert halls**

- KL Craft Complex
- Istana Budaya
- Petronas Philharmonic Hall

**Modern Landmark**

- KL City Centre
- Kuala Lumpur Tower

**Market Square**

- Central Market
- Chinatown (Petaling Street)
- Little India
- Medan Pasar (Market Square)
- Jalan Tuanku Abdul Rahman

**Shopping Places**

- |   |  |
|---|--|
| <input type="checkbox"/> Ampang Park              | <input type="checkbox"/> Pudu Plaza        |
| <input type="checkbox"/> Maju Junction            | <input type="checkbox"/> Semua House       |
| <input type="checkbox"/> Suria KLCC               | <input type="checkbox"/> Avenue K          |
| <input type="checkbox"/> Berjaya Times Square     | <input type="checkbox"/> KL Plaza          |
| <input type="checkbox"/> Bukit Bintang Plaza      | <input type="checkbox"/> The Garden        |
| <input type="checkbox"/> Campbell Complex         | <input type="checkbox"/> The Weld          |
| <input type="checkbox"/> Fahrenheit88             | <input type="checkbox"/> Sogo              |
| <input type="checkbox"/> Great Eastern Mall       | <input type="checkbox"/> Shaw Parade       |
| <input type="checkbox"/> Imbi Plaza               | <input type="checkbox"/> Sungai Wang Plaza |
| <input type="checkbox"/> Pavilion KL              | <input type="checkbox"/> Mid Valley        |
| <input type="checkbox"/> Starhill Shopping Centre | <input type="checkbox"/> Lot 10            |
| <input type="checkbox"/> Low Yat Plaza            | <input type="checkbox"/> The Mall          |
| <input type="checkbox"/> Pertama Complex          |  |
| <input type="checkbox"/> Bangsar Shopping Centre  |  |

**Art gallery**

- National Art Gallery
- Petronas Art Gallery
- Panggung Bandaraya
- Anniversary Theatre
- Galeri Tangsi
- Actors Studio
- Sutra Dance Theatre

**Manicured parks**

- KL Lake Gardens
- KLCC Park
- Orchid & Hibiscus Garden
- Deer Park
- KL Bird Park
- Asean Sculpture Garden
- Titiwangsa Lake Garden
- National Zoo

**Themed Attractions**

- Aquaria KLCC
- National Planetarium
- National Science Centre
- Petrosains

**Museum**

- National Museum
- Malay World Gallery
- Islamic Arts Museum
- Cultural Craft Museum
- Royal M'sia Air Force Museum
- Armed Forces Museum
- National Telekom Museum
- Asian Arts Museum
- Pucuk Rebung Museum Gallery
- Maybank Numismatic Museum
- Royal Malaysian Police Museum
- Jade Museum

**Places of worship**

- National Mosque
- Chan See Shu Yuen Temple
- Thean Hou Temple
- Sri Maha Mariamman Temple
- Masjid Jamek
- Cathedral of Saint Mary The Virgin

**Nature**

- Bukit Nanas Forest Reserve
- Forest Research Institute M'sia (FRIM)

2. What food have you tasted during this trip?

**Malay Cuisine**

- Ketupat, Lemang & Rendang
- Roti Jala
- Nasi Lemak
- Laksa
- Satay
- Ais Kacang
- Dodol
- Pengat Pisang

**Chinese Cuisine**

- Char Kuay Teow
- Curry Mee
- Hainanese Chicken Rice
- Yong Tau Foo
- Bak Kut Teh
- Yee Sang
- Claypot Rice
- Poppiah
- Moon Cake

**Indian Cuisine**

- Indian Breads
- Chicken Tandoori
- Banana Leaf Rice
- Briyani Rice
- Nasi Kandar
- Roti Canai and Murtabak
- Mee Goreng Mamak
- Cendol
- Teh Tarik

3. What have you experienced/joined during this trip?

**Celebrations and Festivals**

- Hari Raya Puasa (Aidil Fitri)
- Hari Raya Haji (Aidil Adha)
- Prophet Muhammad's Birthday
- Chinese New Year
- Christmas
- Mooncake & Lantern Festival
- Deepavali
- Wesak Day
- Thaipusam

**Traditional music & dance**

- Silat
- Joget
- Lion dance
- Dragon dance
- Bharata Natyamand
- Bhangra

**Games & pastimes**

- Silat
- Sepak Raga
- Wau / Kite-Flying
- Congkak
- Wayang Kulit
- Top-Spinning

\*\*\*\*\* THANK YOU \*\*\*\*\*

ALL INFORMATION GIVEN WILL BE TREATED CONFIDENTIAL