

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Method used in conducting the research which consists of the theoretical framework, hypothesis development, research design, sampling design, questionnaire design, selection of measurement and technique used for data analysis will be discussed in this chapter.

3.2 Research Design

Data were collected by mean of questionnaire which consists of measurement of demographic variables, overall destination image (i.e. cognitive image, affective image and destination personality), perceived trip quality, perceived value, satisfaction and tourists' future intention.

3.3 Sampling Design

Random samples of international tourists who visited to Kuala Lumpur were the target respondent for this research. Respondents were approached on the LCCT airport, KLIA airport, golden triangle areas, tourist spots and guesthouses.

3.4 Questionnaire Design

A five pages questionnaire which contains three sections is distributed to the international tourists in Kuala Lumpur. Section A was designed to understand the cognitive, affective destination image of Kuala Lumpur, on-site experienced trip quality, perceived value, destination personality, satisfaction and understanding tourists' future behavior toward Kuala Lumpur. Section B was designed to collect the respondents' demographics information. Section C was designed to understand the places that have visited, food have tasted and celebrations, festivals, traditional music, dance, games experienced during their visit to Kuala Lumpur.

3.4.1 Cognitive Image

The questions one in Section A was designed in closed questions using five-point Likert Scale to collect respondents' perception toward cognitive destination image. There were thirty-three statements under cognitive destination image which concerning natural attraction, history attraction, cultural, entertainment and events, travel environment, price and value, and infrastructure. The selection of these items in this section was based on the relevant destination image of Kuala Lumpur.

3.4.2 Affective Image

The questions three in Section A was designed in closed questions using five-point Likert scale. In this part, respondents were presented with seven items of affective image that is pleasant, exciting, arousing, relaxing, favorable, enjoyable and fun for them to select their feeling towards Kuala Lumpur.

3.4.3 Destination Personality

Question four in Section A was designed to identify the character that best represent Kuala Lumpur in term of sincerity, excitement and conviviality.

3.4.4 Overall Destination Image

Question five in Section A was designed in closed questions using five-point Likert scale to collect respondents' perception toward Kuala Lumpur's overall image.

3.4.5 Perceived Trip Quality

Question one in Section A was designed in closed questions using five-point Likert scale to collect respondents' perceive trip quality during their visit to Kuala Lumpur.

3.4.6 Perceived Value

Question two in Section A was designed in closed questions using five-point Likert scale to collect respondents' perceived value in their visit to Kuala Lumpur.

3.4.7 Satisfaction

Question six in Section A was designed in closed questions using five-point Likert scale to collect respondents' overall satisfaction with their visit to Kuala Lumpur.

3.4.8 Tourists' Behavioral Intention

Question seven in Section A was designed in closed questions using five-point Likert scale to measure the respondents' future intention in terms of their revisit intention and willingness to recommend that best describe their behavior toward Kuala Lumpur in the future.

3.4.9 Respondent Profile

Section B was designed to collect demographic information of the respondents to give a meaningful interpretation of the results. This section covers their nationality, gender, age, education level, travel characteristics, etc.

3.5 Selection of Measure

A five-point Likert scale ranging from “5” strongly agree to “1” strongly disagree is used for question 1, 2, 3, 5, 6, and 7 and choice selection for question 4 in Part A of this research.

3.5.1 Cognitive Destination Image

The measurement for the cognitive destination image was selected based on the environment applicable to Kuala Lumpur and be modified from previous researchers. The measurement used for the cognitive destination image variables are presented as follow:

Table 3 List of Original Measurement and Adapted Measurement for Natural Attraction

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Enrique Bigné Alcañiz, Isabel Sánchez García, Silvia Sanz Blas (2009). <i>The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. Tourism Management, Volume 30, Issue 5, October 2009, Pages 715-723</i>	Attractive natural attractions and scenery	Attractive natural attractions (e.g. Bukit Nanas Reservation Forest, FRIM) Rich and beauty scenery
2	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Gorgeous gardens and springs	Gorgeous gardens (e.g. KL Lake Gardens, Titiwangsa Lake Garden)

Table 4 List of Original Measurement and Adapted Measurement for History Attraction

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Distinctive history and heritage Vintage buildings Interesting museums/exhibits	Distinctive history and heritage (e.g. Merdeka Square, Sultan Abdul Samud Building) Vintage buildings (e.g. Petaling Street, Jalan Tunku Abdul Rahman) Interesting museums/exhibits (e.g. National Muzeum, Cultural Craft Museum, National Art Gallery)

Table 5 List of Original Measurement and Adapted Measurement for Cultural

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	<p>Tempting culture events and festivals</p> <p>Excellent quality and fun local/western music</p>	<p>Tempting/colorful culture events and festivals</p> <p>Excellent quality and fun local/western music</p>
2	T Luque-Martinez et al (2007). <i>Modeling a city's image: The case of Granada. Cities, Vol. 24, No. 5, p. 335-352, 2007</i>	<p>Granada has adequate publicizing of cultural activities</p> <p>Granada has adequate means by which citizens can gain access to culture</p>	<p>Adequate publicizing of cultural activities</p> <p>Adequate means by which citizens can gain access to culture</p>
3	Roger D. Vaughan (2007). <i>Images of Romania as a potential holiday destination. Int. J. Tourism Policy, Vol. 1, No. 1, 2007</i>	A visit to Romania would be a good cultural experience	A good cultural experience

Table 6 List of Original Measurement and Adapted Measurement for Entertainment and Events

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	<p>Wide arrays of shows/exhibitions</p> <p>Colorful nightlife</p> <p>Wide variety of entertainment</p> <p>Good variety of activities for children</p>	<p>Wide arrays of shows/exhibitions</p> <p>Colorful nightlife</p> <p>Wide variety of entertainment (e.g. bar, cinema, karaoke)</p> <p>Good variety of activities for children (e.g. Aquaria KLCC, Petrosains, garden, theme park)</p>

Table 7 List of Original Measurement and Adapted Measurement for Travel Environment

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Safe and secure environment Clean and tidy environment Friendly and helpful local people Pleasant weather	Safe and secure environment Clean and tidy environment Friendly and helpful local people Pleasant weather

Table 8 List of Original Measurement and Adapted Measurement for Price and Cost

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Reasonable price for food and accommodation Good value for money Reasonable price for attractions and activities Good bargain shopping	Reasonable price for food and accommodation Good value for money Reasonable price for attractions and activities Good bargain shopping

Table 9 List of Original Measurement and Adapted Measurement for Infrastructure

No.	Author/Journal	Original measurement	Measurement in this study (My perception of Kuala Lumpur is that Kuala Lumpur offer...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Wide variety of shop facilities Wide selection of restaurants Wide choice of accommodations (hotel, motel, guesthouse)	Wide variety of shop facilities Wide selection of restaurants Wide choice of accommodations (hotel, motel, guesthouse)
2	Kevin K. Byon, James J. Zhang (2010). <i>Development of a scale measuring destination image. Marketing Intelligence & Planning Vol. 28 No. 4, 2010 pp. 508-532</i>	Quality infrastructure (roads, airport, and/or utilities) Good network of tourist information (tourist centers)	Quality infrastructure (roads, airport, and/or utilities) Good network of tourist information (tourist centers)
3	T Luque-Martinez et al (2007). <i>Modeling a city's image: The case of Granada. Cities, Vol. 24, No. 5, p. 335-352, 2007</i>	Granada is a city with severe traffic problems	Severe traffic problems
4	Vesna Žabkar, Maja Makovec Brenčič, Tanja Dmitrović (2010). <i>Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Volume 31, Issue 4, August 2010, Pages 537-546</i>	Diversity of cultural/historical attractions (architecture, tradition and customs...) General quality of this tourist destination offer is good	Diversity of cultural/historical attractions (architecture, tradition and customs...) General quality of Kuala Lumpur offer is good
5	Ching-Fu Chen, DungChun Tsai (2007). <i>How destination image and evaluative factors affect behavioral intentions? Tourism Management, Volume 28, Issue 4, August 2007, Pages 1115-1122</i>	Comfort of build environment Signs as indicators	Comfort of build /man-made environment Enough signs as indicators

3.5.2 Affective Destination Image

The measurement for the affective destination image was selected based on Russell and Pratt (1980) and Terry Lam, Cathy H.C. Hsu (2006). The measurement used for the affective destination image variables are presented as follow:

Table 10 List of Original Measurement and Adapted Measurement for Affective Image

No.	Author/Journal	Original measurement	Measurement in this study (Describe feeling towards Kuala Lumpur)
1	Russel and Pratt (1980). <i>A Description of the Affective Quality Attributed to Environments. Journal of Personality and Social Psychology 1980, Vol. 38, No. 2, 311-322</i>	Pleasant Exciting Arousing Relaxing	Pleasant Exciting Arousing Relaxing
2	Terry Lam, Cathy H.C. Hsu (2006). <i>Predicting behavioral intention of choosing a travel destination. Tourism Management, Volume 27, Issue 4, August 2006, Pages 589-599</i>	Favourable Enjoyable Fun	Favourable Enjoyable Fun

3.5.3 Destination Personality

The destination personality of Kuala Lumpur has been examined using 5-points Likert Scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5) based on components in Sameer Hosany, Yuksel Ekinci, Muzaffer Uysal (2006).

Table 11 List of Original Measurement and Adapted Measurement for Destination Personality

No.	Author/Journal	Original measurement	Measurement to be apply in this study
1	Sameer Hosany, Yuksel Ekinci, Muzaffer Uysal (2006). Destination image and destination personality: An application of branding theories to tourism places. Journal of Business Research, Volume 59, Issue 5, May 2006, Pages 638-642	Sincerity - reliable - sincere - intelligent - successful - wholesome Excitement - exciting - daring - spirited - original Conviviality - friendly - family oriented - charming - moden - traditional	Sincerity - sincere - intelligent - reliable - successful - wholesome Excitement - exciting - daring - spirited - original Conviviality - friendly - family oriented - charming - moden - traditional

3.5.4 Overall Destination Image

The overall destination image of Kuala Lumpur has been examined using 5-points Likert Scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5).

Table 12 List of Original Measurement and Adapted Measurement for Overall Destination Image

No.	Author/Journal	Original measurement	Measurement to be apply in this study
1	R.D. Vaughan (2007). <i>Images of Romania as a potential holiday destination. Int. J. Tourism Policy, Vol. 1, No. 1, 2007</i>	I think Romania offers me nothing as a destination	I think Kuala Lumpur offers me nothing as a destination
2	E. Bigne´ Alcañiz et al.(2009). <i>The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. Tourism Management 30 (2009) 715–723</i>	The overall image of Peniscola	Kuala Lumpur has a favourable overall image
3	Vesna Žabkar, Maja Makovec Brenčič, Tanja Dmitrović (2010). <i>Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Volume 31, Issue 4, August 2010, Pages 537-546</i>	<p>I think most people have a positive opinion about this tourist destination</p> <p>The staff at this tourist destination is friendly towards the guests.</p> <p>This tourist destination has a unique image</p> <p>I think this tourist destination is popular</p>	<p>I think most people have a positive opinion about Kuala Lumpur</p> <p>The local people at Kuala Lumpur is friendly towards the tourist.</p> <p>Kuala Lumpur has a unique image</p> <p>I think Kuala Lumpur is popular</p>

3.5.5 Perceived Trip Quality

The perceived trip quality is examined using 5-points Likert Scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5) according to the measurement below.

Table 13 List of Original Measurement and Adapted Measurement for Perceived Trip Quality - Natural Attraction

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Enrique Bigné Alcañiz, Isabel Sánchez García, Silvia Sanz Blas (2009). <i>The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. Tourism Management, Volume 30, Issue 5, October 2009, Pages 715-723</i>	Attractive natural attractions and scenery	Attractive natural attractions (e.g. Bukit Nanas Reservation Forest, FRIM) Rich and beauty scenery
2	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Gorgeous gardens and springs	Gorgeous gardens (e.g. KL Lake Gardens, Titiwangsa Lake Garden)

Table 14 List of Original Measurement and Adapted Measurement for Perceived Trip Quality - History Attraction

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Distinctive history and heritage Vintage buildings Interesting museums/exhibits	Distinctive history and heritage (e.g. Merdeka Square, Sultan Abdul Samud Building) Vintage buildings (e.g. Petaling Street, Jalan Tunku Abdul Rahman) Interesting museums/exhibits (e.g. National Museum, Cultural Craft Museum, National Art Gallery)

Table 15 List of Original Measurement and Adapted Measurement for Perceived Trip Quality - Cultural

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Tempting culture events and festivals Excellent quality and fun local/western music	Tempting/colorful culture events and festivals Excellent quality and fun local/western music
2	T Luque-Martinez et al (2007). <i>Modeling a city's image: The case of Granada. Cities, Vol. 24, No. 5, p. 335-352, 2007</i>	Granada has adequate publicizing of cultural activities Granada has adequate means by which citizens can gain access to culture	Adequate publicizing of cultural activities Adequate means by which citizens can gain access to culture
3	Roger D. Vaughan (2007). <i>Images of Romania as a potential holiday destination. Int. J. Tourism Policy, Vol. 1, No. 1, 2007</i>	A visit to Romania would be a good cultural experience	A good cultural experience

Table 16 List of Original Measurement and Adapted Measurement for Perceived Trip Quality - Entertainment and Events

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	<p>Wide arrays of shows/exhibitions</p> <p>Colorful nightlife</p> <p>Wide variety of entertainment</p> <p>Good variety of activities for children</p>	<p>Wide arrays of shows/exhibitions</p> <p>Colorful nightlife</p> <p>Wide variety of entertainment (e.g. bar, cinema, karaoke)</p> <p>Good variety of activities for children (e.g. Aquaria KLCC, Petrosains, garden, theme park)</p>

Table 17 List of Original Measurement and Adapted Measurement for Perceived Trip Quality - Travel Environment

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	<p>Safe and secure environment</p> <p>Clean and tidy environment</p> <p>Friendly and helpful local people</p> <p>Pleasant weather</p>	<p>Safe and secure environment</p> <p>Clean and tidy environment</p> <p>Friendly and helpful local people</p> <p>Pleasant weather</p>

Table 18 List of Original Measurement and Adapted Measurement for Perceived Trip Quality – Price and Cost

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	<p>Reasonable price for food and accommodation</p> <p>Good value for money</p> <p>Reasonable price for attractions and activities</p> <p>Good bargain shopping</p>	<p>Reasonable price for food and accommodation</p> <p>Good value for money</p> <p>Reasonable price for attractions and activities</p> <p>Good bargain shopping</p>

Table 19 List of Original Measurement and Adapted Measurement for Perceived Trip Quality - Infrastructure

No.	Author/Journal	Original measurement	Measurement in this study (My own experience tells me that Kuala Lumpur has...)
1	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	Wide variety of shop facilities Wide selection of restaurants Wide choice of accommodations (hotel, motel, guesthouse)	Wide variety of shop facilities Wide selection of restaurants Wide choice of accommodations (hotel, motel, guesthouse)
2	Kevin K. Byon, James J. Zhang (2010). <i>Development of a scale measuring destination image. Marketing Intelligence & Planning Vol. 28 No. 4, 2010 pp. 508-532</i>	Quality infrastructure (roads, airport, and/or utilities) Good network of tourist information (tourist centers)	Quality infrastructure (roads, airport, and/or utilities) Good network of tourist information (tourist centers)
3	T Luque-Martinez et al (2007). <i>Modeling a city's image: The case of Granada. Cities, Vol. 24, No. 5, p. 335-352, 2007</i>	Granada is a city with severe traffic problems	Severe traffic problems
4	Vesna Žabkar, Maja Makovec Brenčič, Tanja Dmitrović (2010). <i>Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Volume 31, Issue 4, August 2010, Pages 537-546</i>	Diversity of cultural/historical attractions (architecture, tradition and customs...) General quality of this tourist destination offer is good	Diversity of cultural/historical attractions (architecture, tradition and customs...) General quality of Kuala Lumpur offer is good
5	Ching-Fu Chen, DungChun Tsai (2007). <i>How destination image and evaluative factors affect behavioral intentions? Tourism Management, Volume 28, Issue 4, August 2007, Pages 1115-1122</i>	Comfort of build environment Signs as indicators	Comfort of build /man-made environment Enough signs as indicators

3.5.6 Perceived Value

The perceived value is examined using 5-points Likert Scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5).

Table 20 List of Original Measurement and Adapted Measurement for Perceived Value

No.	Author	Original measurement	Measurement to be apply in this study
1	Vesna Žabkar, Maja Makovec Brenčič, Tanja Dmitrović (2010). <i>Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Volume 31, Issue 4, August 2010, Pages 537-546</i>	<p>Overall, staying in this tourist destination has been very valuable to me.</p> <p>I have gained a lot of new knowledge and experiences in this tourist destination.</p> <p>Staying in this tourist destination is worth every Euro paid</p> <p>The price of B&B/half board/full board in this tourist destination is reasonable</p> <p>The price of additional offer at this tourist destination (i.e. price of food and drink, price of souvenirs, price of handcrafted products, prices of excursions, price of beauty and relaxing programs) are favorable</p>	<p>Overall, staying in Kuala Lumpur has been very valuable to me.</p> <p>I have gained a lot of new knowledge and experiences in Kuala Lumpur</p> <p>Staying in Kuala Lumpur is worth every dollar paid.</p> <p>The price of B&B/half board/full board in Kuala Lumpur is reasonable</p> <p>The price of additional offer at Kuala Lumpur (i.e. price of food and drink, price of souvenirs, price of handcrafted products and prices of excursions) are favorable</p>

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Table 20 (continued)

No.	Author	Original measurement	Measurement to be apply in this study
2	Soyoung Boo, James Busser, Seyhmus Baloglu (2009). <i>A model of customer-based brand equity and its application to multiple destinations. Tourism Management, Volume 30, Issue 2, April 2009, Pages 219-231</i>	Considering what I would pay for a trip, I will get more than money my money's worth by visiting this destination The cost of visiting this destination are a bargain relative to the benefit I receive	Considering what I would pay for a trip, I will get more than money my money's worth by visiting Kuala Lumpur The cost of visiting Kuala Lumpur are a bargain relative to the benefit I receive

3.5.7 Tourist's Satisfaction

The tourists' satisfaction is examined using 5-points Likert Scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5).

Table 21 List of Original Measurement and Adapted Measurement for Tourists' Satisfaction

No.	Author	Original measurement	Measurement to be apply in this study
1	Vesna Žabkar, Maja Makovec Brenčič, Tanja Dmitrović (2010). <i>Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Volume 31, Issue 4, August 2010, Pages 537-546</i>	I am pleased that decided to visit this tourist destination The visit to this tourist destination exceeded my expectations I am satisfied with the visit to this tourist destination.	I am pleased that decided to visit Kuala Lumpur The visit to Kuala Lumpur exceeded my expectations. I am satisfied with the visitation in Kuala Lumpur

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Table 21 (continued)

No.	Author	Original measurement	Measurement to be apply in this study
2	Christina Geng-Qing Chi, Hailin Qu (2008). <i>Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach</i> Original Research Article <i>Tourism Management, Volume 29, Issue 4, August 2008, Pages 624-636</i>	How would you rate overall travelling experience in Eureka Springs?	Kuala Lumpur has given a good overall travelling experience (e.g. quality of service and price)

3.5.8 Tourist's Behavioral Intention

The tourists' behavioral intention is examined using 5-points Likert Scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5).

Table 22 List of Original Measurement and Adapted Measurement for Tourists' Behavioral Intention

No.	Author	Original measurement	Measurement to be apply in this study
1	Vesna Žabkar, Maja Makovec Brenčič, Tanja Dmitrović (2010). <i>Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Volume 31, Issue 4, August 2010, Pages 537-546</i>	If had to decide again I would choose the destination again Will recommend the destination to friends and relatives Will speak highly of the destination to friends and relatives	If had to decide again I would choose Kuala Lumpur again I will recommend Kuala Lumpur to my friends and relatives I will speak highly on Kuala Lumpur to friends and relatives
2	Soyoung Boo, James Busser, Seyhmus Baloglu (2009). <i>A model of customer-based brand equity and its application to multiple destinations. Tourism Management, Volume 30, Issue 2, April 2009, Pages 219-231</i>	This destination would be my preferred choice for a vacation	Kuala Lumpur would be my preferred choice for future vacation

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Table 22 (continued)

No.	Author	Original measurement	Measurement to be apply in this study
3	Kevin K. Byon, James J. Zhang (2010). <i>Development of a scale measuring destination image. Marketing Intelligence & Planning Vol. 28 No. 4, 2010 pp. 508-532</i>	I am likely to visit the city in the near future	I am likely to visit Kuala Lumpur in the near future

3.6 Descriptive Profile

Twelve questions were developed to find out respondents' personal demographic and their travel characteristics in Section C of the survey questionnaire.

3.7 Data Analysis Technique

Software "Statistical Package for the Social Sciences Programs" (SPSS) version 17.0 is used to analyze the data collected from questionnaire with the following test are conducted:-

- (1) Frequency Test
- (2) Normality Test
- (3) Factor Analysis
- (4) Correlation Test
- (5) Reliability Test
- (6) Regression Test