

## Tourist's Expectation, Experience, and Satisfaction of Shopping Landscape in Malaysia

Azila Azmi<sup>1</sup>, Hanani Ahmad Zubir<sup>2</sup>, Johanudin Lahap<sup>3</sup>, Norliana Hashim<sup>4</sup> & Mohd Faisal Abdul Wahab<sup>5</sup>

<sup>1,3,4,5</sup>Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia, <sup>2</sup>Akademi Pengajian Bahasa, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia

Corresponding Authors Email: azila.azmi@uitm.edu.my

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### Abstract

Malaysia seeks to attract tourists not only by their numbers, but also by their ability to spend in Malaysia as this is vital to economic growth and employment creation. Tourists would usually spend more on the demand side of the market if the destinations deliver enticing and fun experiences that inspire the visitors to spend. Shopping is one of the leisure shopping activities that tourists often engage in. It is therefore crucial to comprehend the shopping expectation and experience attributes in the shopping sub-sector of tourism in Malaysia as there are insufficient studies on this subject in the literature. The purpose of this research paper is to identify international tourist's shopping expectation, shopping experiences, tourist shopping satisfaction, destination loyalty, and country images in Malaysia's shopping landscape. Self-administrated questionnaires were completed by 401 international tourists visiting Kuala Lumpur. Exploratory factor analysis was performed on the shopping expectation and shopping experience and had identified three underlying factors of the shopping expectation, which are named shopping atmosphere, store service orientation and merchandise expectation. The implications of these results were discussed to enable a better understanding of the niche market in tourism shopping. Future research should look into the possible factors of returning tourists more attentively to gage the outcomes of the existing shopping landscape.

**Keywords:** Shopping Landscape, Shopping Tourism, Shopping Tourists, Shopping Expectation

### Introduction

Tourism is a progressively vital area to the Malaysian financial system and at the same time, an important benefactor to the global economy. As one of the major contributors, the industry has created many job opportunities and enterprises, export are revenues earned, and support infrastructure development for many nations around the world. The Malaysia Ministry of Tourism and Culture (MOTAC) and the players in the tourism industry are always strategizing to make Malaysia a top destination, as they are responsible for the supply side of the market. As

one of the topmost tourist destinations in Asia (Nanthakumar et al., 2012), over the past 10 years, Malaysia is recorded as one of the top 10 tourist arrival countries in the world (WTO, 2010). Therefore, to continue flourish, Malaysia must seek to attract tourists not only by their numbers, but also by their ability to spend. Tourists would usually spend more on the demand side of the market if the destinations deliver enticing and fun experiences that inspire the visitors to spend. Shopping is one of the activities that tourists often engage in. Shopping enjoyment comes from its opportunity to familiarize visitors with local culture, which is the main reason for traveling, particularly when they immerse themselves during the event with others (Way & Robertson, 2013). Shopping is the main motivation for visiting a shopping destination (Timothy, 2014). Thus, there is a need to understand the shopping expectation and experience attributes in the shopping sub-sector of tourism in Malaysia as this has not been researched enough. This paper is based on research, which aimed to identify international tourist's shopping expectation, shopping experiences, tourist shopping satisfaction, destination loyalty, and country images in Malaysia's shopping landscape.

### **Background of the Study**

In Malaysia, the positive growth in the number of shopping malls is represented by the developments in retailing operated by the growth of the population and the economic achievement of Malaysia as a middle-income country. Malaysians prefer to spend time visiting shopping mall (Ahmed et al., 2007) as it provide an opportunity for social interaction and solution to consumer problems related to needs for grocery, clothing, electrical items, banks, gardening tools, linens, footwear, furniture, beauty care, restaurants, and entertainment (Lee et al., 2000). In fact, retail sector is one of the sectors that is booming worldwide (Heng, 2011) and to satisfy customer's wants and needs, the urge for retail marketing strategies or marketing tactics is very important to the retailers. Understanding human need is critical for effective target marketing, but these needs are not always easily detectable. People are not fully aware of their underlying motivations or the forces that determine their own behaviour. Consequently, little is known about tourist's shopping behaviour and attitudes.

Although there were numerous studies on tourist shopping, most of them focused on western setting (Mak et al., 1999; Timothy, 2005; Hsieh & Chang, 2006; Oh et al., 2004; Franks & Enkawa, 2009; Barutcu et al., 2011; LeHew & Wesley, 2007; Murphy et al., 2011; Aksu et al., 2010; Hsu et al., 2010; Wong & Wan, 2013; Letho et al., 2014; Peter & Anandkumar, 2016). Most of the previous studies focus on these four issues (tourist shopping expectation, preference, experience, and satisfaction) were conducted separately. Therefore, to fulfill this gap, this research study on tourist's shopping expectation, preference, experience, and satisfaction in Malaysia's shopping landscape. The shopping landscapes are referring to several areas that were clustered as major shopping destinations by Tourism Malaysia. This includes Klang Valley, Penang, Johor, Malacca, Kota Kinabalu, Sabah, Federal Territory of Labuan, Kuching and Miri in Sarawak, and Langkawi in Kedah. Each of the shopping cluster has its own shopping attractions, from a string of mid-range to exclusive and award-winning world-class outlets, to old-world stores, street markets, handicraft centers, heritage bazaars, as well as premium and duty-free outlets (Tourism Malaysia, 2015). Thus, the purpose of this study, which is to explore and profile the expectation, preference, experience, and satisfaction of tourist towards Malaysia's shopping landscape is relevance and would be beneficial to many parties especially to the tourism ministry, Malaysia's shopping secretariat, and retailers. The expected facilities, services and preferences towards the shopping goods would better help the intended agencies to better

manage the future arrivals of tourist. Moreover, information regarding the tourist's experience and satisfaction would assist the agencies in reevaluating the approach to suit the tourist's expectation and preference in shopping.

## **Literature Review**

### *Shopping Tourism*

Shopping is a well-known and prevalent recent tourist activity (Turner & Reisinger, 2001; Goeldner et al., 2000; Franks & Enkawa, 2009; Barutcu et al., 2011; LeHew & Wesley, 2007; Murphy et al., 2011). In most of the tourist destinations, shopping is regarded as the preferred activity, and performs as a tourist attraction (Timothy & Butler, 1995). A number of tourists even regards shopping as the contributing factor for travel (Jansen-Verbeke, 1991; Zhang & Lam, 1999). Tourists buy souvenirs, including local craftworks, cuisines, and books, to bring back home memories of their voyage as an excellent way to reminisce, but alternatively by other items, for instance garments and durables, for themselves or their family and friends. Shopping accounts for foreign tourists are about 50% of the expenditure at the respective destination (Mak et al., 1999). Furthermore, contemporary research specifies that shopping while travelling is a significant arranged activities of tourists before they start their trip (Hwang, 2005), and shopping is listed as one of the most searched keywords by travel information questers online (Pan & Fesenmaier, 2006). Therefore, it is foreseeable that tourist's shopping behaviour is an occurrence of significant increase of awareness among the tourism academicians and industrial players. Advertising tourism shopping is essential for destinations since it is a crucial effort that can captivate tourists to prolong their stays. Consequently, shopping is regarded as a strategy to boost financial gains in a domestic society without the need to improve the number of tourist entries (Azmi et al., 2020).

### *Shopping Expectation*

Commonly, expectation can be described as performance of establishment, ideal or desired performance (Teas, 1994). With regard to the relationship between expectation and satisfaction, expectation can be described as customers' former estimations during the service (Oliver, 1981). It is vital to comprehend the expectation of tourist as it offers assistance to generate effective destination promotion, enticing tourist to spend money on goods and services and attract them to revisit later (Stevens, 1992). Expectations also improve since retailers advertise frequently, people promote verbally and reviews made by other people on social media. Bosque et al (2006) claimed that expectations are shaped through experience, the tourists' level of former satisfaction with the service, communication with the service provider for instance promise, and the tourists' apparent view of the service. Customer expectation in the service sector is an affective variable (Sadeh et al., 2012). The research on the levels of expectations and satisfaction has supreme implication as yet as continuous development of tourism at the given destination is involved (Lather et al., 2012). Expectations are change frequently since customers are exposed to different service providers in the constantly growing tourism industry. Hence, apprehending their expectations will provide vital clues in developing shopping destination to be more appealing and refining tourist's goods and services.

### *Shopping Experience*

Tourism shopping experiences require communications between tourists and shopping environment, product attributes and services; and are a collection of the views towards products, services, and place. It comprises of a vital part of destination experience (Tosun et al.,

2007). Prior research on tourism shopping experience have highlighted on service and retail. Nevertheless, shopping experience, is also affected by the shopping environment, with shopping in a varied environment resulted in leisure experience. A tourist's attitude and feeling towards a destination is affected by innumerable reasons such as the destination's environment and its service infrastructure. A tourist's experience is a combination of these factors (Mo et al., 1993). Services for instance shopping at a destination affect the destination experience (Murphy et al., 2000). An important activity on a tourist's travel plan like shopping is , in a varied and beautiful environment forming a leisure experience, even for tourists who live near to a number of shopping centers and malls (Kinley et al., 2003).

#### *Tourist Shopping Satisfaction*

Satisfaction has certainly played an important role in developing products and services for marketable tourism. The choice of destination, the consumption of products and services, and the decision to return will lead successful destination marketing if achieving the level of tourist satisfaction (Kozak & Rimmington, 2000). Tourist satisfaction is influenced by many factors. One of these factors can be shopping during travel (Oh et al., 2004). According to Timothy (2005), shopping provides a break away from normal routine and a trade environment assists customers to unwind and relish buying experience. While travelling abroad, shopping is regarded as a major activity among tourists from the United States (U.S.) (Kim & Littrell, 2009). Former studies described that shopping satisfaction relies on service, quality, and value that consumers get (Franks & Enkawa, 2009). Service offered by sales associates is a vital sign of the shopper's satisfaction (Heung & Cheng, 2000). For instance, numerous traditions negotiate when buying an item or paying for service, while some are against the idea. The sales officer and the customer find it difficult as they encounter language barrier problems (Yuksel, 2004).

#### *Destination Loyalty*

Destination loyalty can be defined as the willingness to visit the destination in the future, as the tourist has declared during his / her current trip (Meleddu et al., 2015). In this respect, we differentiate between the unconditional desire to revisit the destination in the future and the conditional promise to revisit if certain conditions are met. Tourist destinations' success depends largely on the behavioural intentions of travelers repeated purchases or recommendations are most referred to in the advertising literature as consumer loyalty. The perception and degree of loyalty is one of the key indicators used to assess marketing strategy performance (Flavian et al., 2001). Travel destinations can also be described as products and tourists can revisit or suggest travel destinations to other potential tourists, such as friends or relatives. According to Dimanche and Havitz (1994), the study of the usefulness of the loyalty concept and its applications to tourism products or services was limited, although loyalty was seen as one of the main driving forces in the competitive market. In particular, repeat visiting intention desires and the ability to recommend the destination to others are widely accepted metrics for evaluating destination loyalty (Chi & Qu, 2008; Oppermann, 2000; Prayag & Ryan, 2012; Yoon & Uysal, 2005). Tourist loyalty was the subject of intense academic debate about its measurement (Baker & Crompton, 2000; Ekinci et al., 2013; Oppermann, 2000; Yoon & Uysal, 2005). Another problem for behavioral loyalty initiatives in tourism contexts is the determination of a right time period for tourists to return to a destination or not (Ekinci et al., 2013; Sirakaya-Turk et al., 2015). However, the approach to loyalty behaviour may not be an appropriate assessment of repeated visits to tourist destinations, as many consumers only undertake their holidays on an annual basis. These approaches remain unclear as to their

conceptual framework and the factors influencing customer loyalty (Bastida & Huan, 2014; Yoon & Uysal, 2005).

### *Country Images*

Tourists view the country comprehensively and a complete image comprises of customers' opinion and assessment of the local people, history, geography, culture, politics, economy, and technical growth (Allred et al., 1999; Carneiro & Faria, 2016; Costa et al., 2016). There are a number of definitions of the destination image and they are well-known: 'the sum of beliefs, ideas, and impressions that a person has of a destination' (Crompton, 1979); 'the perceptions of individual destination attributes and the holistic impression made by the destination' (Echtner & Ritchie, 2003); an individual's mental representation of knowledge (beliefs), feelings, and global impressions about an object or destination' (Baloglu & McCleary, 1999). Destination image refers to 'the core tourism product image related to tourist attractions and tourism facilities, which directly meet tourists' core needs' (Zhang et al., 2016). This paper is aligned with these descriptions of country image.

### **Methodology**

A quantitative approach is used in the form of a cross-sectional study in this research, 430 self-administrated questionnaires have been distributed to international tourists visiting Kuala Lumpur. The tourists were randomly selected while they were at Kuala Lumpur International Airport (KLIA), Kuala Lumpur International Airport 2 (KLIA2), Kuala Lumpur Sentral and Terminal Bersepadu Selatan (TBS).

The aim of this study is to identify the relationship between international tourist's shopping expectations and shopping experiences towards the tourist's shopping satisfaction and destination loyalty moderated by country images in Malaysia's shopping landscape during their trip or vacation. This paper concentrated on Kuala Lumpur as one of the famous shopping areas in Malaysia. Kuala Lumpur was carefully chosen since it is gazetted as the heart of Malaysia and many famous shopping complexes are in the city. The reason this study has selected Kuala Lumpur because it has the highest distribution of shopping malls in Malaysia. Furthermore, Kuala Lumpur also has 3 of the Top 15 world's largest shopping malls, namely One Utama, Mid Valley Megamall and Gardens Mall, and Sunway Pyramid (Ibrahim, 2019).

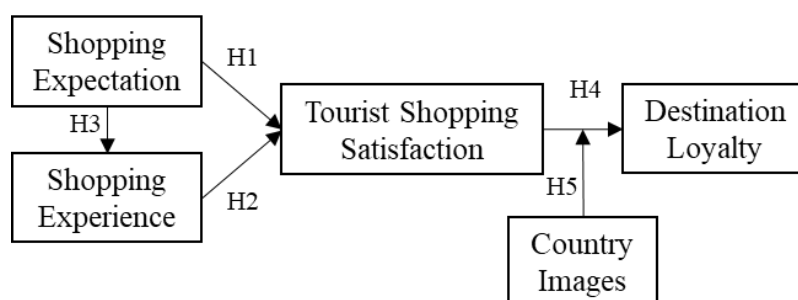


Figure 1. Proposed model

For the purpose of this study, several questions were adopted from (Choi et al., 2018; Anton et al., 2017; Wong et al., 2013). The questionnaire was designed on a 7-Point Likert scale and the questions were divided into 8 sections. Section A focused on shopping expectation. Moreover, section B focused on shopping experience, section C focused on shopping



satisfaction, section D focused on destination loyalty, and section E focused on country images. Section F, G, and H focused on respondent's demographic background which consists of information about travel behaviour (Section F), purchased items and amount spent during the most recent vacation (Section G), and respondents' demographic background (Section H), In order to identify the reliability and validity of the questionnaire, a pilot study was conducted. The researcher organized a pilot test with 100 international tourists and all variables tested for this pilot study attained value that was above the acceptable value.

Table 1

*Reliability Coefficients for Each Section of the Questionnaire (n=100)*

Questionnaire	No. of Items	Cronbach's Alpha
Section A (Shopping Expectation):		
a) Shopping Atmosphere Expectation	17	.594
b) Store Service Orientation Expectation	5	.537
c) Merchandise Expectation	7	.653
Section B (Shopping Experience):		
a) Shopping Atmosphere Experience	17	.850
b) Store Service Orientation Experience	5	.613
c) Merchandise Experience	7	.616
Section C (Shopping Satisfaction)	6	.620
Section D (Destination Loyalty)	5	.586
Section E (Country Images):		
a) Country Characteristic	4	.675
b) Country Competence	4	.976
c) People Characteristic	5	.554
d) People Competence	3	.527
e) Environmental Management	3	.585
f) The Relationship Between Countries	3	.523

## Results

The majority of the respondents were between 25 to 34 years old (37.2%) and only a little more than 8.2% were over the age of 65. In terms of marital status, the majority were married (51.4%) and 48.6% are single. The majority (80.8%) of the respondents were college or university educated and above. In terms of employment, the majority were employed (40.6%). For the household income, 23.9% reported to have income between US\$3,0001 to US\$4,000. The majority of the respondents came from the Asian countries (40.6%). From 430 questionnaires distributed to international tourists, 401 respondents returned the survey form. The response rate for this survey was 93.2 percent. Ghallup (2007) mentioned considered adequate for analysis if the response rate is between 50 to 59 percent and if the response rate is between 60 to 69 percent, it is regarded as good. Meanwhile, a response rate of 70 percent and above is perceived as very good for a common survey methodology.

This study completed a nonparametric analysis to examine the data. The result by Kolmogorov-Smirnov, depicting significant values are less than .05 which demonstrates that the data come from both respondents and differ considerably from normal ( $p < 0.05$ ). This result explains a symmetrical bell-shaped curve to show the highest frequency of scores in the middle, with smaller frequencies towards the extremes (Gravetter & Wallnau, 2000).

### ***Relationship between International Tourist's Shopping Expectations and Tourist Shopping Satisfaction in Malaysia's Shopping Landscape***

Objective one is to test if there is an association between shopping expectation and tourist shopping satisfaction. The r value is positive (.146\*\*) and the p value is 0.003. P value is less than .05. There is a statistically significant correlation between shopping expectation and tourist shopping satisfaction (Table 3).

Table 3

*Result on Correlation for Shopping Expectation and Tourist Shopping Satisfaction*

		Tourist Shopping Satisfaction
Shopping Expectation	Pearson Correlation	.146**
	Sig. (2-tailed)	.003
	N	401
	Sig. (2-tailed)	.003
	N	401

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

Table 3 shows the strongest item correlation between shopping expectation and tourist shopping satisfaction is shopping atmosphere expectation,  $r = .154^{**}$ . It is based on  $N=401$  respondent and it is 2-tailed significance,  $p = 0.002$ . This value is less than .05. There is a statistically significant correlation between shopping atmosphere expectation and tourist shopping satisfaction.

Table 4

*Result on Correlation for Shopping Expectations and Tourist Shopping Satisfaction*

		Shopping Atmosphere Expectation	Store Service Orientation Expectation	Merchandise Expectation	Tourist Shopping Satisfaction
Shopping Expectation	Pearson Correlation	1	.463**	-.140**	.154**
	Sig. (2-tailed)		.000	.005	.002
	N	401	401	401	401
Store Service Orientation Expectation	Pearson Correlation	.463**	1	-.046	.095
	Sig. (2-tailed)	.000		.360	.057
	N	401	401	401	401
Merchandise Expectation	Pearson Correlation	-.140**	-.046	1	-.055
	Sig. (2-tailed)	.005	.360		.270
	N	401	401	401	401
Tourist Shopping Satisfaction	Pearson Correlation	.154**	.095	-.055	1
	Sig. (2-tailed)	.002	.057	.270	
	N	401	401	401	401

\*\**. Correlation is significant at the 0.01 level (2-tailed)*

H1: There is a significant relationship between international tourist's shopping expectations and tourist shopping satisfaction in Malaysia's shopping landscape.

Correlation analysis above indicates shopping expectations and tourist shopping satisfaction. There is positive relationship between shopping expectation and tourist shopping satisfaction ( $r=.146^{**}$ ,  $sig.=.003$ ). While, the dimension of shopping expectation which is shopping atmosphere expectation had a stronger relationship between tourist shopping satisfaction ( $r=.154^{**}$ ,  $sig.=.002$ ). Therefore, Hypothesis 1 is supported. It is also confirmed with previous research stated that customers' expectations are key determinants of their consumption experiences, satisfaction, and loyalty. Based on previous research by Oliver (1980) who had developed Expectation-Confirmation Theory (ECT), involves a customer behavior model commonly used to define and predict satisfaction and repurchase intention. According to

Oliver's (1980) arguments, repurchase intentions greatly depend on prior satisfaction, while satisfaction is obtained from disconfirmation and expectation for the products or services- of which 'disconfirmation' has the strongest direct influence upon satisfaction. Stevens (1992) postulated that understanding the expectation of tourist aids to generate a profitable destination marketing, enticing tourist to buy goods and services and alluring them to come back again later. Therefore, a statistically significant correlation between shopping expectation and tourist shopping satisfaction was employed.

### ***Relationship Between International Tourist's Experience and Tourist Shopping Satisfaction in Malaysia's Shopping Landscape***

Objective two is to test if there is an association between shopping experience and tourist shopping satisfaction. The  $r$  value is positive (.353\*\*) and the  $p$  value is 0.000.  $P$  value is less than .05. There is a statistically significant correlation between shopping experience and tourist shopping satisfaction (Table 5).

Table 5

*Result on Correlation for Shopping Experience and Tourist Shopping Satisfaction*

		Shopping Experience	Tourist Shopping Satisfaction
Shopping Experience	Pearson Correlation	1	.353**
	Sig. (2-tailed)		.000
	N	401	401
Tourist Shopping Satisfaction	Pearson Correlation	.353**	1
	Sig. (2-tailed)	.000	
	N	401	401

\*\**. Correlation is significant at the 0.01 level (2-tailed)*

Table 5 shows the strongest item correlation between Shopping Experience and Tourist Shopping Satisfaction is Shopping Atmosphere Expectation,  $r = .134^{**}$ . It is based on  $N=401$  respondent and it is 2-tailed significance,  $p = 0.007$ . This value is less than .05. There is a statistically significant correlation between Shopping Atmosphere Experience and Tourist Shopping Satisfaction.



Table 6

*Result on Correlation for Shopping Experience and Tourist Shopping Satisfaction*

			Shopping Atmosphere Experience	Shop Service Orientation Experience	Merchandise Experience	Tourist Shopping Satisfaction
Shopping Experience	Atmosphere	Pearson Correlation	1	.075	.114*	.134**
		Sig. (2-tailed)		.134	.023	.007
		N	401	401	401	401
Shop Service Experience	Orientation	Pearson Correlation	.075	1	-.031	-.059
		Sig. (2-tailed)	.134		.535	.240
		N	401	401	401	401
Merchandise Experience		Pearson Correlation	.114*	-.031	1	.567**
		Sig. (2-tailed)	.023	.535		.000
		N	401	401	401	401
Tourist Satisfaction	Shopping	Pearson Correlation	.134**	-.059	.567**	1
		Sig. (2-tailed)	.007	.240	.000	
		N	401	401	401	401

\*\**Correlation is significant at the 0.01 level (2-tailed)*

H2: There is a significant relationship between international tourist's experience and tourist shopping satisfaction in Malaysia's shopping landscape.

In this the Spearman 's Rank Order Correlation analysis above indicates tourist shopping satisfaction. There is positive relationship between Shopping Experience and Tourist Shopping Satisfaction ( $r=.353^{**}$ ,  $>.001$ ). While, the dimension of Shopping Expectation which is Shopping Atmosphere Experience had a stronger relationship between Tourist Shopping Satisfaction ( $r=.134^{**}$ ,  $\text{sig}=.007$ ). Therefore, Hypothesis 2 is supported. In addition, the result supported by former research elaborated that experience has positive impacts on the users' attitude and subsequently their satisfaction. Mature customers, compared to new ones, have a good time shopping and show a promising manner towards it (Yang, 2012). Previous studies have given empirical support for the effects of experience on the relationship among customers' satisfaction and intention to buy again in the future (Khalifa and Liu, 2007). Additionally, Dholakia and Zhao (2010) indicated that mature tourists are rather challenging to feel pleased. Yet, the ways these effects vary for low- and high-experienced customers have not been studied. Satisfaction of a shopping experience fosters re-patronage intentions and customer loyalty (Hallowell, 1996). For business organisations, be it a retail store or a shopping centre with a number of retail tenants, extending suitable combination of items, services, and experiences, intensify customer satisfaction.

### ***Relationship Between International Tourist's Shopping Expectation and Shopping Experience in Malaysia's Shopping Landscape***

Objective three is to test if there is an association between shopping expectation and tourist shopping experience. The  $r$  value is positive ( $.532^{**}$ ) and the  $p$  value is 0.000.  $P$  value is less than .05. There is a statistically significant correlation between shopping expectation and shopping experience (Table 7).

Table 7

*Result on Correlation for Shopping Expectation and Tourist Shopping Experience*

		Shopping Expectation	Shopping Experience
Shopping Expectation	Pearson Correlation	1	.532**
	Sig. (2-tailed)		.000
	N	401	401
Shopping Experience	Pearson Correlation	.532**	1
	Sig. (2-tailed)	.000	
	N	401	401

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

H3: There is a significant relationship between international tourist's Shopping Expectation and Shopping Experience in Malaysia's Shopping Landscape

In this the Spearman's Rank Order Correlation analysis above indicates between two independent variables. There is positive relationship between Shopping Expectations and Shopping Experience ( $r=.532^{**}$ ,  $p < .001$ ). Therefore, Hypothesis 3 is supported.

***Relationship Between Tourist Shopping Satisfaction and Destination Loyalty***

Objective four is to test if there is an association between tourist shopping satisfaction and destination loyalty. The  $r$  value is positive (.110\*) and the  $p$  value is 0.028.  $P$  value is less than .05. There is a statistically significant correlation between tourist shopping satisfaction and destination loyalty (Table 8).

Table 8

*Result on Correlation for Tourist Shopping Satisfaction and Destination Loyalty*

		Tourist Shopping Satisfaction	Destination Loyalty
Tourist Shopping Satisfaction	Pearson Correlation	1	.110*
	Sig. (2-tailed)		.028
	N	401	401
Destination Loyalty	Pearson Correlation	.110*	1
	Sig. (2-tailed)	.028	
	N	401	401

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

H4: There is a significant relationship between tourist Shopping Satisfaction and Destination Loyalty

In this the Spearman's Rank Order Correlation analysis above indicates between two independent variables. There is positive relationship between Shopping Satisfaction and Destination Loyalty ( $r=.110^{**}$ ,  $sig.=.028$ ). Therefore, Hypothesis 4 is supported.

***Relationship Between Tourist Shopping Satisfaction and Destination Loyalty Moderate by Country Images***

Objective five is to test moderating variable. The first column in Table 14 highlighted, "R Square Change" ( $R^2$ ), shows the increase in variation explained by the addition of the interaction term. The change in  $R^2$  is reported as .081, which is a proportion.  $R^2$  is 8.1% (i.e.,

.081 x 100 = 8.1%). From the "Sig. F Change" column, the P value is smaller than .001, is less than 0.005 (p < .0005). Country Images does moderate the relationship between tourist shopping satisfaction and destination loyalty.

Table 9

Result on Regression Analysis for Tourist Shopping Satisfaction and Destination Loyalty Moderate by Country Images

Model Summary <sup>c</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F	df1	df2	Sig. F Change
1	.110 <sup>a</sup>	.012	.010	.39588	.012	4.850	1	399	.028
2	.306 <sup>b</sup>	.093	.089	.37969	.081	35.758	1	398	.000

a. Predictors: (Constant), Tourist Shopping Satisfaction

b. Predictors: (Constant), Tourist Shopping Satisfaction, County Images

c. Dependent Variable: Destination Loyalty

H5: Country images moderate the relationship between tourist shopping satisfaction and destination loyalty.

According to analysis above indicates tourist shopping satisfaction and destination loyalty moderate by country images. The country images do moderate between relationship tourist shopping satisfaction and destination loyalty (r<sup>2</sup>=.081, sig.=.000). Therefore, Hypothesis five is supported.

**The Overall Level of Satisfaction with Tourist Shopping in Malaysia**

Objective six is to identify the tourist shopping satisfaction in Malaysia. According to Table 10, the tourists are satisfied during shopping in Malaysia and the higher result stated the mean score "I feel very satisfied after shopping in Malaysia" (5.77), "I am satisfied with shopping atmosphere in Malaysia" (5.77), and "I am satisfied with shop service orientation in Malaysia" (5.77). It can be concluded that most tourists are satisfied after shopping and they are satisfied with shopping atmosphere and shop service orientation in Malaysia's shopping landscape.

Table 10

Result on Mean Score of Tourist Shopping Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with my decision to shopping in Malaysia	401	5	6	5.46	.499
I feel very satisfied after shopping in Malaysia	401	4	7	5.77	.867
I am 100% satisfied shopping in Malaysia	401	5	6	5.46	.499
I am satisfied with shopping atmosphere in Malaysia	401	4	7	5.77	.867
I am satisfied with shop service orientation in Malaysia	401	4	7	5.77	.867
I am satisfied with Merchandise in Malaysia	401	5	6	5.01	.111
Valid N (listwise)	401				

***Tourist Continuance Intention to Return and Spread Positive Words After Shopping in Malaysia***

Objective seven is to identify the continuance intention to return and spread positive words after shopping in Malaysia. Overall, the tourists gave positive feedbacks about destination loyalty. They will recommend shopping to others, spread positive words, and intend to come again for shopping. The higher result showed with the score mean = 5.36, which is “I will talk about my shopping experience in Malaysia to my friends, neighbours, and relatives” (Table 11).

Table 11

*Result on Mean Score Mean Score Destination Loyalty*

<i>Mean Score Destination Loyalty</i>					
	N	Minimum	Maximum	Mean	Std. Deviation
I will recommend shopping in Malaysia to my friends, neighbour and relatives	401	5	6	5.30	.460
I will talk about my shopping experience in Malaysia to my friends, neighbour and relatives	401	5	6	5.36	.482
I intend to continue to visit Malaysia for shopping in the future	401	5	6	5.30	.460
Shopping will be one of the activities that I will do when I visit Malaysia in the future	401	4	6	5.04	.820
Malaysia will be my destination for shopping in the future	401	3	5	4.05	.824

**Discussions and Conclusions**

The aim of this study was to explore and develop a theoretical framework of the tourist shopping satisfaction in Malaysia's shopping landscape with the shopping expectation, experience, destination loyalty, and country images dimensions. The study targeted international tourists visiting Malaysia and emerging shopping tourism. The study suggested that tourist shopping satisfaction has six key dimensions, namely shopping atmosphere expectation, store service orientation expectation, merchandise expectation, shopping atmosphere experience, shop service orientation experience, and merchandise experience. The dimensions identified in this study provides a step forward in developing a better comprehension of tourist shopping satisfaction and contributing to the body of shopping tourism literature. The findings extend insights into the representative shopping expectation-specific, shopping experience-specific, destination loyalty-specific, and country images-particular dimensions of shopping tourism. Specifically, the validated scale utilised in this research can act as a foundation for researchers to perform further empirical research on shopping tourism. Previous studies indicated that shopping attribute, shopping satisfaction, and destination loyalty have a relationship in western countries. This relationship also has a significant impact on international tourists during their visit to Kuala Lumpur. The findings of this study also answer the objective and research question and the entire hypothesis were analyzed accordingly. The items such as shopping atmosphere, store service orientation and merchandise delineated under various factors in this study conform to the findings of Choi et al (2018) implying that in shopping tourism, these attributes play an important role in influencing the shopping expectation and experience. For both variables, shopping expectation and shopping experience, the item under shopping atmosphere had a stronger relationship with tourist shopping satisfaction. All these variables describe the actual factors that the tourist eyes

when they visit Malaysia for shopping. This study also found that, country images have a moderate relationship between tourist shopping and destination loyalty.

Several implications and suggestions were drawn from the results. From this study, the researchers had learnt and gained knowledge on Tourist Shopping Satisfaction among the respondents in Kuala Lumpur. It provides benefits and new information about tourist's shopping behaviour especially to the tourism industry and retailing industry according to the tourist shopping experience, shopping expectation, destination loyalty, and country images. It can help to find out what tourists want and to improve the product or service to suit the needs and preferences of tourists. In addition, this study also helps the industry in terms of promoting, marketing, and developing product to enhance the growth of the tourism industry in Malaysia. Furthermore, the findings of this study will help retailers determine the best tenant mix to maximize performance and optimize campaigns to meet potential consumers.

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