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NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

TOURISM CLUSTER

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The Relationship Between International Tourist Expectations, Destination Image, Perceived Quality and Tourists Satisfaction Towards Shopping Hubs in Bukit Bintang, Kuala Lumpur, Malaysia

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ABSTRACT

Albeit, shopping is not the main reason for travelling, it is an important part of any tourists' experience, which will eventually lead to greater satisfaction. Thus, this research aims to identify the relationship between tourist expectations, perceived quality and destination image towards shopping at Bukit Bintang as Bukit Bintang is one of the most popular shopping hubs in Malaysia. Data is collected by conducting quantitative research, which is by distributing 384 questionnaires to international tourists who came to shop at Bukit Bintang. The data collected was analyzed using the Statistical Package for Social Science (SPSS). The results indicated that there is a relationship between tourists' expectations, destination image, perceived quality and tourists' satisfaction towards shopping hubs in Bukit Bintang, Kuala Lumpur. The findings of this study could provide better guidelines for the tourism management and destination operators to further develop better strategies in satisfying travelers at Bukit Bintang, Kuala Lumpur, Malaysia.

Keywords: *Bukit Bintang, Destination image, Expectation, Perceived quality, Tourists satisfaction*

INTRODUCTION

Shopping tourism is becoming increasingly significant for many countries as it provides a great source of income to a country. It is undeniable that shopping tourism has greatly impelled the economic growth in Malaysia (Mohd Hanafiah & Mohd Harun, 2010). The vibrant city of Kuala Lumpur is known as the perfect shopping paradise in Malaysia (CNN, 2017). It was statistically proven that international tourists' arrival in Kuala Lumpur for shopping purposes has steadily increased over the years. In 2016, there are 11.3 million international tourists who arrived in Kuala Lumpur for shopping. Nevertheless, the number of international tourists has increased from 1 million to 12.3million in 2017 and 13.2 million in the year of 2018 (Tourism Malaysia, 2018). The increasing number of tourists has positioned Kuala Lumpur as the fourth-best shopping destination in the world (Tourism Malaysia, 2018).

This lively city of Kuala Lumpur offers a wide range of shopping choices from the vast arrays of luxury malls, stores, street-side stalls, bazaars and night markets. Among the famous shopping choices are the Berjaya Times Square Mall, Bukit Bintang, The Pavillion, Suria KLCC, Central Market and Petaling Street. Bukit Bintang is the world's fourth-largest building in the world followed by Berjaya Times Square, which is the 5th largest building in the world (Kozak and Rimmington, 2000). Nevertheless, according to Tourism Malaysia (2018), Malaysia is alongside countries that offer the cheapest price in the world for items like electronic gadgets, cameras, cosmetics, perfumes, cigarettes and liquor. These goods can be purchased at a reasonable price as the Malaysian government provides a duty-free incentive to a certain range of items in designated shopping zones in Malaysia.