

**DESTINATION ATTRIBUTES THAT ATTRACT  
INTERNATIONAL TOURISTS TO VISIT PANGKOR ISLAND**

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## ABSTRACT

The purpose of this study is to identify Pangkor Island's important destination attributes. This study also examine how and to what extent Pangkor Island's important destination attributes impact on international tourists' decision on choosing Pangkor Island as their destination. A model adapted from Nguyen Cong Tien (2008) and Lichen Zhou (2005) was established to express how these important attributes impact on the selection of destination, destination image variable and through the perceived satisfaction with important attributes, affect the intention of international tourists to revisit Pangkor Island in the future. Data was collected from 180 international tourists who travelled to Pangkor Island. The result of this empirical study identified 9 important attributes of Pangkor Island from the analysis of quantitative data using the statistical techniques. Eight of these nine important attributes and destination image of Pangkor Island were found significantly important to destination selection of international tourists. The results also show that, the eight Pangkor Island's attributes revealed different importance levels in influencing tourists' destination decision making, formation of Pangkor Island's overall image, and the tourists' satisfaction level with their trip to Pangkor Island. This study presents a clear picture of the destination attributes that attract international tourists to visit Pangkor Island. Some recommendations are proposed to the Pangkor Island authorities relating to tourism promoting programs of Pangkor Island.

## ABSTRAK

Tujuan kajian ini dijalankan adalah untuk mengenalpasti ciri-ciri penting destinasi penting bagi Pulau Pangkor. Kajian ini juga menilai bagaimana dan sejauh mana ciri-ciri penting destinasi Pulau Pangkor member kesan kepada pelancong antarabangsa dalam memilih Pulau Pangkor sebagai destinasi pilihan percutian. Satu model yang diadaptasi daripada Nguyen Cong Tien (2008) and Lichen Zhou (2005) telah diwujudkan bagi menyatakan bagaimana ciri-ciri penting destinasi memberi kesan di dalam pemilihan sesebuah destinasi percutian, pembolehubah imej destinasi serta melalui kepuasan penerimaan mengenai ciri-ciri penting destinasi yang memberi kesan terhadap pemilihan Pulau Pangkor sebagai destinasi percutian pada masa hadapan. Data yang diperolehi diambil daripada 180 orang pelancong antarabangsa yang telah melancong ke Pulau Pangkor. Hasil kajian empirikal ini telah mengenalpasti 9 ciri-ciri penting Pulau Pangkor daripada analisis data kuantitatif dengan menggunakan teknik statistik. Lapan daripada sembilan ciri-ciri penting dan imej destinasi Pulau Pangkor telah dikenalpasti penting secara jelas signifikasinya sebagai destinasi pilihan bagi pelancong antarabangsa. Keputusan itu juga menunjukkan lapan ciri-ciri Pulau Pangkor mendedahkan tahap kepentingan yang berbeza dalam mempengaruhi pelancong membuat keputusan pemilihan destinasi percutian, pembentukan imej keseluruhan Pulau Pangkor, dan tahap kepuasan percutian ke Pulau Pangkor. Kajian ini menerangkan gambaran yang jelas tentang ciri-ciri destinasi yang dapat menarik pelancong antarabangsa ke Pulau Pangkor. Beberapa cadangan diusulkan kepada pihak berwajib Pulau Pangkor mengenai program promosi pelancongan Pulau Pangkor.