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travel destination (Uysal and Noe, 2003). In relation to tourist satisfaction in Malaysia, Kearney (2002) viewed that some travel satisfaction initiatives should be developed to increase the number of stay in Malaysia for each arrival. Among the key factors that support this initiative

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were run on the 482 useable data
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 Island, Malaysia. Thus, the objectives of
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 Malaysia is a country that has Asia's three

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 Tourism EssayKeywords: Perceived Value,
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