

**E-PROCEEDING HOTWEC 4.0**  
**RESEARCH TOWARDS IR 5.0**

**NURTURING  
HOSPITALITY,  
TOURISM AND  
WELLNESS WORLD**

**FHPK, UMK**



E-PROCEEDING

# RESEARCH TOWARDS IR 4.0

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# Awareness of Food Hygiene towards Food and Beverage Establishments among Customers in Malaysia

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## ABSTRACT

The increase in foodborne diseases in the country has necessitated the need to investigate the awareness of food hygiene towards food and beverage establishments among customers in Malaysia. The objective of this study is to identify the relationships between food handling, personal hygiene, environmental practice, and kitchen layout towards the awareness of food hygiene among customers. This study was conducted using a quantitative research approach on customers who normally dine out in food and beverage establishments in Malaysia. A total of 406 respondents have participated in this study. Based on the data analysis and findings, the most significant factor is environmental practice, which achieved the highest mean score of 4.6515.

**Keyword: Awareness, Food Hygiene, Food and Beverage, Food Handling, Personal Hygiene**

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## INTRODUCTION

Food hygiene practice is a wide subject scope and term that refers to the act of sustaining and preparing foods in order to guarantee that the food is safe for human consumption (Malcom, 2011). According to the World Health Organisation (2011), food hygiene deals with the prevention of food ingredient contamination at all stages of consumption, production, preparation, storage, and sales in food and beverage establishments. This study is demandingly important in order to support the concern of the awareness of food hygiene among customers in Malaysia.

This study aims to investigate whether the factor of hygienic food handling practices is essential to cost-effective and safe food handling procedures. The current study can also assist in preventing foodborne illness from impacting anyone, especially those with a weak immune system who can easily be affected by this disease. Hence, customers must be aware of the food that is safe to eat and not making them sick. Besides, as customers, they should emphasize food hygiene, especially on the food and beverage operators. In fact, there are many cases related to foodborne illness due to poor food hygiene standards.

This study consists of three objectives:

1. To examine food hygiene knowledge and awareness among Malaysian customers.
2. To assess the attitude of customers regarding food hygiene towards food and beverage establishments in Malaysia.

## **Significance of the Study**

### *Food and Beverage Operators*

This study is significant for the food and beverage establishment in understanding its responsibility to customers such as ensuring that the food served to the customer is safe to eat. This study will also increase the awareness of the operators regarding the consequences to their business performance. Therefore, the operators can improve and focus on the importance of food hygiene in order to increase their business performance towards practicing good food hygiene in terms of food and beverage establishment.

### *Customers*

Customers need to emphasize food hygiene, especially in food and beverage establishments. Hence, this study can help the customers to become more alert about eating hygienic food and be more concerned about the condition of the dining area and its environment. Other than that, the customers can also prevent deadly foodborne illnesses, especially the youngsters, elderly, or anyone with a weak immune system who can easily get affected by such a disease.

### *Future Researchers*

This study can help future researchers understand and overcome the obstacles faced by customers of food and beverage (F&B) establishments, besides providing valuable information to them. Therefore, the customers can understand the importance of food hygiene and the importance of food hygiene awareness. Besides, this study can also serve as a worthy guideline for those who intend to start a business in the food and beverage sector so that they can further understand food hygiene and make some improvements to lower the risk of food poisoning.

## **LITERATURE REVIEW**

### **Food Handling**

Food handlers are the actual important persons in consideration of food handling. Food handlers need to perform hygiene practice, which may affect a higher part of the populace that relies on their food. Food vendors selling ready-to-eat food on the streets can similarly be recognized as 'street foods' (Addo et al., 2007). In fact, street food vendors remain one of the players causal to food borne-associated illnesses as they are considered to have very little or no informative background of food hygiene and, therefore, they have little understanding and awareness of food safety measures (Mensah et al., 1999).

The problem of foodborne sicknesses is further prominent in rising states due to prevailing poor meal control including sanitation applies, inadequate food care laws, lack of fiscal assets to capitalize on safer utensils, and low education or training provided for food handlers (Amshawu, 2018). Hand washing is a protective measure to defend against the spread of illness and is the main way to decrease the transfer of bacteria from individual to meal surfaces. The main purpose of controlling contact among ready-to-eat meals and a person's hands is to avoid the handover of diseases and microorganisms present in the person's body (Amshawu, 2018).

## **Personal Hygiene**

Personal hygiene is significant for human lives because it is the largest contamination source of food (Monny, 2014). Handling food with dirty hands might cause cross-contamination, introducing microbes against the food (Monny, 2014). Personal hygiene practices among food sellers are observed to be normally good since the food sellers commonly show a neat appearance such as covering the hair and have short fingernails, which is important to prevent sickness.

The performance of safe food handling practices learnt through food hygiene training necessitates food handlers to use the resources provided to them and implement the skills, information, and knowledge into practical practice (Green et al., 2005). Food workers that are not committed to good personal hygiene may represent a related risk cause; however, they have poor to reasonable information and knowledge of the importance of food operatives as pathogen carriers, such as foodborne pathogens, safe storing, thawing, cooking, and refreezing the meals. Therefore, observing personal hygiene is dynamic for some food and beverage establishments.

## **Environmental Practice**

Food safety and environmental hygiene are inseparable. In order to serve safe food to customers, it is essential to ensure that the environment of the food handling is also safe from contamination. Environmental practice is significant in avoiding the spread of infectious illnesses, especially foodborne diseases (South Australia Health, 2019). According to World Health Organization (WHO), as cited by Corvalan (2000), environmental condition is the regulator of all causes in the physical situation that exercise or might exercise deleterious or harmful effects on the physical development, the survival of man, and health.

Additionally, Ademuwagun and Oduntan (1986) described environmental health as the provider and controller of such aspects in the public that can affect their health. Thus, in order to investigate whether or not the customers are aware of the environmental practice in every visited food and beverage establishment, they should observe whether the establishment provides a covered dustbin, the food handler wears an apron and covers their hair, or the toilet facilities are clean (Sienny, 2010). In short, practicing a hygienic environment in food and beverage establishments will prevent food poisoning among customers due to eating contaminated food.

## **Kitchen Layout**

The layout of a kitchen is important to consider which parts of the kitchen will be used the most and the distance between them. When designing a commercial kitchen, food and beverage operators must be concerned about how it will function. The strategy must exploit effectiveness and productivity, and likewise the necessity to promote proper food safety procedures (Shaw, 2017). Foodservice specialists must work carefully with their designers and construction group, and it is also wise to cooperate with a food safety professional who can guide how the workspace layout can increase food safety practices. Several similar considerations are also applicable to those in charge of designing and refinishing food and beverage outlet (Shaw, 2017).

Furthermore, the majority of the customers are aware of the fact that cooked food should be placed more than 45 cm above the floor to prevent bacterial or germination contact from the floor to the cooked food (Rizal, 2017). This is because the floor connects the germline from the dirty area to the clean area, which may cause damage to the food (Jamal, 1993). In sum, it is clear that the knowledge of hygiene is the important factor for raising awareness and confidence in the face of consequences that can lead to contamination and food damage.

## Research Hypotheses

In this study, the following four hypotheses were indicated based on the research objectives:

- H1: Food handling has a relationship with the awareness of food hygiene knowledge among customers.
- H2: Personal hygiene has a relationship with the awareness of food hygiene knowledge among customers.
- H3: Environmental practice has a relationship with the awareness of food hygiene knowledge among customers.
- H4: Kitchen layout has a relationship with the awareness of food hygiene knowledge among customers.

## Research Framework

A research framework has been developed to investigate the connection between the research variables. The dependent variable of the study includes awareness of food hygiene knowledge among customers, while the independent variables include food handling, personal hygiene, environmental practice, and kitchen layout.

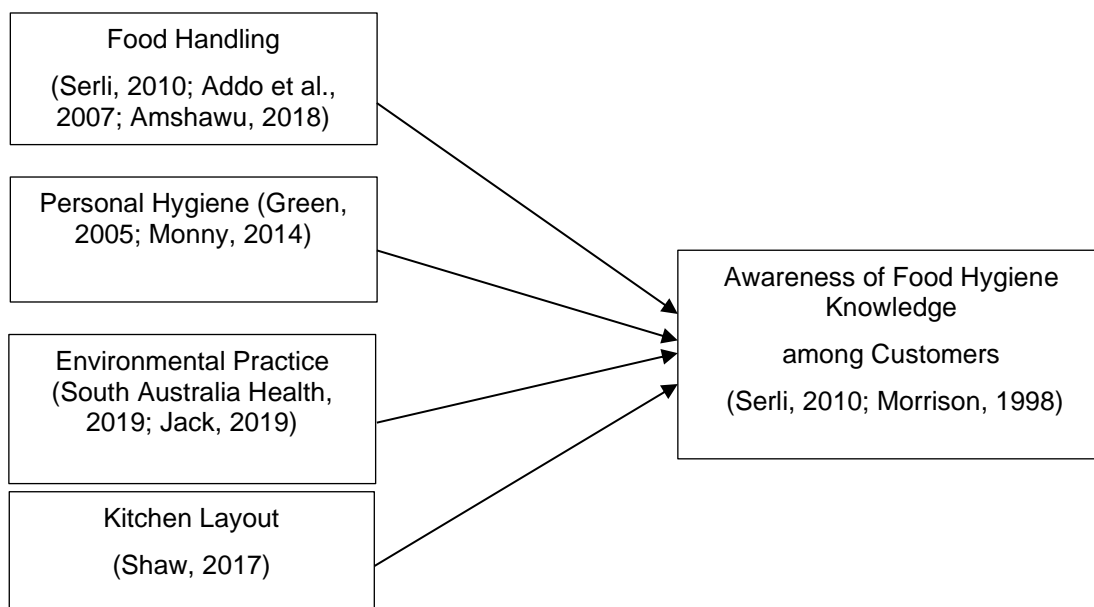


Figure 1: Research Framework on the Awareness of Food Hygiene towards Food and Beverage Establishment among Customers in Malaysia

Source: *The role of conceptual frameworks in epidemiological analysis* (Victora, Huttly, Fuchs, & Olinto, 1997)

## METHODOLOGY

### Research Design

This study used a quantitative method via statistics through the use of large-scale survey research to collect information by distributing a set of questionnaires through Google Forms. This study mentions the technique and the procedure custom aimed at collecting and

analyzing appropriate facts through research. The questionnaires were used to obtain the respondents' understanding of the awareness of food hygiene towards food and beverage establishments in Malaysia. The data were collected by asking the respondents about their food hygiene knowledge, particularly of food handling, personal hygiene, environmental practice, and kitchen layout.

### Data Collection

In the first stage, this study involved primary data collection using questionnaires using Google Forms, which were distributed to 406 respondents who participated in this study. The respondents were also selected randomly to answer the questions related to the awareness of food hygiene towards food and beverage establishments in Malaysia.

### Sampling

The probability sampling technique was the sampling method used in this study, particularly the simple random sampling, which is a straightforward probability sampling strategy. To obtain a reliable and valid sample for this study, the researchers used Krejcie & Morgan's (1970) equation to determine the sample size. The formula of this equation is as follows:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### Data Analysis

Three types of data analyses were used in this study, namely frequency analysis, descriptive analysis, and reliability analysis. The collected data were analysed by using Statistical Package for the Social Sciences (SPSS) to show the relationships between the dependent variable and the independent variables as a set of statistical processes approximated by regression analysis.

## FINDINGS

### Profile of Respondents

Table 1: Respondents' Profile

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Female	285	70.2
	Male	121	29.8

Race	Malay	318	78.3
	Chinese	12	3.0
	Indian	8	2.0
	Others	68	16.7
Age	13 - 20 Years Old	126	31.0
	21 - 30 Years Old	210	51.7
	31 - 40 Years Old	38	9.4
	41 - 50 Years Old	17	4.2
	>50 Years Old	15	3.7
Education Level	High School	78	19.2
	Diploma	107	26.4
	Undergraduate	189	46.6
	Postgraduate	32	7.8
Type of Food and Beverage (F&B) Establishment Visited	Restaurant	231	56.9
	Cafeteria	38	9.4
	Food Vendor	29	7.1
	Fast Food	108	26.6

Table 1 depicts the profile of the respondents. Out of 406 respondents, the majority of the respondents are females, which accounted for 70.2% of the total sample. Meanwhile, in terms of race, the majority are Malay with 78.3%, followed by “others” with 16.7%, Chinese with 3.0%, and Indian with 2.0%. In terms of the respondents’ age, 31.0% of them are 13 to 20 years old, 51.7% are 21 to 30 years old, 9.4% are 31 to 40 years old, 4.2% are 41 to 50 years old, and 3.7% of them are >50 years old. As for the educational level, out of 406 respondents, 19.2% of the respondents are high school students, 26.4% are diploma students, 46.6% are undergraduates, and 7.8% of them are postgraduates. In terms of the type of food and beverage establishment visited, the majority of the respondents visited restaurants with 56.9%, fast food with 26.6%, cafeteria with 9.4%, while the remaining 7.1% of the respondents visited food vendors. The statistics nearly represent the actual demographic tabulation with regard to the awareness of food hygiene knowledge towards food and beverage establishments among customers in Malaysia.

Table 2: Descriptive analysis of the awareness of food hygiene towards food and beverage establishment among customers (N=406)

Item Description	Mean Score	Standard Deviation
<b>IV 1: Food Handling</b>		
Before handling food, rinsing hands with cold water is enough to get rid of the bacteria on hands.	2.61	1.395
Safe food handling is an important part of job responsibilities.	4.82	0.427
Food handlers should be medically examined every six months.	4.54	0.718



Vegetables should be practically placed on the higher shelf in the refrigerator than meat items.	3.44	1.326
Keeping food at a refrigerator temperature helps prevent food poisoning.	4.20	0.894
Cooked rice that was stored improperly may contain germs that can make people sick.	4.65	0.678
<b>IV 2: Personal Hygiene</b>		
Food handlers suffering from foodborne diseases should not be allowed to go to work and steer clear from the premises where they work.	4.69	0.729
Food handlers should wear gloves when they touch ready-to-eat foods.	4.68	0.713
Food handlers who have wounded fingers and hands can handle food only if they correctly cover their cuts.	4.05	1.221
Food handlers should wear suitable attire before they start working.	4.75	0.523
Food handlers should use a clean hand towel to wipe their hands after washing them.	4.85	0.440
Food handlers should change gloves after they handle raw food and before they handle ready-to-eat foods.	4.80	0.509
<b>IV 3: Environmental Practice</b>		
Customers should be concerned about the environmental practice of the food and beverage establishment before visiting it.	4.84	0.385
Customers should be concerned about a certificate of food hygiene and safety of the food and beverage establishment.	4.79	0.481
Typhoid fever can be transmitted by a poor environmental practice of food and beverage establishments.	4.48	0.752
Parasite, fungi, bacteria, and viruses most likely cause food poisoning and food contamination.	4.82	0.506
Visiting a clean food and beverage establishment with a certificate of food hygiene and safety is important.	4.86	0.438
Visiting a clean-looking food and beverage establishment without considering food hygiene and safety is not relevant.	4.13	1.240
<b>IV 4: Kitchen Layout</b>		
As a customer, the open kitchen and the front of the store give you more confidence to enjoy the food.	4.21	0.944
As a customer, the outside kitchen gives you more confidence to enjoy the food.	3.83	1.191
Clean food comes from a cook who keeps the kitchen clean.	4.80	0.487
The uniformity of workers in the food premises guarantees customer trust.	4.39	0.824
Sanitation of utensils such as dishes, cups, spoons, and other items used to serve customers is a very important practice.	4.90	0.328
The store design is the first source to ensure cleanliness in the kitchen.	4.01	1.021
<b>DV: Awareness of Food Hygiene Knowledge among Customers</b>		
Raw food ingredients that are not easily damaged cannot be stored on the floor.	4.28	1.125
I am not allowed to enter food premises or handle food if I have or become a carrier of the Coronavirus disease.	4.89	0.496
I do not cough and sneeze in the direction of food to avoid contaminated food from being contained.	4.90	0.413
My nails are always short and clean.	4.79	0.552

If I am a cook, I do not wear jewellery or watches when handling food.	4.68	0.686
If I were a cook, I would wear an apron, head covering, and footwear when handling food.	4.77	0.551

Table 2 shows the mean and standard deviation for eighteen statements under four independent variables and six statements under the dependent variable based on the survey involving 406 respondents. The highest mean value for the food handling factor was obtained by Question 2 with 4.82, where the respondents agreed that safe food handling is an important part of job responsibilities. The lowest mean value belongs to Question 1 with 2.61, where the respondents agreed that before handling food, rinsing hands with cold water is enough to get rid of the bacteria on hands. As for the factor of personal hygiene, the highest mean value was obtained by Question 5 with 4.85, where the respondents agreed that food handlers should use a clean hand towel to wipe their hands after washing them. The lowest mean value belongs to Question 3 with 4.05, where the respondents agreed that food handlers who have wounded fingers and hands can handle food only if they correctly cover their cuts. Meanwhile, the highest mean value for the factor of environmental practice was obtained by Question 5 with 4.86, where the respondents agreed that visiting a clean food and beverage establishment with a certificate of food hygiene and safety is important. The lowest mean value belongs to Question 6 with 4.13, where the respondents agreed that visiting a clean-looking food and beverage establishment without considering food hygiene and safety is not relevant. Furthermore, the highest mean value for the kitchen layout factor was obtained by Question 5 with 4.90, where the respondents agreed that sanitation of utensils such as dishes, cups, spoons, and other items used to serve customers is a very important practice. The lowest mean value belongs to Question 2 with 3.83, where the respondents agreed that as a customer, the outside kitchen gives more confidence to enjoy the food. Next, the highest mean value for the dependent variable of awareness of food hygiene knowledge among customers was obtained by Question 3 with 4.90, where the respondents agreed that not coughing and sneezing in the direction of food can avoid contaminated food from being contained. The lowest mean value belongs to question 1 with 4.28, where the respondents agreed that raw food ingredients that are not easily damaged cannot be stored on the floor.

## DISCUSSION & RECOMMENDATIONS

Discussions are aimed at solving questions and addressing hypotheses as mentioned in the first chapter of this study. In general, this study has extensively researched the awareness of food hygiene towards food and beverage establishments among customers in Malaysia. Based on the findings of the study, the current study would provide several recommendations for food and beverage (F&B) operators and future researchers that allow the operators of food and beverage (F&B) establishments to understand their responsibilities towards customers and express concern regarding the improvement that can be made in future studies.

Food and beverage (F&B) operators should follow the Standard Operation Procedures (SOPs) to ensure proper implementation of hygienic food handling practices in the establishment. The SOPs also help the establishment to provide a specific service guideline to satisfy customer needs or wants. In terms of kitchen operations, the SOPs can be used as one of the cores of the establishment in order to prevent the customers from getting a food-borne disease or any other illness due to the poor hygienic practices during the food preparation. As Malaysia has also encountered the COVID-19 pandemic starting from the 4th of May, 2020, the government has set several strict conditions in terms of Standard Operation Procedures (SOPs) in the food sector under the Conditional Movement Control Order (CMCO) (New Straits Times, 2020). This includes recording employees' body temperature upon arrival, personal hygiene practice at the premise, the usage of alcohol-based hand sanitizers, and the

provision of areas for washing hands.

The research findings are also essential for future research continuation. Thus, it is recommended that future research examines the knowledge of food hygiene among food and beverage establishment customers by including more demographic characteristics of the respondents such as ethnicity, religion, monthly income, marital status, occupation, and many more in order to generate different results or findings from various perspectives.

Furthermore, it is recommended that future researchers improvise the data collection of this study, especially in terms of questionnaire distribution. Rather than distributing the questionnaires through the internet, future researchers can engage in a face-to-face questionnaire distribution. As a result, the researchers can explain the research purpose in detail while distributing the questionnaires to the potential respondents. Additionally, an extent of interaction between the researchers and the respondents can also be helpful in order to enlighten the respondents more clearly about what will be asked in the questionnaires.

## **CONCLUSION**

In conclusion, this study has been accomplished to discover the awareness of food hygiene towards food and beverage establishments among customers in Malaysia. Four independent variables, namely food handling, personal hygiene, environmental practice, and kitchen layout have been chosen to examine their relationships with the dependent variable, which is the awareness of food hygiene towards food and beverage establishment among customers in Malaysia. A total of 406 respondents from the age of 13 years old and above were selected from all states in Malaysia to examine their awareness of food hygiene knowledge. Overall, based on Pearson's correlation analysis, the food handling factor scored a value of \*0.140, followed by personal hygiene with \*0.296, environmental practice with \*0.310, and kitchen layout with \*0.165.

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# Determinants of Customer Satisfaction Towards Homestay in Malaysia

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## ABSTRACT

The aim of this study is to examine the determinants of customer satisfaction towards homestay in Malaysia. The quantitative research method was selected, and structured questionnaire was used in this study. A total of 374 respondents were chosen for this study. The data collected was analysed using Statistical Packages for Social Science Version 24 (SPSS Version 24) software based on descriptive statistic, reliability analysis, and correlation analysis. As for the result, all of the independent variables (service quality, price and emotional) that had been studied in this research had significant relationships towards dependent variable (customer satisfaction). Through this study, a better understanding on the factors that influence homestay users can found. In addition, this study contributes in better understanding the knowledge that influence homestay user behaviour in Malaysia.

**Keywords: services quality, price, emotional, customer satisfaction**

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## INTRODUCTION

Hospitality industry is a broad category that includes lodging, transportation, entertainment, and additional fields within the tourism industry (Peter Novak, 2017). The tourism sector is one of the highest generated income produces and major source of contribution to the economy in Malaysia. Nation's tourism industry recorded, there is +4.8% growth of tourist arrivals in Malaysia (My Tourism Data, 2019). Tourism has been an essential sector to both the developed and the developing economies. Tourism sector contributes to government revenues, national income, foreign exchange and the development in Growth Domestic Product (GDP) (Sivalingam, 2007). Tourism can be defined can be define as the act of travel for predominantly recreational or leisure purposes. Tourist voluntarily leave their normal surroundings where they reside to visit another environment for some purpose, and it includes all the things they do during their travel. It includes travel bookings, transportation, accommodations, food, and destination visits. It usually engages in different activities regardless of how close or how far the destination they visited (Hall, 2008; Holloway & Taylor, 2006; Jafari, 2002). They were classified as temporary visitor staying at least 24 hours in a destination.

Hospitality industry is big and diverse. It has traditionally claimed some of the closer relationship with global consumer of any sector. The hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry. Most of all, hospitality should be a "place" where people can experience different lifestyle and build own personality (Hogan, 2008).

One of the categories in hospitality industry is accommodation such as homestay. The concept of homestay programme begin in 1995 in Malaysia and initiated by the Ministry of Tourism. The concept of homestay is to provide a better understanding of various aspects and

culture of Malaysian kampung (village) style. Hospitality was essentially a connection between hosts and guests (Laskley, 2000). Cultural stay and host families is a concept of interaction between host families and tourist in developing of cultural exchange (Jamilah et.al, 2007). The homestay needs to play a role in creating values with guest to accomplish their expectations. In essence, homestay style not only a form of accommodation but one of the concepts in delivering lifestyle experience, local culture and economic activities (Kalsom & Nor Ashikin, 2005).

In Malaysia, homestay program grows rapidly. President of Sabah Homestay Association (SHA) reported the number of tourist arrivals for the homestay in 2017 has increased to 70,083 as compared to 2016 which is only 47,291 tourists. Homestay accommodation is primarily managed by the Kampung people (village) (Clammer, 1996; Kennedy, 1993). Homestay program provides tourists to gather experiences in multi-ethnic life conditions with the local people that includes the changing of socio-cultural, differentiation of home cooked food and discovering other lifestyles (Liu, 2006). The tourist experiences village style activities such as jungle trekking, fishing, rubber tapping, and handicraft making. Homestay programme not only focus on tourists but to local people from different states. All the activities are outlined by the Ministry of Tourism and Culture Malaysia which include culture and lifestyle, recreational, economic activities, environmental protection.

The aim of the study is to analyse the determinants of customer satisfaction towards homestay in Malaysia. There are three objectives of this research:

1. To determine the relationship between services quality and customer satisfaction towards homestay in Malaysia.
2. To determine the relationship between price and customer satisfaction towards homestay in Malaysia.
3. To determine the relationship between emotional and customer satisfaction towards homestay in Malaysia.

## **Significance of The Study**

### **Society**

This research will contribute on society or community. This study will provide information to other researchers in the future to assess customer satisfaction for the hospitality industry. The future may different in terms of factors affecting customer satisfaction. Therefore, customers can make this study a reference when traveling to Malaysia and choosing the right homestay and meeting the needs of the consumers.

### **Economy**

This study will benefit the hospitality industry in term of economic benefits. Homestay businesses could provide not only cheaper alternative accommodations to tourists but also supplementary income to operators. Homestay tourism not only creates employment opportunities but also improves infrastructure and generates investment.

## **LITERATURE REVIEW**

### **Service Quality**

In this scenario, the provision of high-quality services and the increase of customer satisfaction are generally recognized as fundamental factors boosting the success of hotel and tourism industry. Furthermore, quality of service is becoming a big part of business practice as many businesses are faced with growing rivalry and rapid deregulation. This is important in order to gain competitive advantage and productivity, high quality service need to be successfully delivered (Wong Ooi Mei et al., (1999). According to Oh & Parks (1997), hotels with good quality of service would ultimately boost their profitability. Thus, in a competitive hospitality industry which offers homogeneous services, individual hoteliers must be able to satisfy customers better than their counterparts (Choi & Chou, 2001).

### **Price**

In order to gain loyalty and to compensate other rivals, individual hoteliers must be able to obtain a high degree of customer satisfaction with the service rendered. Price and quality are essential qualities for creating customer loyalty that are important for all forms of product and service industry (Bojanic, 1996). Chan (2017) has stated that research shows that as prices rise, so does the consumer's view of the quality of the products and services being sold, and the use of very low prices for the products and services, may also make the customer more conscious of their quality. Thus, pricing products and services on the spot between "too expensive" and "too cheap" is a safe way to keep consumers happy.

### **Emotional**

It is now generally recognized that the degree of customer satisfaction and long-term behavioural intention are affected by emotions during the pre-actual and post-consumption phases of the service encounter. According to Zorfas & Leemon (2017) by attaching emotional elements to customers, customer will be purchasing more products and services, and, visiting more frequently, showing less price sensitivity, paying more attention to emails, following advice, and suggesting more.

### **Customer Satisfaction**

Generally, customer satisfaction is the starting point to build customer which eventually leads to in building long term relationship. This generates a loyalty stock in an industry that boosts the corporate image. According to Hongxiu Li, Yong Liu, Chee-Wee Tan, Feng Hu (2020), since customer satisfaction is a vital barometer for evaluating hotel efficiency, an in-depth understanding of the factors that lead to both pleased and dissatisfied customers is of utmost importance to hotel management. The obvious need to please the industry's customers is to invest the company to attain a higher market share and to acquire a repeat and referral business, all of which will lead to improved profitability (Kandampully & Suhartanto, 2000).



## Research Hypothesis

In this study, the three hypotheses tested are:

- H1: There is significant relationship between service quality and customer satisfaction towards homestay in Malaysia.
- H2: There is significant relationship between price and customer satisfaction towards homestay in Malaysia.
- H3: There is significant relationship between emotional and customer satisfaction towards homestay in Malaysia.

## Research Framework

The research model used for this study is to examine the determinants of customer satisfaction towards homestay in Malaysia.

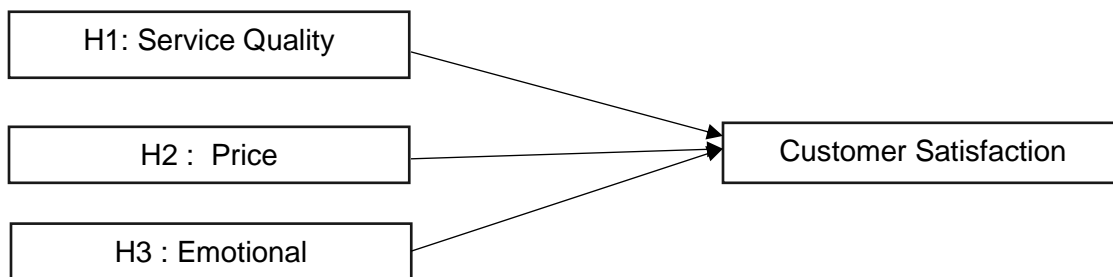


Figure 1: Research framework for Customer Satisfaction Towards Homestay in Malaysia

*Source: Customer Perceived Value in Creating Customer Satisfaction and Revisit Intention in Sharia Hotel (Adirestuty, 2019)*

## METHODOLOGY

### Research design

This study used the quantitative method to gain data through questionnaire. The questionnaire consisted of 3 sections, total of 26 items. The first section which is demographic profile included six multiple choice questions. The second and third section is independent variable and dependent variables included 20 items with five-point Likert-Scale ranging from 1=Strongly disagree till 5=strongly agree. The questions were adopted from (Eid & El-Gohary, 2015)(Biswakarma, 2015)(Kunjuraman & Hussin, 2013) and measured customer satisfaction towards homestay in Malaysia which include service quality, price and emotional.

### Data Collection

Pilot test with 10 respondents were conducted in order to test the reliability of the study prior to conducting fieldwork. Once the pilot test was done, the fieldwork was conducted. A set of questionnaires were distributed to the population randomly to 384 respondents who were the

homestay guest in Malaysia. The data collection process took 3 months and a total of 97.4% response rate with 374 usable questionnaires were able to be collected.

### Sampling

The sampling method used in this study was the simple random. This sampling method is the simplest form and can be carried out without any biasness.(Fithian et al., 2015). The purpose of simple random sampling is to select the individual sample as the representative of the population. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size.

### Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed using Statistical Package of the Social Science (SPSS). Descriptive analysis was conducted to identify and examine the relationship between customer satisfaction towards homestay. Pearson's Correlation was adopted examines the relationship between service quality, price and emotional towards homestay in Malaysia.

## FINDINGS

### Profile Sample

Table 1 Demographic Profile (n= 374)

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	143	38
	Female	231	62
Religion	Malay	277	74
	Indian	39	10
	Chinese	58	16
Status	Single	199	53
	Married	139	37
	Divorced	36	10
Education	Primary school	13	3
	Secondary school	32	9
	Diploma	86	23
	Degree	187	50
	Master	51	14
	PHD	5	1

Why you stay in vacation homestay?	182	48
Family day	71	19
Vacation, family day	104	28
Vacation, family days, others	7	2
Others	10	3

Table 1 shows the characterization of respondents. 143 out of 374 respondents are male represented 38%, while 231 respondents are female represented 62%. 74% of the respondents are Malays, 10% of the respondents are Indians and 16% of the respondents are Chinese. The highest percentage is 53% of the respondents are single, 50% out of total the respondents form the degree education, 48% of the respondents stay in homestay because of vacation.

### Analysis on customer satisfaction towards Homestay in Malaysia

Table 2 Mean, standard deviation (SD) of items and variables (n= 374)

Variables	Statements	Mean	SD
Service quality	When I am staying at homestay already has a good service	4.31	0.652
	Quality of services of the homestay is guarded well	4.34	0.676
	Homestay have a good quality services at front desk	4.14	0.873
	The homestay that I am staying is comfortable		
	Accommodation provided at homestay are clean and hygienic	4.38	0.660
		4.34	0.678
Price	The homestay where I stayed is cheap		
	I feel that I have saved more money	4.20	0.840
	I stay at homestay when they have special promotion	4.25	0.777
	Suitability of pricing package	4.12	0.982
	Pay on low deposit	4.32	0.721
		4.20	0.810
Emotional	I am comfortable with my room		
	I feel relax with the homestay I was staying in	4.63	0.602
	The homestay I stayed in gave a positive feeling	4.33	0.707
	Homestay I stayed give a sense of pleasure	4.33	0.718

Customer satisfaction	I felt personally safe at the homestay	4.35	0.709
		4.36	0.736
	I am satisfied with the services provided by this homestay	4.38	0.707
	I am satisfied with responsive homestay employees	4.35	0.720
	I am satisfied with the level of quality of services provided by the homestay	4.36	0.714
	I am satisfied with cleanliness around homestay	4.42	0.689
	I am overall satisfied with the homestay at the destination	4.43	0.707

“Service quality” scores showed (mean =4.302, SD =0.0929) indicating that service quality determined customer satisfaction since respondents agreed with most of the items. Respondents agreed the front desk of the homestay gave good quality service (mean =4.14, SD =0.873). Respondents agreed that homestay provides good service (mean = 4.31, SD = 0.652). In addition, respondents agreed that homestay are well guarded (mean = 4.34, SD = 0.676) and very comfortable (mean = 4.38, SD = 0.660). The homestay is very clean and hygienic (mean = 4.34, SD = 0.678). Ali et al., (2017) stated that service quality mainly assesses the perceived quality and is referred to as consumer’s judgment of overall distinction and supremacy of the services provided.

“Price” scored the lowest among the variables (mean = 4.218, SD = 0.0977). Respondents agreed that the price is low (mean = 4.20, SD = 0.840). Respondents also agreed they can save more money (mean = 4.25, SD = 0.777) and stay when the homestay is having promotion (mean = 4.12, SD = 0.982). Respondents agreed that the price offered suitable to the package. (mean = 4.32, SD = 0.721) and the deposit they paid were low (mean = 4.20, SD = 0.810). Triatmanto, (2020) defined price as something that can be measured which consists of several indicators such as the affordable price, discounted price and suitability price.

The emotional scored a mean of 4.38 and standard deviation of 0.0529. Specifically, respondents slightly agreed that comfortable with their room (mean = 4.63, SD = 0.602) and feel relax when staying at homestay (mean = 4.33, SD = 0.707). Next, the respondents commented that the homestay gave a positive feeling (mean = 4.33, SD = 0.718) and sense of pleasure (mean = 4.35, SD = 0.709). The feel staying at the homestay (mean = 4.20, SD = 0.810).

The dependent variable – customer satisfaction scored (mean = 4.388 (SD = 0.0116). Literally, respondents strongly agreed that they were satisfied with the services provided by homestay (mean = 4.38, SD = 0.707) and stated that the employees of the homestay were responsive (mean = 4.35, SD = 0.720). Respondents feel satisfied with the level of quality of services provided by the homestay (mean = 4.36, SD = 0.714) and with cleanliness around homestay (mean = 4.42, SD = 0.689). Overall, respondents were satisfied with the destination of the homestay (mean = 4.43, SD = 0.709).

**Relationship between service quality, price and emotional on customers satisfaction towards homestay in Malaysia.**

Table 3 Pearson's Correlation between Service Quality, Price and Emotional on Customer Satisfaction.

		Customer satisfaction
Service quality	Person correlation	.688
	Sig. (2-tailed)	.000
	N	374
Price	Person correlation	.688
	Sig. (2-tailed)	.000
	N	374
Emotional	Person correlation	.741
	Sig. (2-tailed)	.000
	N	374

The result in Table 3 indicates that service quality and customer satisfaction .688, which indicated moderate linear relationship. Following price and customer satisfaction showed .688 indicating moderate linear relationship. Meanwhile, emotional and customer satisfaction showed .741, indicating high positive linear relationship. All three variables positively correlated with customer satisfaction and the relationship is significant ( $p < 0.05$ ).

H1: There is significant relationship between service quality and customer satisfaction towards homestay in Malaysia.

The present study shows similarity with the past research that the service quality dimensions were found to be significant and influenced the visitor satisfaction at homestay (Ismail et al., 2016). Guest are more comfortable in evaluating functional quality of the performance of the service and how the homestay delivered their service (Manaf et al., 2015)

H2: There is significant relationship between price and customer satisfaction towards homestay in Malaysia.

In addition, the statement is proven by past studies from Ali Qalati et al.,(2019) found the positive influence of price along with satisfaction and trust towards consumer purchases. Kaura et al., (2015) stated that price is an important antecedent of customers' satisfaction as consumers depend on price because it is a signal of quality.

H3: There is significant relationship between emotional and customer satisfaction towards homestay in Malaysia.

The finding is in line with past studies and found emotional support from other customers exerts a significant positive effect on customer satisfaction (Chun-Fang Chiang & SooCheong Jang, 2006). Zhu et al., (2016) stated that emotions from another guest will influence customer satisfaction.

## **DISCUSSION & RECOMMENDATION**

This study its own limitations that give the researchers challenges in completing the study. For future research purposes, some challenges need to be highlighted. Future research needs to create another method to get superior results such as interview method or create some open-ended questions for respondents to get high response rate, good explanation and better understanding. Next, the researchers only focused on three determinants without knowing other determinants may play an important role in determining customer satisfaction. The scope of study will be more comprehensive, and more information can be attained.

## **CONCLUSION**

The main purpose of this research is to examine the relationship among the variables of service quality, price and emotional that determinants of customer satisfaction towards homestay in Malaysia. Overall, the results obtained indicated that emotional have high positive relationship on customer satisfaction towards Homestay in Malaysia. From the result of the reliability analysis, the overall variables resulted as excellent and accepted in this study. Both variables were analysed by Pearson Correlation Coefficient. In conclusion, the finding of this study proven that there is significant between service quality, price and emotional of customer satisfaction towards homestay in Malaysia.

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# Relationship among Attitude, Subjective Norms, Perceived Behaviour Control towards Airbnb Revisit Intention

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## ABSTRACT

The purpose of this study is to explore the relationship between attitude, subjective norms, perceived behaviour control and revisit intention Airbnb in Malaysia. The convenience sampling approach was used, and 384 respondents were evaluated. The data collected is analysed by using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive statistic, reliability analysis, and correlation analysis. As for the result, all the independent variables (attitude, subjective norms, perceive behaviour control) have a significant relationship towards dependent variable (revisit intention) among customers that have experience with Airbnb accommodation.

**Keywords: Attitude, subjective norms, -perceived behaviour control, revisit intention.**

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## INTRODUCTION

Malaysia is one of the world's most popular tourist destinations and has been successfully promoted as an ecologically and culturally rich destination. According to Tourism Malaysia (2019), the country's tourism industry reported a growth in tourist arrivals of +4.8 percent for the period January to May 2019, recording a total of 10,954,014 tourist arrivals compared to 10,454,447 last year. With a 69.2 percent share in the short-haul market, ASEAN retained its lead as the largest contributor to foreign tourist arrivals to Malaysia, representing a +4.7 percent increase to 7,584,128 tourists compared to 7,245,570 tourists in the same timeframe last year. Due to government support and seriousness in tourism and hospitality industry, varies of accommodation in Malaysia including hotels, resorts, motels and guesthouses were offered. There was other type of accommodation in the city, such as airport hotels, resort hotels and shops. Airbnb was also no exception as it is one of various categories of accommodations offered in Malaysia. Airbnb, regarded as a provider of peer-to-peer internet networks, has become one of the most popular models in the shared economy. Airbnb has gained rapid popularity throughout the world among its users (Airbnb, 2017). Bookings can be made using its web site and mobile application. The fundamental phenomenon of tourists living in informal rooms rented by locals has existed for centuries, but the internet has changed this trend and made it easier to quantify to previously undecipherable levels by enabling virtual markets where it is possible to create contact and confidence between hosts and their future guests (Guttentag, 2015). Over 100 million guests had used Airbnb by the summer of 2016 and over two million global listings have been added to the service (Airbnb, 2016).

Airbnb is an emerging concept; very little study has investigated why tourists use it. In the current study, Airbnb guests were viewed as a homogeneous group, thus ignoring the possibility of users being divided into market segments on the basis of their choice of service (Guttentag, et al., 2017). It is assumed that the preservation of repeat customers is especially important for the

sharing economy (i.e. Airbnb), since these current customers can quickly return to traditional (i.e. hotel) service providers. Therefore, Airbnb is likely to help develop in a sustainable way by analyzing variables that can impact the repurchase purpose of Airbnb (Tussyadiah, 2016). In this context, it is important to recognize context-specific precursors or drivers of the purpose of repurchasing Airbnb.

While networked companies such as Airbnb are a recent development in the world as a whole, speedy development has made them a major rival for the hospitality industry (Oskam et al., 2015). Most travelers stayed in conventional hotels a few years ago but Airbnb has changed it. According to a study by Barron, Kung and Proserpio (2019), Airbnb offers more than 5 million properties, in more than 85,000 cities all over the world, and its market price exceeds 30 billion dollars. The goal of this research is to investigate the impact of attitude, subjective norms and perceived behavioral control on the intention of revisiting Airbnb in Malaysia. In addition, this study was intended to examine, in particular, the effect of behaviors, subjective standards and perceived behaviour controls on the decision-making process, as well as the context of Airbnb accommodations.

There are three objectives of this research:

1. To examine the relationship between attitude and revisit intention for Airbnb accommodation customers.
2. To identify the relationship between subjective norms and revisit intention for Airbnb accommodation customers
3. To determine the relationship between perceived behavioural and revisit intention for Airbnb accommodation customers.

## **Significance of the Study**

### **Researchers**

This study assists the researcher to explore how attitude, subject norms, and perceived behavioral control in influencing customers revisit intention to Airbnb accommodations. Besides, this research will allow researchers to discover critical aspects that contribute to customers revisit attention process that many researchers have not explore, future researchers may gain instinct from referring to the topic of this research paper.

### **Hotel industry**

In addition, conducting this study the hotel industry will be able to know the factors that affecting the revisit intention between the customers to the other type of Airbnb accommodation in comparison of the number of customers in the hotel. It also helps the hotel industry to use the information in the research paper to find or create new initiatives in order to develop or increase customers in the hotel such as improving the facilities, services and products.

### **Future customers**

Future customers may gain benefits through the research topic since the research provide guidance to understand thoroughly on revisit intention of customers to Airbnb accommodations. The main influence of revisit intention to Airbnb accommodation is demonstrated in the research

will provide useful information to the future consumers.

## **LITERATURE REVIEW**

### **Revisit Intention to Airbnb Accommodation**

Revisiting intention characterized as the willingness to choose the same destination. Revisit intention means that a customer's intention to persist using a product / service or to return to a store is reflective of consumer satisfaction or disappointment, and also reflects the probability that consumers may visit current product / service providers again and again in the future. Revisit intention is therefore a major element in assessing marketing relationship performance, because it helps measure the likelihood of a lasting relationship (Yoo, Se Ran 2020). Previous research focused mostly on understanding customer behaviour paying a return visit may be associated with customer paying a return visit intention (Park, Eunil 2018). Previous literatures found that a positive event substantially affects the intention to return (Han & Kim, 2010).

### **Attitude**

In the field of social psychology, attitude can be characterized as a person's positive or negative, favourable or unfavourable assessments, an object, an action, a concept, a person's environment, and so on. When traveling to a certain destination, tourist attitude is an important predictor of tourist choice (Ragheb & Tate, 1993; Jalilvand & Samiei, 2012). Behavioral intention is conditioned by attitude, subjective norms and perceived behavior regulation, a theory of expected behavior (Ajzen, 1991). The meaning behind an attitude may influence external behaviours (Ajzen, 1991; Lee, 2007). The more favourable the attitude toward the behaviour, the stronger will be an individual's intention to perform the behaviour (Ajzen, 2001). Lee (2009) also found that tourist attitude affects future tourist behaviour.

### **Subjective Norms**

A subjective norm is the assumption that a certain conduct would be agreed and endorsed by a significant person or community of individuals. Subjective norms are important since they contribute to the personal experiences of an individual that may influence him. (Utami, 2017). Subjective norms are determined by perceived social pressure, which causes people to act in some way and offers an incentive to stick to the choices of other's opinion. (Ham, 2015). A subjective norm refers to an assessment of important others (e.g. parents, spouses, friends, teachers) which affects the perception of a behaviour by an individual (U.n, 2020). A subjective norm is the degree to which an individual or individual support or does not support a behaviour (MS & Budic S, 2016). Subjective norms impact deeply on the intentions of consumers (Sun et al., 2020). Subjective norms can also be view as how people view their actions in each cultural and social context and how others interpret their behaviors (Gong et al., 2019).

### **Perceived Behaviour Control towards Revisit Intention**

The theory of planned actions, an extension of reasonable practice theory, considers perceived behaviour control as the third predictor of behavioural intention and behaviour (Chang et al., 2016). Perceived behaviour control is considered an essential consideration for clients, considering the attitude towards other behaviours and the comparative community of others within the culture. Perceived behaviour control means the extent to which one thinks the behaviour is

under voluntary control. Perceived behaviour control can directly or indirectly influence behaviour through behaviour intentions (Zandhesami & Parvinchi, 2011). Research shows that perceived behaviour control is productive in revisit intentions (Meng & Mengxia Cui, 2020; Chan, Lang-lang, 2013). Since the 2000s, researchers have found out that several observational studies have shown that perceived significance has a positive effect on potential behavioral intentions and behaviors (Petrick, Backman, & Bixler, 1999; Oh, 2000; Petrick, Morais, & Norman, 2001; Sun, 2004; Petrick, 2004; Kashyap & Bojanic, 2000; Pritchard & Smith, 2000; Petrick & Backman, 2002; Murphy, Chen and Tsai, 2007).

### Research Hypothesis

In this study, there were three hypotheses:

- H1: There is a substantial relationship between attitude and the intention of customers to revisit accommodation on Airbnb in Malaysia.
- H2: There is a substantial relationship between subjective norms and the intention of customers to revisit accommodation on Airbnb in Malaysia.
- H3: There is a substantial relationship between perceived behaviour control and the intention of customers to revisit accommodation on Airbnb in Malaysia.

### Research Framework

A research framework has been developed in order to investigate the connection between attitudes, subjective norms, perceive behaviour control towards revisit intention towards accommodation with Airbnb in Malaysia. In addition, the purpose of customers to revisit the Airbnb accommodation that will be used to evaluate the hypothesis in this study is defined by attitude, subjective norms and perceived behaviour control.

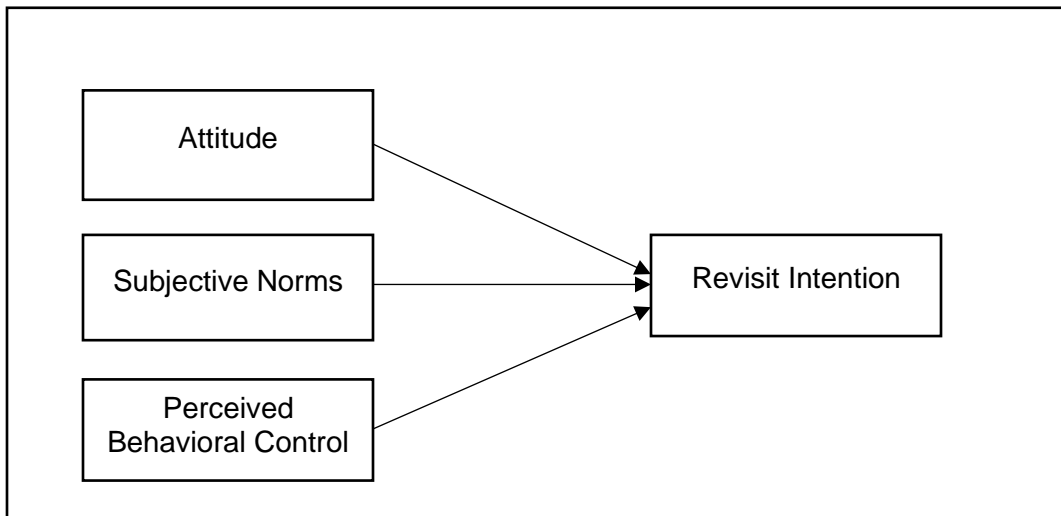


Figure 1: Conceptual Framework

Source: The role of conceptual frameworks in epidemiological analysis (Bo Meng and Mengxia Cui.,2019)

## **METHODOLOGY**

### **Research Design**

This study used the quantitative method that gather all data through questionnaires. The analysis unit was to evaluate the purpose of the customers to revisit towards Airbnb accommodation. As stated by Rahi (2017), in order to conduct research few steps need to be undertaken by using questionnaire. Quantitative method was adopted for this research of data, pre-defined instruments and searching for sample to target population. This study identified the factors of customers revisit intention towards Airbnb in Malaysia. Descriptive research therefore was used to gain data through questionnaires that was collected from the respondents.

### **Data Collection**

In the first stage, as a primary data collection tool, the data collection used in this research was through a self-administered online questionnaire. Primary data is the data collected as the first time with the aim of finding a solution to the problem. A questionnaire consists a set of questions or other types of prompts that mean to collect information from a respondent (Kumar, Talib & Ramayah, 2013). A set of questionnaires was distributed to the population to collect the data of the customers that have a stay experience with Airbnb accommodation. There are three sections of the questionnaire, which are Section A, Section B and Section C. Using social media sites, the questionnaire connect will be distributed to the respondents. Questionnaires was build using Google Form platform and been presented to the respondents in dual language which were English and Malay. The result of the study was collected in 3-week times.

### **Sampling**

The method of sampling used in this analysis was convenience sampling to gather the data. In convenience sampling, the target population respondents, which refer to the customers who have a stay experience at any Airbnb accommodation, have an equal and known chance of being selected as the subject of the study sample. The aim of the convenience sampling was to pick the individual sample as the population representative. Customers in Kuala Lumpur are the target audience for the study, since this is where Airbnb accommodation is mostly located. In short, the population in Kuala Lumpur is 7,996,830 people and the sample size would be 384 people, based on the rule of thumb proposed by Krejcie & Morgan (1970). The questionnaire will be distributed equally to the entire sample respondent picked.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$n$  = sample size

$N$  = population size

$e$  = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

$p$  = proportion of population (if unknown, 0.5)

## Data Analysis

In this study, there were three data types of data analysis used, which were frequency analysis, descriptive analysis and analysis of reliability. The information collected was analyzed using the Social Science Statistical Kit (SPSS).

## FINDINGS

Table 1 Demographic Profile (n=384)

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	155	39.8
	Female	229	58.9
Age	1 - 20	19	4.9
	21 – 40	273	70.2
	41 – 60	82	21.1
	61 – 80	10	2.6
Race	Malay	227	58.4
	Chinese	72	18.5
	Indian	85	21.9
Monthly income	Less than RM1,000	107	27.5
	RM1,001 – RM3,000	175	45.0
	RM3,001 – RM5,000	90	23.1
	Above RM5,000	12	3.1
Highest educational level	Primary school	7	1.8
	High school	132	33.9
	College/University	138	35.5
	Post graduate	107	27.5

Table 1 shows the characterization of respondents. 229 out of 384 respondents are female represented 58.9%, while 155 respondents are male represented 39.8%. 4.9% of the respondent age below 20 years old, 70.2% of respondents were between 21 and 40 years of age, 21.1% were between 41 and 60 years of age, and just 2.6% were between 61 and 80 years of age. 58.4% of the respondents were Malays, 18.5% were Chinese and 21.9% were Indian. Majority of the respondents earned RM1,001 to RM3,000 monthly, representing 45.0%. In addition, 35.5% of the respondents were college/university highest educational level and only 7% of the respondents were from primary school.

### Analysis on customer revisits Airbnb accommodation intentions.

In the Descriptive Analysis for the independent variables, the highest mean value was attitude variable which was 4.2427 and followed by subjective norms variable (4.1661). The lowest mean value for the independent variables was perceived behaviour control, which is 4.1391. The mean value for dependent variable was 4.3849. It could conclude that attitude variable was the most influence in customer's revisit intention to Airbnb accommodations in Malaysia.

**Table 2**

<b>Variables</b>	<b>Statements</b>	<b>Mean</b>	<b>SD</b>
<b>Attitude</b>	I think Airbnb is a best option for accommodation, compared to traditional lodging options (i.e., hotels or motels). I like using Airbnb.	4.3047	0.77384
	Airbnb offered good value for the price.	4.2500	0.74749
	Using the Airbnb website is a good idea.	4.2188	0.75380
	The environment is good.	4.1901	0.71741
	I think the design and layout is functional.	5.2500	0.76817
	<b>Subsection score</b>	<b>3.92</b>	<b>1.049</b>
<b>Subjective norms</b>	Most people who are important to me think I should revisit Airbnb accommodation.	4.1536	0.80458
	Most people who are important to me would want me to revisit Airbnb accommodation.	4.1536	0.80458
	People who value to me would suggest me to use Airbnb when travelling compared to traditional lodging.	4.1927	0.74704
	My family would ask to choose Airbnb when I am looking for an accommodation to stay.	4.1849	0.77808
	My friends would ask to choose Airbnb when I am looking for an accommodation to stay.	4.1458	0.80442
	<b>Subsection score</b>	<b>3.59</b>	<b>0.945</b>
<b>Perceived behavioural control</b>	Whether or not I revisit Airbnb accommodation is completely up to me.	4.0885	0.88058
	I am confident that if I want, I can go and revisit Airbnb accommodation.	4.1589	0.79046
	I have enough resources, time and opportunities to revisit Airbnb accommodation.	4.1380	0.80092
	I can afford staying at Airbnb accommodation if I want.	4.1380	0.80092
	I intend to stay at Airbnb accommodation when I am travelling.	4.1719	0.76588
	<b>Subsection score</b>	<b>3.50</b>	<b>0.912</b>
<b>Revisit intention</b>	In the near future, I'll use Airbnb.	<b>4.4193</b>	<b>0.73249</b>
	For my next tour, Airbnb will be one of the accommodation choices that I will consider.	<b>4.4141</b>	<b>0.69906</b>

As a viable lodging choice, I would like to suggest Airbnb to others.	<b>4.3255</b>	<b>0.71593</b>
Anytime I have the chance, I will mention to my friends and relatives how satisfied I am with the services received from Airbnb.	<b>4.3776</b>	<b>0.70479</b>
As I would like to stay there on some of my future vacations, I would like to spend more time in learning about Airbnb.	4.3880	0.68399

**Relationship between attitude, subjective norms and perceived behavioral control towards Airbnb revisit intention**

**Table 3**

Pearson's Correlation between Attitude, Subjective Norms and Perceived Behavioural Control towards Airbnb revisit intention

		<b>Customer Revisit Intention</b>
<b>Attitude</b>	Pearson Correlation	.423**
	Sig. (2-tailed)	.000
	N	384
<b>Subjective norms</b>	Pearson Correlation	.276**
	Sig. (2-tailed)	.000
	N	384
<b>Perceived behavioural control</b>	Pearson Correlation	.330**
	Sig. (2-tailed)	.000
	N	375

The result in Table 3 indicates that attitude and customer revisit intention .423, which indicated moderate relationship. Following subjective norm and customer revisit intention showed .276 indicating low relationship. Meanwhile, perceived behavioural control and customer revisit intention showed .330, which also indicating low relationship. All three variables positively correlated to customer revisit intention and significant since  $p < 0.05$ .

H1: There is a substantial relationship between attitude and the intention of customers to revisit accommodation on Airbnb in Malaysia.

The current study shows that tourism is an important indicator of tourism choices when traveling to a certain destination (Ragheb & Tate, 1993). External behaviours may be influenced by the intent behind an attitude (Ajzen, 1991; Lee, 2007). The more favourable the behaviour attitude, the greater the purpose of a person to conduct the behavior will be (Ajzen, 2001).

H2: There is a substantial relationship between subjective norms and the intention of customers to revisit accommodation on Airbnb in Malaysia



The statement is proven by past studies from (Sun, Law, & Schuckert, 2020) that mention subjective norms impact deeply on the intentions of consumers. It is further supported by (Gong et al., 2019) that subjective norms are how people view their actions in a given cultural and social context and how others interpret their behaviour.

H3: There is a substantial relationship between perceived behaviour control and the intention of customers to revisit accommodation on Airbnb in Malaysia.

The hypothesis is in accordance to the finding from (Zandhesami & Parvinchi, 2011) that perceived behaviour control can impact behaviour directly or indirectly through behaviour control. It is also supported by (Bo Meng & Mengxia Cui, 2020) that perceived behaviour control is effective on revisit intention.

## **DISCUSSION & RECOMMENDATION**

This research suggest that further studies can be carried out on Airbnb customers because this study only focuses on customers who have used Airbnb accommodation it could see whether there are any similarities in the findings. This study can produce different results if it applies to customers who have not used Airbnb accommodation. In addition, current research focuses only on Airbnb customer relationships between attitude, subjective norms, perceived behaviour control, and revisit intention. In this study, however, other important relationships that also play an important role in forming the revisit goal for Airbnb customers may be ignored. Therefore, other variables such as economics may be suggested for potential researchers to conduct a news finding in their analysis. Next, this study is limited to 384 sample that can be measured as small markets. According to Krejcie & Morgan (1970), that the amount would be sufficient and suitable, larger sample sizes could be used to systematize millions of Airbnb customers in Malaysia. Therefore, future researchers should expand their sample size in order to increase the accuracy and reliability of the study. Lastly, interview method or create some open-ended questions for respondents instead of respondents answer scaling questionnaire through online. Through interview method, researchers can get high response rate and ambiguities can be clarified and incomplete answer can be followed up immediately. Thus, this approach can reduce the misunderstanding and produce better results of the study.

## **CONCLUSION**

In conclusion, this study explores the link for Airbnb customers between attitude, subjective norms, perceived behaviour control and revisit intention. The researcher planned to investigate the relationship of each element in the independent variables to the dependent variables. 384 respondents took part of this study through the online survey method. The data have been collected and analyse by SPSS software version 26 based on descriptive statistic, reliability analysis, and correlation analysis. From the result of the reliability analysis, the variables had exceeded 0.7, so it shows that the questionnaire are highly reliable and can be used for the study. All the reliability has proven that the respondent understood, and the questionnaire provided well and this also means that the questionnaires has been accepted for this study. The study is to understand the relationship of Airbnb customers between attitude, subjective norms, perceived behaviour regulation and revisit intention. The outcome of the research goals that explore the link for Airbnb customers between attitude, subjective norms, perceived behaviour control and revisit intention is accepted.

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# Exploring Service Quality of Budget Hotel Toward Customers Satisfaction in Kota Bharu

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## ABSTRACT

This study was conducted to test the relationship between empathy, tangible aspects and responsiveness on customer's satisfaction toward budget hotel in Kota Bharu, Kelantan. Data was collected using questionnaire form, involving 379 respondents who have stayed or visited budget hotels in Kota Bharu. Four types of analysis were used to analyze the data, namely: descriptive, frequency, reliability and Pearson's Correlation Analysis. Findings from the study reveals that all three variables are significantly related to customer's satisfaction. The management of budget hotels can consider enhancing their service quality to develop positive experience among guests that may increase guest satisfaction.

**Keywords: Empathy, tangible, responsiveness, customer's satisfaction, Budget Hotel**

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## INTRODUCTION

Hotel industry plays a very important role in accompanying tourism as it provides accommodation to travellers and tourists. Nowadays in Malaysia, many hotels were operating with a choice of different categories and concepts. The preferred choice that guest choose is staying in a budget hotel. Gilbert and Hornsnell, (1998) stated that in achieving customer satisfaction with service providers, service quality has been identified as a determinant factor.

The management of the hotels need to ensure that the service offered is at the highest acceptable level in order to meet customer loyalty and desires work in this industry hold very important and significant attitudes in getting good reviews from customers. The article by Parasuraman et al. (1994) stated that a successful hotel that conveys great quality service to customers is consider the life of the hotel. Hence, service quality can influence the satisfaction of the customer when choosing their accommodation while travelling.

The aim of the study is to examine the effect of service quality attributes on customer satisfaction in budget hotel. There are various researches conducted about factor that affecting customer satisfactions towards hotels, but it is not focus on budget hotels. Budget hotels in Malaysia face many problems and challenges that can lead to business failure. Besides strengthening the previous studies, this study also hopes to provide valuable information to the budget hotel operators and related authorities that were involved in this industry.

There are three objectives of this research:

1. To examine the relationship between empathy and customer satisfaction on budget hotels in Kota Bharu.

2. To examine the relationship between tangible aspects and customer satisfaction on budget hotels in Kota Bharu.
3. To examine the relationship between responsiveness and customer satisfaction on budget hotels in Kota Bharu.

In order to meet the above research objective, the following questions were constructed:

1. What is the relationship between empathy and customer satisfaction toward budget hotels in Kota Bharu?
2. What is the relationship between tangible aspects and customer satisfaction toward budget hotels in Kota Bharu?
3. What is the relationship between responsiveness and customer satisfaction toward budget hotels in Kota Bharu?

## **Significance of the Study**

### **Researchers**

Through this study, the researchers explore how empathy, tangible aspects and responsiveness influence customer satisfaction towards budget hotels in Kota Bahru. Besides, this research allows researchers to get information on how customer satisfaction contributes in service quality of budget hotels that is less explored. this research provides important contributions to the present knowledge.

### **Industry Players**

The industry players can develop an appropriate and outstanding marketing strategy, which could maximize tourist's value. Additionally, they may gain the competitive advantages them from competitors to extend the business profitability, reputation and recognition. budget hotelier can improve the hotel policy and management more efficiently by focusing on most important factors which had shown in this research result that leads to customer satisfaction.

### **Consumers**

Future customers may gain benefits through the research topic since the research provides guidance for the customers to know the reasons of revisit intention to budget hotels in Kota Bharu. Besides, reasons why customer are satisfied towards budget hotel was demonstrated within the research which provide useful information for customers in the long run.

## **LITERATURE REVIEW**

### **Empathy**

According to Wieseke, J (2012), empathy is defined as the ability of a person to sense the thoughts, feelings, and experiences of another, to share the emotional experience of others, and to react to another person's observed experiences. From a cognitive viewpoint, empathy is the perspective of the service employee to take the concluded view of the customer knowing their mind, feelings and expectations. For hoteliers, in order to provide better service, they need to

have empathy (Cade & Quot, 2015). In addition, according to Markovic, (2015), for the recognition and satisfaction of customer requirements, empathy is vital during employee and customer communications.

### **Tangible aspects**

Rose and Thomson (2004) stated that in order to measure service quality in a budget hotel, few aspects need to be considered. These aspects include the existence of the physical surroundings and service, appliances, staff and means of communication. The physical dimension, in other words, is about creating first-hand impressions. The article by Delgado and Ballerster stated that at 2004, a business requires all its customer to have a special, optimistic and never-forgetting first-hand experience, which allows them to revisit, in the future. Tangibles plays a significant role in affecting the quality of service in budget hotels and customers would have a stronger understanding of the service if service providers exploit the tangible aspects. For example, service price, physical service environment and the appearance of the service provider (Shaharudrn. Yusof. Elias & Mansor, 2009).

### **Responsiveness**

According to Ding (2017), responsiveness is one of the service qualities factors that applied by the organizations to improve their customer satisfaction, it defined as the interests appeared in giving brief administration to customers when needed. Responsiveness is also known as the extent of hotel capacity in providing rapid service, variety of service and willingness to support customers in the service delivery process. It is the willingness to comfort customers and to offer prompt service. According to Nicole Tiedemann, Marcel van Birgele, Janjaap Semeijn (2009), responsiveness aspect emphasizes consideration and promptness in addressing customer orders, questions, concerns and issues. Moreover, it's been observed that eagerness or status of representatives to provide the wanted customers benefit without wasting the time of the customer. This will also effect on the level of customer loyalty positively (Alkhawaldeh & Eneizan, 2018; Kumar & Kumar, 2017).

### **Research Hypothesis**

Hypothesis can be defined as a relationship between two variables. There are three hypotheses in this study

H1: There is a relationship between empathy and customer satisfaction in budget hotel.

H2: There is a relationship between tangible aspects and customer satisfaction in budget hotel.

H3: There is a relationship between responsiveness and customer satisfaction in budget hotel.

### **Research Framework**

A research framework was developed in order to investigate the how service quality affect customer satisfaction in budget hotel in Kota Bharu. The relationship between experimental variables with empathy, tangible aspects and responsiveness with variable quantity which is customer's satisfaction toward Budget Hotel at Kota Bharu are examined.

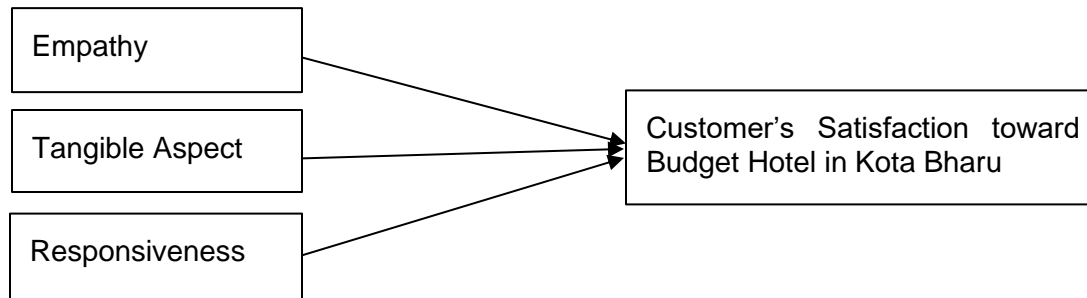


Figure 1: Conceptual Framework

Source: Framework adopted from Skogland and Siquaw (2004)

## METHODOLOGY

### Research Design

This study used the quantitative method to gain all data through questionnaires. In this research, the researcher identified the determinant of customer satisfaction toward Budget Hotel in Kota Bharu. Therefore, descriptive research was used to gain data through questionnaires that was collected from respondents. The questionnaire consisted 33 items and divided into 3 sections. The first section is the demographic profile such as gender, age, marital status, how many times been visited hotel budget and reason they choose to stay in budget hotel. The second and third sections inclusive of 28 items with five-point Likert-scale ranging from 1=strongly disagree till 5=strongly agree. The questions were adopted from previous studies by Cigdem, Altin Gumussoy & Berkehan Koseoglu (2016).

### Data Collection

The data collection process took 14 days. The setting of the study is budget hotel located in Kota Bharu which in 70 hotels in total. The respondents are those who have stayed in budget hotel in Kota Bharu and a total of 384 respondents sample size was chosen. The final questionnaires collected reported at 98.70% of response rate with total 379 usable questionnaires. Accurate and reliable information regarding the study situation while managing the field study is essential.

### Sampling

The sampling method used in this study was the non-probability sampling. This type of sampling method was used because it includes short feedback from research and was easy to use. Convenience sampling is a type of non-probability sampling that is influenced by data collection from population numbers that are readily accessible to join the study. In achieving a reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. In brief, the sample size would be 384 persons based on the rule of thumb proposed by Krejcie & Morgan (1970).



## Data Analysis

There were four data types of data analysis used in this study, that were frequency analysis, descriptive analysis, reliability analysis, and Pearson's Correlation Analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS). Frequency analysis was being used to analyse the data on the respondents' demographic profile. Descriptive analysis is to identify and examine customer's satisfaction toward Budget Hotel in Kota Bharu. The reliability was conducted to test to what degree tests to what degree an evaluation process yields accurate and consistent results. Pearson's Correlation was adopted to examine the relationship between empathy, tangible aspects and responsiveness on customer's satisfaction toward Budget Hotel on Kota. Findings with a p-value of less than the conventional value of 0.05 were regarded as statistically significant and the hypotheses can be accepted.

Hypothesis	significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.606	Moderate Positive Correlation
2	0.000	Accepted	0.648	Moderate Positive Correlation
3	0.000	Accepted	0.640	Moderate Positive Correlation

## FINDINGS

### Profile Sample

Table 1: Demographic Profile (n=379).

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	160	42
	Female	219	58
Age	Below 20	62	16
	20 – 29	164	43
	30 – 39	70	19
	40 – 49	54	14
	50 and above	28	8
Marital status	Single	216	57
	Married	130	34
	Divorced	23	6
	Widow	10	3

How many visits in a year?	Once a year	185	49
	2 – 4 times a year	132	35
	5 times and above	62	16
	Vacation	72	71.80
Why do you stay at Budget Hotel?	Family day	41	10.80
	Vacation and family day	62	16.30
	other	4	1.10

Table 1 shows the characterization of respondents. 160 out of 379 respondents are male which represents 42% of the total of sample, while 219 respondents are female represented 58% of the total of sample. 16% of the respondents age below 20 years old, 43% of the respondents aged between 20 to 29 years old, 19% of the respondents aged between 30 to 39 years old, 14% of the respondents aged between 40 to 49 years old and only 8% of the respondents were aged 50 years old and above. 57% of the respondents were single, 34% of the total respondents were married. 6% were divorced and only 3% were widows. Majority percentage of respondents has visited Budget Hotel once a year are 49%. 35% for 2-4 times a year while 16% for 5 times and above. In addition, the reason why respondents stayed at Budget Hotel was classification by vacation which was 71.80%, family day was 10.80%, vacation and family were 16.30%, for other reasons it was only 1.10%.

### Analysis on customer's satisfaction toward budget hotels in Kota Bharu

Table 2: Mean, standard deviation (SD) of items and variables (n = 379).

Variables	Statements	Mean	SD
<b>Empathy</b>	Staff of budget hotels have knowledge to answer customer's questions.	3.7810	0.9468
	Staff give personal attention to customers.	3.6148	0.9837
	Staff understand customer's specific needs.	3.6623	0.9467
	Staff of budget hotels are competent.	3.5435	1.0132
	Staff has excellent communication skills.	4.0185	0.5973
	Staff are always polite toward customers.	3.4459	1.2037
	Staff show a positive attitude when receiving feedback from customers.	3.7309	0.9575

<b>Tangible aspects</b>	The budget hotel has modern looking equipment.	3.4274	0.9633
	The budget hotel physical facilities are visually appealing.	3.4723	0.9953
	Staff of budget hotels are neatly appearing.	3.5119	0.9983
	Materials associated with the service are visually appealing.	3.52	0.9273
	The budget hotel has standard cleanliness and comfort of rooms for customers.	3.5673	1.0093
	The location of the budget hotel is convenient	3.6860	0.8992
	The arrangement of furniture in a budget hotel room is comfortable for customers.	3.6464	0.9352
<b>Responsiveness</b>	Staff are never too busy to respond to customers' requests.	3.4354	0.9936
	Staff at budget hotels give customer prompt service.	3.4512	1.0413
	Staff at budget hotels are always willing to help customers.	3.4037	1.0706
	Staff always alert the customers if any emergency occurs during their stay.	3.6174	0.9616
	The budget hotel ensures to protect customers' safety during their stay.	3.5488	0.9838
	The budget hotel provides a proper safety and security system to protect their customers.	3.4512	1.0387
	The budget hotel management is always ready to handle and solve customers' needs and wants.	3.6069	0.9765
<b>Customers satisfaction</b>	I am satisfied with the service provided by the budget hotel.	3.7546	0.8609
	I am satisfied with the responsiveness of budget hotel staff.	3.7143	1.0028
	I am satisfied with the level of quality of service provided by the budget hotel.	3.7143	0.8997
	I am satisfied with the cleanliness around the budget hotel.	3.6623	0.9523
	I am satisfied with the menu that the budget hotel provided.	3.6508	0.9579

	I am satisfied with the price of the room that the budget hotel offers.	3.8654	1.0028
	I am satisfied with the facilities provided at the budget hotel.	3.7836	0.9599

“Empathy” scored the highest (mean = 3.6397, SD = 0.9855) indicating that empathy determined customer revisit intention since respondents agreed with most of the item. Respondents agreed that staff of budget hotels have knowledge to answer customers' questions (mean=3.7810, SD=0.9468) and staff give personal attention to customers (mean=3.6148, SD=0.9837). Besides, the respondents agreed that staff understand customer’s specific needs (mean= 3.6623, SD=0.9467) and the staff of budget hotels are competent (mean=3.5435, SD=1.0132). Respondents also agreed that staff of budget hotels have excellent communication skills (mean=4.0185, SD=0.5973). Meanwhile, staff always polite towards customers scored the lowest (mean=3.4459, SD=1.2037). Next, the respondents agreed that staff of budget hotels show a positive attitude when receiving feedback from customers (mean=3.7309, SD=0.9575). The finding was in line with previous research by Mayshak, Sharman & Harley (2014) that empathy is one of the elements that drives employees to engage helpful and helpful action towards customer.

“Tangible aspects” scored second (mean = 3.5474, SD = 0.9647). Respondents agreed that the budget hotel has modern looking equipment (mean=3.4274, SD=0.9633) and the budget hotel physical facilities are visually appealing (mean=3.4723, SD=0.9953). Next, the respondents agreed that staff of budget hotels are neatly appearing (mean=3.5119, SD=0.9983) and the materials associated with the service are visually appealing (mean=3.52, SD=0.9273). Respondents also agreed that the budget hotel has their own standard cleanliness and comfort of rooms for customers (mean=3.5673, SD=1.0093), which is in accordance to finding of Tanineez (1990) that room cleanliness, particularly, was one of the foremost vital traits for customers in selecting their hotel. Furthermore, the respondents also agreed that the budget hotel has a convenient hotel location (mean=3.6860, SD=0.8992) and the arrangement of furniture in the budget hotel room is comfortable for customers (mean=3.6464, SD=0.9352).

“Responsiveness” scored the lowest among the variables (mean = 3.5021, SD = 1.0122). Specifically, respondents agreed that staff at budget hotels are never too busy to respond to customers’ requests (mean=3.4354, SD=0.9936) and staff at budget hotels give customer prompt service (mean=3.4512, SD=1.0413). Meanwhile, staff at budget hotels are always willing to help customers score the lowest (mean=3.4037, SD=1.0706). Next, the respondents agreed that staffs always alert the customers if any emergency occurs during their stay (mean=3.6174, SD=0.9616), the budget hotel ensure to protect customers’ safety during their stay (mean=3.5488, SD=0.9838) and the budget hotel provide a proper safety and security system to protect their customers (mean=3.4512, SD=1.0387). Respondents also agreed that the budget hotel management is always ready to handle and solve customer’s needs and wants (mean=3.6069, SD=0.9765). The finding indicates that responsiveness was one of the service qualities factors that applied by the organization to improve their customer satisfaction and this was supported by Ding (2017).

The dependent variable – customer’s satisfaction scored (mean=3.7351, SD=0.9507). Respondents agreed that they are satisfied with the service provided by the budget hotel (mean=3.7546, SD=0.8609) and they are satisfied with responsiveness of budget hotel staff (mean=3.7143, SD=1.0028). Besides, they agreed that the level of quality of service provided by the budget hotel (mean=3.7143, SD=0.8997) and the cleanliness around budget hotel (mean=3.6623, SD=0.9523) influenced their satisfaction toward the budget hotel. Meanwhile, the

respondents are slightly satisfied with the menu that the budget hotel provided (mean=3.6508, SD=0.9579). Next, the respondent strongly agreed that they were satisfied with the price of the room that the budget hotel offers (mean=3.8654, SD=1.0028). Moreover, respondents were also satisfied with the facilities provided at budget hotels (mean=3.7836, SD=0.9599). In the past research, it has proven that service quality may affect the customer's satisfaction in choosing their accommodation while traveling (Parasuraman et al. 1994).

**Relationship between empathy, tangible aspects and responsiveness on customer's satisfaction toward Budget Hotel on Kota Bharu**

Table 3: Pearson's Correlation between Empathy, Tangible Aspect and Responsiveness on Customer's Satisfaction toward Budget Hotel at Kota Bharu.

		<b>Customer's Satisfaction</b>
<b>Empathy</b>	Pearson Correlation	.606**
	Sig. (2-tailed)	.000
	N	379
<b>Tangible Aspect</b>	Pearson Correlation	.648**
	Sig. (2-tailed)	.000
	N	379
<b>Responsiveness</b>	Pearson Correlation	.640**
	Sig. (2-tailed)	.000
	N	379

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

The result in table 3 shows empathy and customer's satisfaction .606, which indicated moderate positive linear relationship. Following tangible aspects and customer's satisfaction showed .648 indicating moderate positive linear relationship. Meanwhile, responsiveness and customer's satisfaction showed .640, indicating moderate positive linear relationship. All three variables positively correlated to customer's satisfaction and statistically significant since  $p < 0.05$ .

H1: There is a significant relationship between empathy and customer's satisfaction toward Budget Hotel at Kota Bharu.

The present study shows similarity to the past research that by Wieseke which empathy in 2012 as the ability of a person to sense the thoughts, feelings, and experiences of another, to share the emotional experience of others, and to react to another person's observed experiences.

H2: There is a significant relationship between tangible aspect and customer's satisfaction toward Budget Hotel at Kota Bharu.

The statement was proven by past studies, tangibles play a significant role in affecting the quality of service in budget hotels and customers would have a stronger understanding of the service if service providers exploit the tangible aspects. In this study, tangibility is operationalized by the service price, physical environment and the appearance of the service provider, Shaharudrn. Yusof. Elias & Mansor (2009).

H3: There is a significant relationship between responsiveness and customer's satisfaction toward Budget Hotel at Kota Bharu.

This finding is in line with study by Tiedemann, Birgele and Semejin (2009) where hotel responsiveness can be done to the customers through knowledge sharing, variety of services and willingness to support customers in the service delivery process.

## **DISCUSSION & RECOMMENDATION**

There are several challenges and limitations faced in the study and need to be highlighted for future research. In order to increase the reliability of the study, future research should consider using qualitative methods in collecting data. This This is to avoid from respondents not reading and answering the questions thoroughly. Next, the researchers face limitations in accuracy of the data interpretation due to exclusion of unusable data collected. In this study, the researchers only covered three determinants. However, there might be other essential determinants that play an important role in determining customer's satisfaction toward Budget Hotel on Kota Bharu. Moreover, the researchers just focused on the study at Budget Hotel in Kota Bharu which findings cannot be generalized throughout Malaysia. Therefore, future research should consider in exploring more on other variables that may lead to customer satisfaction towards budget hotels. Future researchers should consider targeting a new location survey since customers may have different opinions due to different demographic profiles.

## **CONCLUSION**

This study has provided empirical evidence on how service quality, such as empathy, tangible aspects and responsiveness affected customer satisfaction in budget hotels in Kota Bharu, Kelantan. SPSS was used to test the three hypotheses developed for this study. All three hypotheses were supported (H1, H2, H3). In particular, the results shown are reliable and the research objectives which examined the relationship between two variables are accepted. Meanwhile, such results often foretold about the factor of empathy, tangible aspects and responsiveness that attributes to customer's satisfaction toward Budget Hotel in Kota Bharu. The results of this study may help budget hotels managers in understanding the importance of service quality which leads to customer satisfaction.

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# Domestic Waste Management Awareness Among Households at Kota Bharu, Kelantan

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## ABSTRACT

This study aims to examine the awareness towards domestic waste management among households at Kota Bharu, Kelantan. The objective of this study is to identify and analyse the factors contributing towards domestic waste management awareness among households. This study adopts quantitative research 351 questionnaires have been distributed randomly to selected participants around Kota Bharu, Kelantan. Data collection has been done by reaching the participants via online survey through social media. SPSS software has been used to analyze the data collected from the respondents. The result shows a positive relationship between the factors contributing towards domestic waste management awareness among households at Kota Bharu, Kelantan. The implication and recommendation also provided for the future researchers that will conduct this kind of study in the near future.

**Keywords: Factors, awareness, domestic waste management, household**

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## INTRODUCTION

Environmental issues are one of the most significant issues in the world. As the amount of domestic waste keeps increasing globally, every country needs to take proactive action for global wellbeing. Correspondingly, the awareness about waste management has to be instilled among every household around the globe for a sustainable tomorrow. So, by just being aware of this situation will atleast save the environment for future generation. Human activities create waste, and the way how this waste is handled, stored, collected and disposed are creating risk to the environment and public health (Zurbrugg 2003).

This study investigates the factors that influence domestic waste management awareness among households at Kota Bharu, Kelantan. The key of awareness towards domestic waste management is compounded further by several factors that can influence people aware of domestic waste issues, especially in the household. Three factors namely; government practices, level of knowledge and attitude have been predetermined based on previous studies to study the awareness towards domestic waste management. The outcome is expected to be helpful practitioners, researchers and citizens. There are three objectives in this research:

1. To examine the role of government practices towards domestic waste management awareness among households.
2. To study the role of level of knowledge towards domestic waste management awareness among households.
3. To measure the role of attitude towards domestic waste management awareness among households.

## **Significance of the Study**

### **Researchers**

This research is intended to provide comprehensive information about waste management to the new researchers interested in studying waste management. This study may influence the researcher's perception towards the importance of the domestic waste management. Through this study, future researchers will be able to understand the advantages and disadvantages of domestic waste management among household and further expand the area.

### **Government**

The outcome of this study is expected to assist the local government by setting up policies related to domestic waste management within Malaysia. It is important to ensure that the Malaysian citizens are aware of the policy that's already in practice and thus improvements can be observed. The results of this study may also help to improve the efficiency of industrial operations when it comes to waste management.

### **Community**

The result of this study will enhance the knowledge and information regarding domestic waste management among the local community. They can learn more about the advantages and disadvantages of domestic waste management among household and practice accordingly.

## **LITERATURE REVIEW**

### **Government practice**

As Malaysia move towards industrial revolution, waste management has continued to be an issue due to uncontrolled dumping that is widespread due to urbanization and shortage of landfill sites. Indeed, the separation of household waste is unpopular in developing countries, including Malaysia, due to the negative perception towards waste management. Consequently, the lack of separation of solid waste increases the inefficiency of waste recycling and waste materials become contaminated (Jereme et. al., 2015).

In order to promote public involvement in waste management, the ministry of Housing and Local Government (MHLG) has engaged with one of the renowned public relation company to promote recycling activity by creating pamphlets, posters, billboards, promotional ads and songs. Then, many buy-back centers have slowly been set up in major Malaysian cities for easy disposal of recycled materials. Indeed, in June 2016, the Malaysian government has implemented compulsory segregation of waste. Penalties for citizens who do not comply with rules has been imposed and it include penalties of up to 500 Malaysian Ringgit. However, the effort somehow failed Sile, A.W, 14th November 2016.

### **Lack of Knowledge**

The lack of knowledge on waste disposal is a major drawback to human health. Owing to the lack of knowledge and short handling of dustbins among households, the region is divided into double

sided issues (Kiran et al., 2015). It essential for the local people to have basic knowledge about waste management. Inadequate knowledge on household waste management may have significant health implications to the people and huge effect towards the environment. Contrarily, if people have knowledge about household waste disposal, they can stop themselves from infectious diseases and keep their environment safe (Jatau, 2013).

People with lack of knowledge on household waste disposal may negatively perceive waste disposal in their homes. People should think about innovative practices for household waste management for their benefit. Moreover, poor waste disposal practices may result in environmental pollution and rise of infectious diseases among residents. Mass media, television and, radio should play a critical role in creating awareness and follow-ups about waste disposal among public (Thirumarpan et al., 2015).

### **Attitude**

Attitude is referred to an individual that have positive or negative perspective in the act of specific behaviours (Yazdanpanah M., Forouzani M et al., 2015). This study telling about perspective as young people's perceptions and tendencies of behaviour toward municipal solid waste sorting. If youngsters hold a positive perspective toward that, then they become a lot of conscious of the importance of municipal solid waste sorting and area unit consequently a lot of bent partaking in municipal solid waste sorting, and contrariwise (J. Hosp. Manag et al, .2014). Many of us shows lack of interest towards waste disposal. thirty second individuals were best-known regarding ways of waste disposal however that have lack of dustbins they weren't waste the rubbish in an exceedingly correct means (Azuike et al., 2015).

### **Research Hypothesis**

Three hypotheses have been included in this study:

H1: There is a relationship between government practices and domestic waste management awareness among households at Kota Bharu Kelantan.

H2: There is a relationship between the levels of knowledge and domestic waste management awareness among households at Kota Bharu Kelantan.

H3: There is a relationship between attitude and domestic waste management awareness among households at Kota Bharu Kelantan.

### **Research Framework**

The conceptual framework in Figure 1, illustrates the diagrammatic representation of relationships between independent variable and dependent variable.

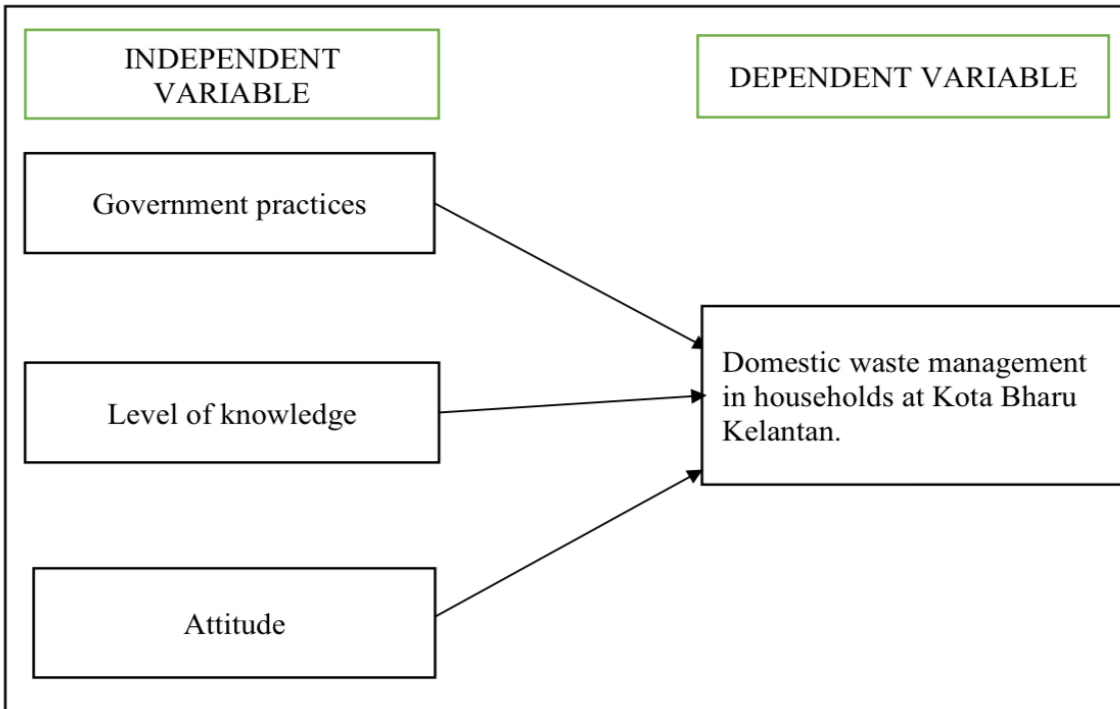


Figure 1: Conceptual Framework

Sources: Adopted from Jayashree, S., Marthandan, G., & Malarvizhi, C. (2012)

## METHODOLOGY

Quantitative approach has been used to study the awareness towards domestic waste management among household at Kota Bharu Kelantan. Quantitative approach has been used for data collection by considering respondent's privacy concern. Online surveys have been designated and distributed to the potential respondents via social media.

### Research Design

For this study, the researcher has been used the quantitative approach to study on the awareness towards domestic waste management in household at Kota Bharu Kelantan. This research has been used descriptive analysis for the variable to complete this research. The researcher more prefers to use quantitative method to collect the data because the questionnaire might be privacy for staffs.

### Population

Populations are branched into subject or subject that has certain criteria quality that is being set up by the researcher to be studied and then to pull out the conclusion from it. The population as

in whole had all the values that might occur, derived from calculation or its quantitative or qualitative that comes from a character of a subject that is wanted to be studied. The total population of the data stated are 3673 residents in the area of Kemumin which got from the Department of Statistics Malaysia official websites. The reason why we are choosing Kota Bharu because there are varieties of households in this area such as families and students. The domestic waste from every households is not the same and there will be variety of data collected from the research. Therefore, 351 respondents have been choosing from the households in Kota Bharu, Kelantan. We are choosing the household because the household is most likely to interact with the domestic waste management the most in their daily lives as domestic waste is the ordinary day-to-day use of a domestic premise waste that is generated as a result.

## **Data Collection**

Primary data is the firsthand data gathered and assembled specifically for the research project at hand. As for this study, primary data has been gathered through online survey. The primary data collected serves as the leading resources for this research (Lance P.Hattori 2006). Secondary data refers to information gathered by the researcher based on the others' work. The secondary sources have been collected from the third-party resources such as books, journals, articles, websites and etc. The secondary sources are also defined as the data that has been previously gathered for some mission. Secondary sources can be used in different situation and it is assessable, inexpensive, and available at all time.

## **Sampling Method**

The sampling method is the most useful technique to reach the right respondents since the population size are large and the time associated to get the information from the population is high (Deming W.Edward 2007). Convenience sampling refers to the sampling technique that is used to reach people who are conveniently available. As such, convenience sampling technique has been adopted to reach the respondents in this study. In achieving a reliable and valid sample for this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is as shown below:

$n$  = sample size

$N$  = population size

$e$  = the degree of accuracy expressed as proportion (0.05)

$X^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

$p$  = proportion of population (if unknown, 0.5)

## **Research Instruments**

The research instruments used in a survey study is usually a questionnaire designed specially to collect the data. A questionnaire has many uses for the researcher. It can serve as a checklist to record observations of the behavior of the respondents. The list of question (items) in the questionnaire can also being used especially during the interview sessions with the respondents.



## Data Analysis

Three types of data analysis have been used in this study namely, reliability analysis frequency analysis, descriptive analysis and correlation analysis. The data obtained was analyzed by using Statistical Package for the Social Science (SPSS) version 2010. This exploration has been utilized clear investigation of the variable to finish this examination. Graphic investigation is utilized to depict the essential highlights of the information in the examination. Expressive investigation is significant on the grounds that empowers us to introduce the information in a more significant manner which permit easier translation of the information. The examination is finished by techniques for a quantitative outline investigate design including a composing study and definite affirmation requests about describes a survey as an assessment strategy used to assemble information in the midst of a significantly put together gathering.

## FINDINGS

This topic was delineated about the discussion of research finding. Thus, the objective of this research is to identify the relationship between the government practice, level of knowledge and also attitude in Household at Kota Bharu, Kelantan.

### Government Practice

Firstly, the result shows that there is a significant relationship between government practices and domestic waste management awareness among households around Kota Bharu, Kelantan. The table 4.5.1 of Pearson Correlation in independent variable 1 (government practice) it can be seen that the correlation coefficient ( $r$ ) equals to 0.495, which indicated a moderate positive correlation between awareness towards domestic waste management and government practice. The result presented in Table 4.5.1 shows that the relationship between government practices and domestic waste management awareness among households is significant and moderate at  $r=0.495$ . The finding is in line with the study by (Jereme et.al, 2015) that lack of separation of solid waste at source increases the inefficiency of the recycling activity.

Table 4.5.1 showed the correlation between awareness towards domestic waste management and government practice

<b>Correlations</b>			
		Awareness	Government Practice
Awareness	Pearson Correlation	1.000	.495**
	Sig. (2-tailed)		.000
	N	350.000	350
Government Practice	Pearson Correlation	.495**	1.000
	Sig. (2-tailed)	.000	
	N	350	350.000

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

### **Level of knowledge**

The result presented in Table 4.5.1 shows that the relationship between level of knowledge and domestic waste management awareness among households is significant and moderate at  $r=0.419$ . The finding is supported by (Kiran et. al., 2015) that lack of knowledge and short handling of dustbins in households contributes to domestic waste management issues.

### **Attitude**

The result also shows that the relationship between attitude and domestic waste management awareness among households is significant and moderate at  $r=0.552$ . According to Yazdanpanah M., Forouzani M et al., (2015) attitude refers to the individual with a positive or negative perspective in acting a specific behaviour that is comparatively persistent. Their study has also highlighted the importance of young people's attitudes and perspectives.

## **DISCUSSION & RECOMMENDATION**

The success of domestic waste management indeed begins with people's action. Every household should be aware and know the composition of the solid waste that needs to be separated, placed in an acceptable container or plastic trash and put on the edge of the bin on the day of collection specified in a area. However, bulk waste should be neatly arranged on the shoulder of the road on the day of collection to ease the collection process. The collection of waste material will be carried out once a week by the concessionaire who has been hired.

Mass media and government should work together to create awareness among the citizens on the need for proper waste management and the need for 3R practice, reduce, reuse and recycle. Information and promotion activities regarding waste segregation can be done through television, radio, announcements through regular newspaper articles and through social media such as Facebook, Twitter and etc.

The local government should encourage "pay-as-you-throw" systems within the community to boost up waste management awareness. Typically, residents will have to pay for garbage collection through property tax or fixed costs, based on the amount of waste generated by a household. According to EPA (2009), more than 7,000 communities have implemented a 'pay-as-you-go' scheme where the community pays based on the amount of garbage they throw. This increases direct economic incentives to recycle and produce less waste.

## **CONCLUSION**

The goal of this study was to determine factors that affect domestic waste management in awareness of household in Kota Bharu, Kelantan. In this study, awareness of domestic waste management in household influenced by government practice, level of knowledge and attitude. Therefore, the awareness of domestic waste management was represented by household at Kota Bharu. In addition, there were three independent variables which are government practice, level of knowledge and attitude. Those independent and dependent variables were analyse Pearson Correlation Coefficient. Its show that the dependent variable is influenced by independent variable.

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# Customer Satisfaction on Using Food Applications in Malaysia

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## ABSTRACT

Nowadays, food applications are very common around the world. Many people prefer to buy food online as it is very fast and simple. This study aimed to identify key elements of whether customer loyalty can be improved or whether food applications are the right choice for food ordering. The purpose of this study was to identify customer satisfaction on using food applications in Malaysia. There are factors that play important roles in creating a good perception that will influence customers. Therefore, the food industry needs to consider the impact of service delivery, customer service and food quality. The data collected through questionnaire surveys and SPSS software were used for the decision analysis processes. This study identified the most important factors that can influence customer satisfaction in the food industry.

**Keywords: Food Applications, Customer Satisfaction, Good Perception, Influence**

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## INTRODUCTION

Hospitality industry is an industry that provides services that satisfy customers and provide them with better quality services. In this context, Langhorn (2004) stated that service given to customer is the product of that establishment in hospitality industry. In 2017, food and drink services reported a brudge based production figure of RM 82.8 billion compared to RM 66.4 billion in 2015 with an annual growth rate of 11.7 per cent, according to the Department of Statistics, Malaysia (DOSM) (2019). The online food supply segment is projected to hit revenue (RM599 mil) based on a Statista on-line food supply survey for Malaysia (Mein, 2019).

Online food ordering is rising day by day in Malaysia. Local tourists who are travelling to places that they have never been to before, will experience difficulty to choose their food, especially if they are travelling by themselves. However, some people will find it difficult to make choices about where to eat or due to other factors such as time constraints and energy savings.

Nowadays, food and beverage sector is growing with a greater focus on the hospitality industry. Because of the difficulty in finding the right place to eat, this situation has made people to engage with online food and beverage delivery services which were created because of the high demand from the customers. The food mobile app is the device with other user information, as reported by Li (2010). There are many types of food and beverage delivery that use food applications in Malaysia such as Grab Food, Food Panda, Honest Bee, "Dah Makan", Deliver Eat, Running Man Delivery, Food Time, Mammam Delivery and Shogun2U (Lim, 2018). Studies on the online sense showed that e-satisfaction influences e-loyalty (Anderson & Srinivasan, 2003; Pee et al., 2018). Satisfied consumers will expect to buy back food in the future, promote food delivery services online for other potential customers, and say good things about online food delivery services.

There are three objectives of this research:

1. To identify the influence of service delivery towards customer satisfaction on using food applications in Malaysia.
2. To identify the influence of customer service towards customer satisfaction on using food applications in Malaysia.
3. To identify the influence of food quality towards customer satisfaction on using food applications in Malaysia.

## **Significance of the Study**

### **To Academic Researcher**

This work aimed to provide better knowledge to new researchers and new entrepreneurs relevant to the food industry and discussed all the presence of knowledge. This was just a sample. This would allow them to develop and deliver new products into the market successfully.

### **To the Food and Beverage Sector (Restaurant)**

The study results were significant as they gave advantages to the food and beverage sector (restaurants) that supply food and beverages for the entrepreneur and the consumers. This was just a sample. The benefits come either from constant gradual product and service improvement or a significant product and service step change.

### **To the Future Consumer**

This investigation could likewise expand the information on the shopper as this examination filled in as a rule for the future buyer to see how they could pick and assess the food and drinks part (eatery) when they utilize the food applications. This was just a sample. This examination allowed helpful and clear data with respect to the fulfilment by the clients when utilizing food applications in Malaysia.

## **LITERATURE REVIEW**

The purpose of this literature review is to study the relationship between the service delivery, customer service and food quality of the food industry and how they had affected the customers' satisfaction on using food application in Malaysia. According to Varsha Chavan (2015) the use of smart device- based interface for customers to view, order and navigate had helped the restaurants in managing orders from customers immediately.

### **Satisfaction Service Delivery**

Nowadays, in a dynamic and demanding market climate, such as the restaurant industry, having customer loyalty on its own is not enough to ensure business survival. The Harvard Business review recently said "companies that aim 'zero defections' (maintaining every customer they will profitably serve) can maximize their profits. There were three main key factors which can increase customers' satisfaction. Those key factors were quality, on time delivery and responsiveness. According to Pigatto et al. (2017) these services can be characterized as business platforms that

provide order services, payment and monitoring of the process but are not responsible for the preparation and order delivery operations.

Besides, mobile applications are becoming a strong way for companies of all sizes to meet potential customers. However, as an emerging phenomenon from the computer mediated interaction between customers and providers, collaborative consumption is present in a vast range of business, such as transportation Uber, Grabcar and online food delivery services such as Foodpanda, Makan, Just-Eat.com, Clickdelivery.com, UberEATS (Pigatto et al., 2017). Online loyalty or e-loyalty broadens conventional loyalty by involving online technologies as a mediation of the relationship between the company and its consumers. The growth of the hospitality industry, development in infrastructure, rapid development and expansion of cities are major contributing factors to the growth of the food delivery industry and service providers (Goldstein, 2018). Consumers are now turning to e-commerce area to shop due to the comfort it offers them to shop at home conveniently without physical and time limitations (Jiang et al., 2013).

### **Satisfaction Customer Service**

Services are the non-physical, intangible parts of our economy, as opposed to goods, which we can touch or handle. There are many types of services like banking, medical treatment, and transportation. According to Christian Gronroos (1998) a service is a complex phenomenon and most service contains the following characteristics: 1. they are intangible, 2. they are activities rather than things, 3. they are produced and consumed simultaneously. 4. The customer participates in the production process to some extent. As we know, online food application can make our daily life much easier and also online food systems' have the ability to save customers' time. The research by Alagoz and Hekimoglu (2012) on online food ordering found that factors like usefulness, innovativeness, and trust shaped customers' attitudes towards mobile food ordering apps. Furthermore, Amoroso and Lim (2017) proposed that as long as customers are satisfied about their experience of using mobile food ordering apps, they are expected to habitually reuse such applications.

### **Satisfaction Food Quality**

Quality is seen as the cumulative value of the goods shipped to the consumer on the basis of whether or not the order is damaged or faulty upon delivery. The term food quality refers to an overall performance of food to fulfill customer need and is considered an important element of the customer experience with the restaurant (Ha & Jang, 2010; Sulek & Hensley, 2004). Other scholars (Namkung & Jang, 2007) proposed variety of the menu, food presentation, healthiness, taste, freshness, and food temperature to evaluate food quality. Along with service quality, the quality of food is regarded as basic element that influences customers' experience with the restaurant (Ha & Jang, 2010; Liu et al., 2017; Namkung & Jang, 2007). The higher the level of food quality ensures a greater the level of customers' satisfaction.

### **Food Application**

Nowadays, the food application has become common thing that people have to use in their everyday lives. The trend nowadays, has promoted Online Food Delivery (OFD) Service in Food and Beverage (F&B) Industry. This new marketing channel intends to increase sales and grab bigger shares of F&B industry, either through partnership with food delivery companies (e.g., Foodpanda, GrabFood, Running Man delivery etc., or restaurant delivery service, e.g., McDonalds, KFC, Domino's Pizza, Pizza Hut delivery service). In the restaurant field, the

availability of online technology enables customers to order food via the restaurant website or via online food delivery such as Foodpanda and GrabFood.

### **The Relationship between Customer Satisfaction and Food Application**

It seems now that almost everybody has food application in their mobile phone such as Foodpanda, Grab Food, McDelivery and so on. This study was trying to understand the relationship between customer's satisfaction and food application among people in Malaysia. Therefore, the preceding discussion proposed four important elements of website quality, namely information quality, website design, security and payment system. Trust is earned based on previous experience of the customer. In the e-commerce environment, if the customer had positive experience from his or her previous use of a product or service, then he or she will choose the same website to place the order. Likewise, in the case of online food ordering, customers will revisit the website if they trust it. Therefore, based on this discussion, it is expected that website trust will have a significant effect on customer satisfaction.

### **Research Hypothesis**

In this study, there were three hypotheses built to identify the influence of service delivery, customer service and food quality towards customer satisfaction on using food applications in Malaysia.

H1: There is a significant relationship between Service Delivery and customer satisfaction on using food applications in Malaysia.

H2: There is a significant relationship between Customer Service and customer satisfaction on using food applications in Malaysia.

H2: There is a significant relationship between Food Quality and customer satisfaction on using food applications in Malaysia.

### **Research Framework**

A research framework was designed to investigate the connection between delivery services, customer service and food quality towards customer satisfaction on using food applications in Malaysia. It is proposed that the customer satisfaction on using food applications in Malaysia will positively predict or gives customer loyalty intention.

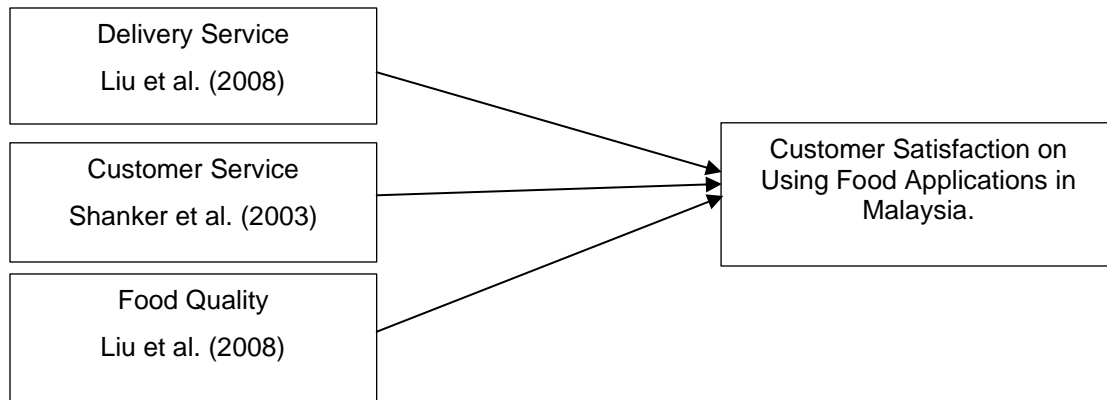


Figure 1: Research framework on Customer Satisfaction on Using Food Applications in Malaysia

Source: Zulkarnain Kedah, Yusof Ismail, A.K.M. Ahasanul Haque & Selim Ahmed (2015)

## METHODOLOGY

### Research Design

This study used the quantitative method using questionnaires which were distributed to 384 respondents from the consumer group among Malaysian. Moreover, the research design provided an overview of the research and specified the information that was being studied. The researcher primarily made use of this method in developing knowledge consisting of experiments, surveys and collecting data from predetermined instruments.

### Data Collection

In the first stage, this study used the primary data. The primary data was the first and original data that was collected by the researcher from people who were using the food application in Malaysia during Covid-19 pandemic when they had restricted movement. This data was collected from original sources like the respondent of the research and the view of the researchers. It was not collected from any journal or other published paper.

The second stage of data collection was a fieldwork. A set of questionnaires were distributed to the 384 respondents to collect the data from answers to the questionnaire. The questionnaire used multiple choices format and modified Likert fashion scale. The questionnaire used English and Malay language and there were 4 parts in the questionnaire.

### Sampling

The sampling method used in this study was the non-probability inspecting convenience sampling. The population in this research were people who used food applications that were available near their place to order food. This research started with a few questions that would be directing towards the correct and suitable sample for this research. Therefore, questionnaires will be passed through an online platform because it is extremely cost efficiency, saves time,



convenience, more accurate, easy and anonymity for respondents. They filled up the questionnaires when they chose to start and stopped at their own leisure time.

In achieving reliable and valid sample of this study, the researchers used the equation from saturated data 1000000 which is 384 sample based on the table of Krejcie and Morgan (1970). Their sample size calculation is shown as  $p=0.5$  which is the probability in committing sort I error is  $p<0.05$  or less than 5%. The formula used is as follows:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### **Data Analysis**

There were three types of data analysis used in this study, which were descriptive analysis, reliability analysis and Pearson correlation analysis to evaluate the data of 384 respondents. The data obtained was analysed by using Statistical Package for the Social Science (SPSS) version 26.0.

### **FINDINGS**

This study was conducted to see the influence of delivery service, customer service and food quality towards customer satisfaction on using food applications in Malaysia. This was just a sample analyses of data including the frequency analysis and descriptive analyses. The discussion of recapitulation from the findings that researchers had done in previous chapter (Chapter 4) which was based on the research objective, research questions and hypothesis for this study.

#### **The Pearson Correlation Results**

Table 1 presented the results of the Pearson Correlation analysis among independent variables and dependent variable. It shows the different correlation coefficient value which is 0.699 for service delivery, 0.601 for customer service and 0.723 for food quality, all of this could answer the relationship be accepted or a linear. The correlation coefficient indicated in p-value is 0.000 less than 0.01. It shows the significant relationship between food quality and customer satisfaction is high positive correlation indicated by correlation coefficient value 0.723.

Table 1: The Pearson Correlation Results between service delivery, customer service and food quality towards customer satisfaction on using food applications in Malaysia

		<b>Service Delivery</b>	<b>Customer Service</b>	<b>Food Quality</b>
Service Delivery	Pearson Correlation	1	0.806**	0.764**
	Sig. (2-tailed)		0.000	0.000
	N	384	384	384
Customer Service	Pearson Correlation	0.806**	1	0.729**
	Sig. (2-tailed)	0.000		0.000
	N	384	384	384
Food Quality	Pearson Correlation	0.764**	0.729**	1
	Sig. (2-tailed)	0.000	0.000	
	N	384	384	384
Customer Satisfaction	Pearson Correlation	0.699**	0.601**	0.723**
	Sig. (2-tailed)	0.000	0.000	0.000
	N	384	384	384

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

### The Summary for the Hypothesis Testing

Table 2: Relationship Hypothesis Testing and Discussion of Results

<b>Hypothesis</b>	<b>Result</b>	<b>Findings of data analysis</b>
H1 : There is a significant relationship between Service Delivery and customer satisfaction on using food applications in Malaysia	r = 0.699** $\rho = 0.000$ * moderate positive	H1 : Accepted
H2 : There is a significant relationship between Customer Service and customer satisfaction on using food applications in Malaysia	r = 0.601** $\rho = 0.000$ * moderate positive	H2 : Accepted
H3 : There is a significant relationship between Food Quality and customer satisfaction on using food applications in Malaysia	r = 0.723** $\rho = 0.000$ * high positive	H3 : Accepted

Table 2 shows the relationship hypothesis testing and discussion of results. This study was conducted to see the influence of service delivery, customer service and food quality towards customer satisfaction in using food applications in Malaysia. Satisfaction can be said a creation

made by an assessment of the customers expectation before and after utilization (Aliman, et al., 2016). In this case, primary data was undertaken by which a set of questionnaires were used to get feedback from respondents.

**Research Objective 1: To identify the influence of service delivery towards customer satisfaction in using food applications in Malaysia.**

The results of hypothesis H1 were reviewed in Chapter 4 to answer RQ1. H1 indicated that there is a relationship between Service Delivery and customer satisfaction on using food applications in Malaysia. Based on the study conducted, the outcome showed that Service Delivery was also at a moderate level of strength of relationship ( $r=0.699$ ,  $n=384$ ,  $p<0.000$ ). It also implied that service delivery and customer satisfaction on using food applications in Malaysia have such a positive and meaningful relationship with each other. In response to service requests, service delivery was achieved through the operation of the service system, which was the communications from consumers or end users that recognized a need to provide an accepted service (Valarie A. Zeithaml, 1990). On the other hand, analysis synthesis of the context and effects of the service system, which plays a key role in the service atmosphere that causes the conduct of service delivery, which in turn causes customer satisfaction attitudes as part of the mediation chain (Bowen and Schneiders,2014).

**Research Objective 2: To identify the influence of customer service towards customer satisfaction on using food applications in Malaysia.**

The results of hypothesis H2 were reviewed in Chapter 4 to answer RQ2. H2 indicated that there is a relationship between Customer Service and customer satisfaction in using food applications in Malaysia. Based on the study conducted, the outcome showed that Customer Service was also at a moderate level of strength of relationship ( $r=0.601$ ,  $n=384$ ,  $p<0.000$ ). This finding seemed close to a previous study by Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016) the result also indicated that there are positive relationships between all independent variables and customer satisfaction.

In this case, Kasiri, L. A. (2014) suggested that the consistency of both technological and functional service has a positive effect on the satisfaction of customers. These recent studies illustrated the fact that both functional and technological characteristics had a critical impact on customer satisfaction when providing high-quality service. It was also revealed that service quality delivered by service providers had a positive impact on the intention of reuse by improving customer satisfaction (Wang, Zhang, Zhu and Wang 2020).

**Research Objective 3: To identify the influence of food quality towards customer satisfaction in using food applications in Malaysia.**

The results of hypothesis H3 were reviewed to answer RQ3. H3 assumes that the quality of food would have a positive effect on the customer satisfaction. Based on the analysis done, it was found that the strength of the statement that there is a relationship between Food Quality and customer satisfaction on using food applications in Malaysia is at the highest level factor ( $r=0.723$ ,  $n=384$ ,  $p<0.000$ ). The finding revealed that a highly positive relationship was important. That is the basis of the quality of food and beverages, including flavour, quantity, freshness, quality, temperature, health and nutrition. The second element is external consistency, which includes the tangible aspect of food and beverage, including the variety of presentations, colours and menus. This dimension is especially important given that the complex atmospheric conditions

reflect the apparent characteristics of food and beverage products that modify and confuse the palatability of the food during a meal experience (Mouawad, 2012).

## **DISCUSSION & RECOMMENDATION**

During the entire study, there were some limitations that could not be prevented from hindering the research process to run smoothly especially due to this spread of Covid-19. This study focused on three independent variables which were service delivery, customer service and food quality that measured customer satisfaction on using food application in Malaysia. Besides, the primary data of this study was collected by distributing questionnaires using online Google Form. By using this method, researchers could not classify the true thought of respondents while they are answering the questionnaires. The respondents read the questions in various ways and responded to each question based on their interpretation. Hence, there was a level of bias and subjectivity that was not been acknowledged. Therefore, the result gained from the research might not quite reliable to determine the satisfaction of the consumers in a certain community.

For the recommendation, the future researcher should carry out this research topic about the customer satisfaction on using food applications in Malaysia, by applying or focusing on other type of variables that may have high impact or effect on customer satisfaction that lead to maintain customer loyalty. Other than that, the researchers can also post the questionnaire in the survey website so that researchers can reach a maximum number of audients. The targeted respondent will be the person that had previous or current experienced which able to help in answering the questionnaire. Moreover, it was highly recommended for the future researcher to narrow down the number of sample size with focus by state and the selection food applications in whole Malaysia that can obtain the data to be more accurate. It also makes the research paper to be more quality and persuasive in this industry.

## **CONCLUSION**

The aim of this study was to determine customer satisfaction in using food applications in Malaysia. In this study, customer satisfaction was influenced by service delivery, customer service, and food quality. Therefore, customer satisfaction was represented by using food applications in Malaysia which was dependent variable. Moreover, there were three independent variables which were service delivery, customer service, and food quality. Those independent and dependent variables were analyses by Pearson Correlation Coefficient. It showed that dependent variable influenced by independent variables. Then the result showed the correlation between service delivery, customer service, food quality and customer satisfaction was highly significant. In conclusion, the finding of this study had proven that there is connection between service delivery, customer service, and food quality and maintaining the loyalty of the customers in using food applications in Malaysia.

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# **The Factors Contributing to Sexual Harassment Among Employee in Malaysian Hotel Industry**

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## **ABSTRACT**

The aimed of this study was to examine the factors contributing to sexual harassment among employee in Malaysian hotel industry. The objective of this study was to identify and analyze the factors that contributed to sexual harassment among the employee in Malaysian hotel industry. The research design for this study was quantitative approach as the researchers used the questionnaires to collect the data. About 384 of questionnaires had been distributed to the randomly selected respondents in certain hospitality outlets in Malaysia. The results of the research had been obtained from the respondents through online survey method. The researchers used online survey through social media as the third party to collect the data. SPSS statistics was used to analyze the data after being collected from the respondents at the selected outlets. The results had shown a positive relationship between the factors contributing to the sexual harassment among employee in Malaysian hospitality industry.

**Keywords: Factors, sexual harassment, employee, hotel industry.**

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## **INTRODUCTION**

This chapter roughly explains the background of the study and the discussion on the problem statement. Through this chapter the researcher is aware about the issues of the main topics and would like to go through a deep study on the topics. Moreover, this research was important to investigate the perception of both genders as well as to give the understanding of the factors contributing to sexual harassment in the workplace while highlighting the reasons of their wrong doings. It is important to study the factors in order to know the reasons why the harassers take that action and involved in sexual harassment. Besides that, this chapter is showing a research objective and research questions related to the problem statement and the scope of the study as well as the significance of the study. At the same time, the definitions of terms are also included in this chapter.

Sexual harassment is a problem that is universally faced by workers all over the world. However, most of the available researches were conducted in western countries (Crocker & Kalemba, 1999). There is lack of such studies in developing countries in general (Lui, 1996; Limpaphayom & Williams, 2006) and Malaysia in particular. The phrase of sexual harassment has been called as a term of art that holds many different meanings based on different persons (S. Merit Systems Protection Board, 1998). After the phrase had been introduced in the 1690's, various definitions of sexual harassment had been released. Sexual harassment can be recognized as a phenomenon disturbing the wellbeing of the member of an organization since 1970s. It becomes universal and increased significantly (Hadjin, 2002; Crouch, 2001). The extent of sexual harassment cases in American workplaces has been called as a pandemic problem, due to the fact that it had led to many unexpected situations such as a lowered morale, increased absenteeism and employee turnover.

The objectives of this research were:

1. To identify and analyze the factors that contributed towards sexual harassment among the employee in Malaysian hotel industry.

## **Significance of the Study**

### **The Hotel Establishment**

This study would give a better explanation on the relationship between the factors like dressing code, unprofessional working environment, power of position and the gender and age towards the cases of sexual harassment among employee in hotel industry. It would give an opportunity to the industry or hotel establishment to take the effective ways to solve this matter and also raising the reputation of their hotel.

### **The Employee**

This was significant since outcomes of this study would give some advantages to the employees in the hotel industry. This was because the employee would know the factors contributing to sexual harassment and it would make the employee become more alert about their appearance. This also could decrease the number of sexual harassment cases that likely to occur in the workplace.

### **The Future Researcher**

This study tried to provide the data to future researchers related to this topic. It also would help the researcher to investigate more details on the factors contributing to sexual harassment among the employees in Malaysian hotel industry. This also could be taken as a source of perspective for the future researcher and the researcher can prepare the literature review based on this study to get information with the outcomes from the previous study presented. It would benefit future researchers where the data can be taken as a reference for future studies.

## **LITERATURE REVIEW**

### **Dressing Code**

Regarding the dressing code, certain companies were not aware about the dressing code especially to female employees compared to male employees.

Organizations are more likely to report higher levels of sexual harassment if sexist dressing prevails, female employees are perceived as sex objects and inferior to males. Those who have attractive bodies were more at risk for being sexually harassed compared to the obese. Those who were skinny would increase by nearly two-fold the risk of being sexually harassed than those who were obese.

The lack of gender neutrality is reinforced by room attendant experiences during interpersonal interactions with their dress signalling socially defined norms of sex categorization linked to gender stereotyping (Hatmaker, 2013). Overt and covert restrictions are placed on behaviour through the artifice of dress (De Beauvoir, 1972). Room attendants fill a gendered job



where they are expected to be pleasant, accommodating, caring and unobtrusive which exhibit stereotyped the feminine behaviour (Folgero & Fjeldstad, 1995). The uniforms thus established behavioural schemes of the room attendant role, identified by the sex role spill-over model. These behavioural schemes shape how male guests interpret the service encounter and, in the attendant eyes, contribute to the likelihood of sexual harassment.

### **Unprofessional Working Environment**

The next point is unprofessional working environment. A working environment characterized by vulgarism, alcohol consumption, disrespect among employees, and employee involvement in non-work activities, would facilitate sexual harassment. It hypothesized women who work in an unprofessional climate have a greater tendency to suffer harassment compared to those in a more professional environment. This factor makes the workers feel uncomfortable to the staffs who are not of the same gender. This contrasts with a study, which revealed that room attendants in Welsh hotels felt powerless and too embarrassed to report incidents of sexual harassment (Powell & Watson, 2006). The key issue was elaborated by Handy (2006) who, borrowing from other research on the nature of service work, described a 'cult of the customer', wherein women who were sexually harassed frequently did not report it. Within an organizational model of causality, those with lower status such as room attendants have few options regarding how to deal effectively with these customers, which in turn perpetuates the pervasiveness and persistence of harassment in contexts such as room attendant work.

The hotel workplace culture encompasses the organizational climate's tolerance of sexual harassment (Fitzgerald et al., 1997) and the outcomes of attend performance of emotional labour. With respect to power relations, guests as agents from outside the hotel wield social power, having significant influence through informal evaluations (Gettman & Gefand, 2007). Their status as hotel guests gives them legitimate power over room attendants via the guest survey (Popovich & Warren, 2010). Despite their relatively insecure tenure of employment, the attendants in this study related no hesitation in reporting the most serious type of incidents, as Bianca and Elaine's statements show.

### **Power of Position**

Power is additionally viewed as a supply of sexual harassment. According to organizational theory, sexual harassment is brought on with the aid of organizational and non-personal factors. The organizational structure of an agency regularly places men in positions of authority over women. This motives them to try to get sexual gratification from their subordinates. Because most of the hierarchies in the organization are predominantly male, this makes sexual harassment more likely to take place as these businesses' workout their power. They use their power by way of threatening to be given no higher incentive to no longer treat or receive their treatment. Then, power is also seen as a cause for harassment because the superior feels challenged when sexual assault is denied by the victim. Sexual harassment is used as a mechanism of social control by men to keep women in a lower position through sexual discrimination (Farley, 1978).

Other than that, women retaining authority positions consequently offered an exciting paradox for idea and research on sexual harassment, and students had advanced two distinct positions. The first, the vulnerable-victim hypothesis, suggested that more vulnerable employees along with women, racial minorities, and these with the most precarious positions and least place of business authority were difficult to increase harassment. The second, the power-threat model, suggested that ladies who threaten men's dominance were extra established targets. Although the reply was some distance from settled, look-up had found greater help for the paradoxical

power-threat model, in which girls in authority positions were most likely to face harassment (Chamberlain et al., 2008) and discrimination (Stainback, Ratliff, & Roscigno, 2011).

## **Gender and Age**

Another factor contributing to sexual harassment among employees is the gender and age. Stedham and Mitchell's (1998) discovered that the younger team of workers were more possibly to be sexual burdened than the older staff. It was due to the fact that researcher had determined a range of gender variations that appeared indispensable from a personal coverage implementation perspective. For example, extensively familiar uncertainty surrounds essential problems related to gender family member in workplace, whether or not the bother was overrated, whether or not boys and girls used their sexual splendour to collect benefits at work, whether or not the place of business was an awesome venue for setting up sexual relationships and whether or not personal of unique ranks should interact in romantic relationships.

The male and female feel about being pressured are different, with guys extra in all likelihood to experience flattered. It additionally has an impact on by using the cultural ideologies (Hergoz, 2007) which view girls as sexual objects (Lewis & Simpson, 2012). Women are increased probably to preserve away from reporting sexual harassment, worried that nothing will be done, fearing retaliation or understanding nothing has been achieved in other cases.

## **Research Hypothesis**

In this study, there were four hypothesises that had been identified;

### **1. The dressing codes**

H<sub>0</sub>: Dressing code has no relationship with sexual harassment.

H<sub>1</sub>: Dressing code has relationship with sexual harassment.

### **2. The unprofessional working environment**

H<sub>0</sub>: The unprofessional working environment has no relationship with sexual harassment.

H<sub>2</sub>: The unprofessional working environment has relationship with sexual harassment

### **3. The power of position**

H<sub>0</sub>: The power of position has no relationship with sexual harassment.

H<sub>3</sub>: The power of position has relationship with sexual harassment.

### **4. The gender and age**

H<sub>0</sub>: The gender and age have no relationship with sexual harassment.

H<sub>4</sub>: The gender and age have relationship with sexual harassment.

## Research Framework

A research framework was designed to investigate the relationships between the dependent variable which was sexual harassment in hotel industry workplace and the other four independent variables namely dressing code, unprofessional working environment, power of position, and gender and age

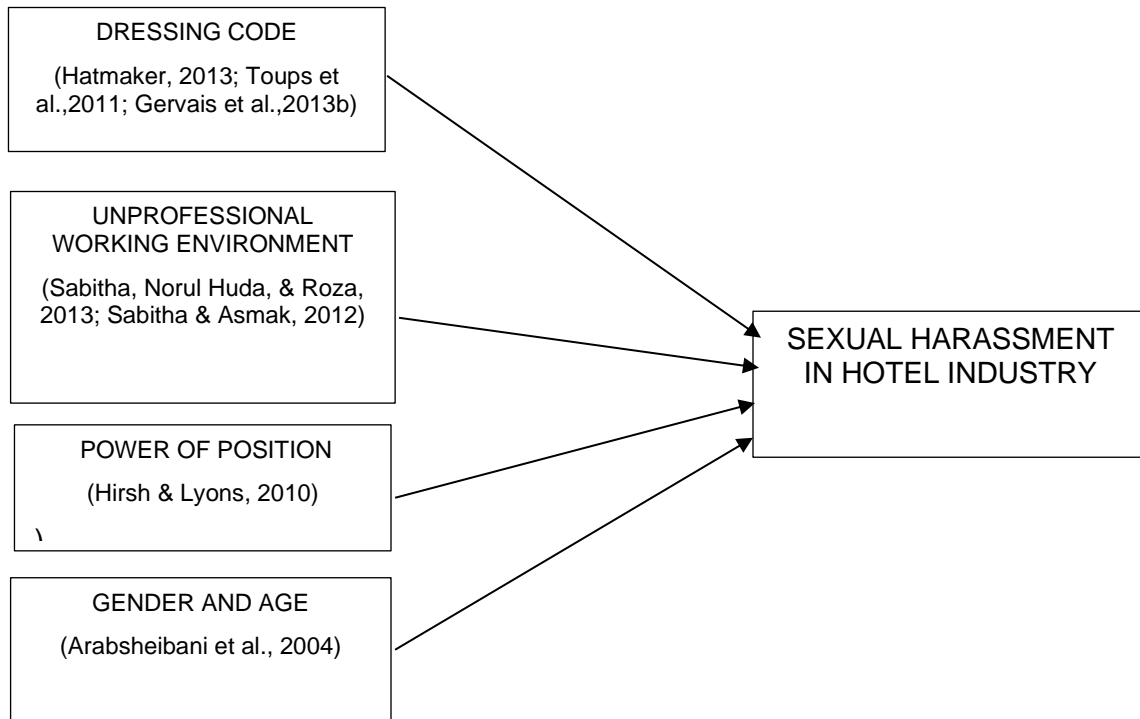


Figure 1: Research framework of factors contributing to sexual harassment among employee in Malaysian hotel industry.

## METHODOLOGY

### Research Design

This study used the quantitative method that approached the factors that were contributing to sexual harassment among employee in Malaysian hotel industry. The result for this study is very important to prove the factors factually correct. The researchers preferred to use quantitative method to collect the data because the questionnaires might give privacy to staffs. For data collection, the researcher had distributed the questionnaires through social media as third parties during data collection process.

### Data Collection

In the first stage, the data collected in this study was acquired and analyzed using Statistical Programmed for Social Sciences for Windows (SPSS) using descriptive and inferential as mean

scores, and percentages. The end results had been presented using tables. In this study, each statement was in accordance with the Likert scale questions. As for this study, the researcher had decided to use each major and secondary data. The statistics series strategies will be discussed below.

The second stage is Primary data. Primary Data is a data that had been collected for the first time. Primary data is the data gathered and assembled specifically for the research project at hand. As for this study, primary data was gathered through questionnaire. The primary data collected had become the main resource for this research.

Next is the Secondary Data which refers to information gathered by other people and not the researcher conducting the current study. The secondary sources were the third party such as books, journals, articles, online searching and so on. The secondary sources is also defines as data that had been previously gathered for some mission other than the one in hand. Secondary sources can be used in different situation. Secondary sources have many advantages since they are easily assessable, inexpensive and save a lot of time to collect.

### Sampling

The sampling technique is the most useful technique since the population size is large and it would be time consuming to analyse all the information from all the population. The convenience sampling refers to sampling by obtaining units of people who are conveniently available. For this study, the researcher used convenience sampling to distribute and answer the Questionnaire among the employees in Malaysian hotel industry.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown below:

$$S = \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)}$$

Where:

S = Required sample size

X = Z value (example 1.96% for 95% confidence level)

N = Population size (assumed to be 2.5 million) P = Population proportion (assumed to be 0.5) or 50%) d = Degree of accuracy (assumed to be 0.05 or 5%

$$\begin{aligned} S &= \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)} \\ S &= \frac{1.96^2 (2,500,000 \times 0.5)(1 - 0.5)}{0.05^2 (2,500,000 - 1) + (1.96^2 \times 0.5) (1 - 0.5)} \\ &= \frac{2,401,000}{6249.9975 + 0.9604} \\ &= \frac{2,401,000}{6250.9579} \end{aligned}$$

1. = 384.10

### Data Analysis

Evaluation of information is required to analyse the data and to make sure of the reliability, completeness and suitability of the data collected. The SPSS or known as Software product was used for statistical analysis. This type of application is able of handling large amounts of data and can perform all of the analyses covered in the text and much more. The type of analysis that had been used were descriptive analysis and reliability analysis.

### FINDINGS

To complete this study, the researchers distributed the questionnaires through Google Form and there were only 361 respondents out of 384 were chosen. In addition, this study only focused on four independent variables which were dressing code, unprofessional working environment, power of position and gender and age. The results are shown in mean score and standard deviation as in Table 1 below.

Table 1: Descriptive Statistic of Independent Variable and Dependent Variable

	<b>Variables</b>	<b>N</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
IV 1	Dressing code	361	4, 1242	0.71083
IV 2	Unprofessional working environment	361	3, 8906	0.68490
IV 3	Power of position	361	3, 8565	0.76210
IV 4	Gender and age	361	3, 7048	0.78760
DV	Factors contributing to sexual harassment	361	3, 8877	0.63702

### DISCUSSION & RECOMMENDATION

The researcher found that several steps needed to be taken by employers and employees in addressing and finding the solution to these problems. The researchers also recommend that employers should work together to prevent this from happening in the organization. There are few recommendations that can be applied to prevent from being harassed. They are sexual harassment policy, awareness on sexual harassment, always be sensitive at work and creating an anti-sexual harassment environment.

### CONCLUSION

This research has been accomplished to discover the factor contributing to sexual harassment among employee in hotel industry. There are four independent variables in this research, among them were dressing code, unprofessional working environment, power of position and gender and

age. The sexual harassment case is a serious case and every department should make a serious effort to stop this crime.

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# Awareness on Food Waste in Food and Beverage Sector Among Customers in Malaysia

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## ABSTRACT

The reason for the study was to determine the awareness on food waste in food and beverage sector among the customers in Malaysia. The objective in this research was to measure the awareness of food waste among customers, to measure the frequency of food waste per day and to make sure the customers know about the impact of food waste. The research design of this study was quantitative method, where the researcher used questionnaires to collect all the data. The questionnaires had been given randomly to the selected 384 respondents who acted as customers in Malaysia. The results of the research data was obtained from the respondent through online survey method. IBM SPSS Statistic was used to evaluate the data after being filled by the respondent. The results had indicated a positive relationship between the awareness on food waste in food and beverage sectors among customers in Malaysia.

**Keywords:** Awareness, impact, food waste, food and beverage

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## INTRODUCTION

From past research by Papargyropoulou, Steinberger, Wright, Lozano, Pedfield and Ujang (2019) mostly, the food that was produced by human was wasted, which amounted to about 1.3 billion tons every year. The food waste had given an effect to the environment, social and also economic. It had already been recognised the uses and production force us half per capita of global food waste at the retail and consumer levels and also would decrease food losses along the production and supply chains by the year 2030. Due to the many stages of the food supply chain, food waste was produced. The hospitality and food service (HaFS) sector which is a sector that has a big potential to avoid food waste, therefore, food waste at this time has received increased interest among the researchers.

This study aimed to investigate the effect of food waste to the environment, social and also economic. In Malaysia the issue is significant as households and business outlets like motels, hotels, restaurant, and resort left a large quantity of foods after their daily activities such as wedding, conferences, and others. Malaysians are throwing away about 930 tons of unconsumed food every day. (Aruna, 2011). There were three objectives of this research:

1. To identify the awareness of food waste among customers.
2. To determine the frequency of food waste per day.
3. To measure the impact of food waste in food and beverage sector among customers.



## **Significance of the Study**

### **Food and Beverage Operators**

The hospitality operator could utilize the findings in trying to recognize the best way to moderate the dangers of food waste in food and beverage outlets. The results from this research could be used completely by the industry to make changes in order to decrease food waste.

### **Consumers**

The results would also be helpful for consumers in self-learning and can start learning about the way to reduce food waste, especially in food and beverage sector.

### **Future Researcher**

The research would be important for related researchers and academic students who conduct a research and would be able to refer to this research as a basis to search for new problems and progress to research on them. Policy originators could use this as a guide in creation and guiding procedures.

## **LITERATURE REVIEW**

### **Environmental Impact of Food Waste**

Due to the negative impact of food waste, researcher had suggested that to prevent food waste and change consumer behaviour is by addressing environmental sustainability and food production as strategies (Schmidt, 2016; Shafiee-Jood & Cai, 2016). Decreasing large amount of food waste not only contributes to the decrease of fresh water and fuel consumption, but also lowers unnecessary usage of fertilizers, decrease methane and carbon dioxide emissions, and reduces energy usage (Hall, Guo, Dore & Chow 2009). Societal, cultural, economic and institutional factors have different effects in every household based on the handling of food waste at household level (Parizeau, Massow & Martin, 2015). It was found that food waste had an environmental impact to the world. It contributed to the deficiency of nature resources used to make the food and the greenhouse gas emissions that was generated during its production and disposal. While, in food production, energy and resources demand are high which increase the amount of pollution been emitted into the environment. This means that food waste not only affects the environment during the management process but also during the life-cycle stages of food production (Jereme, Siwar, Begum & Talib, 2016).

Food production is a high-water consumption activity. During the production process, as plant transpiration and evaporation from fields, canals, reservoirs and high-water levels, too much water is converted into vapour. The growth in food production over the past decades has outpaced the warning of population expansion in the horizon. Most parts of the world run out of water to produce more food, and the production context is changing. The pattern of lifestyle and human consumption will increase consumer preferences and buying power. In addition, there is an extremely high concern about the food waste that goes into the landfill. When organic waste, including food waste breaks down, methane gas is produced resulting in a greenhouse gas that is 25 times more potent than carbon dioxide (Jereme, 2016).

## **Social Impact of Food Waste**

The customer attitudes toward food waste are health concern. Specifically, customers who have a good outlook about eliminating food waste and do not think about getting sick from the leftovers prefer to try to avoid household food waste (Chen, 2019). The situation of awareness of the information provided by television and other platforms for food waste reduction programmes received very little positive reaction, particularly in the context of this study. Many are unaware of the Governments' efforts to help curb this threat. Otherwise, the householder's consciousness of what is happening around them in relation to food waste will go a long way (Jarjusey & Chamhuri, 2017).

In some situations, the government needs to play an important role on food waste management for households to decrease the amount of food waste disposal from households. For examples, provide a program of food waste management to increase the environmental, social well-being and economic of the community by sustainable food waste management system. By comparison, it describes as an approach to the most productive and effective use of resources over their lifecycles. It aims to reduce the use of materials which is associated with environmental effects. Without sacrificing future needs and recycling or otherwise gaining value from the waste that occurs, it will decrease the amount of food waste that consumers and producers generate each year (Jereme et al., 2016).

## **Economic Impact of Food Waste**

For the economic impact, the terms of economic impact refer to food waste with money wasted and high waste management. In Malaysia, it was found that five of the household spends money a usual of RM900 a month on food. Apart from that food is wasted while preparation, cooking and usage. According to SWCorp (2015), around RM225 goes into trash bin every month, from the whole sum of RM2,700 a year per household. The customers are mostly aware and concerned about the potential monetary savings to reduce food waste. Then, the customer awareness and attitudes toward food waste also must be focused. This is because, customers who recognise the negative impact of food waste mostly tend to practice and follow the food managing to reduce the quantity of food waste for example, only buy the necessary food and stored the food properly. The food waste shoots mainly from consumer behaviour, as well as the failure to well plan when purchasing food (Tucker & Farrelly, 2015). Means that, most of the consumer not aware about the expired date before they purchase and when they purchase the food that was expired lastly, they throw the food.

Next, the food products generally have a short shelf-life especially after the packaging was opened. If the whole food item like bread was not used directly it can get spoilt. In addition, it was found that 50% of the household food waste was contributed from making poor choices and lack of adequate plan when purchasing food. For example, purchase the food while starving and being influenced by the nice scent and physical look of the food, influenced by the promotion that had been promoted by the seller or buy in-store advertising world are the contributing factors. Not only that, the owner of the store also regularly encourages consumers to buy more than what is needed with repeatedly deals, give a discount and lucky draw. Only a few researches that had identified the character of eating practise in terms of food waste generation. According to Cappellini and Parsons (2012), some studies identified that households who have a child generate more food waste from meals. This is because of preferences and eating patterns of children. People who spend extra cash to eat in restaurants can contribute to high food waste and not express high levels of guilt for wasting the food. According to Parizeau et al. (2015), eating out regularly is considered natural, thus the bought foods are wasted because of more expedient or time-saving choices such as going to restaurants.

## Research Hypothesis

In this study, there were 3 hypotheses. The hypothesis in this research was based on the food waste awareness which were Environmental, Social and Economic Impact of Food Waste. Three hypotheses were established to be answered on the research objectives.

1. H<sub>0</sub>: Environmental impact has no relationship with awareness on food waste in food and beverage sector among customer in Malaysia.  
H<sub>1</sub>: Environmental impact has relationship with awareness on food waste in food and beverage sector among customer in Malaysia.
2. H<sub>0</sub>: Social impact has no relationship with awareness on food waste in food and beverage sector among customer in Malaysia.  
H<sub>2</sub>: Social impact has relationship with awareness on food waste in food and beverage sector among customer in Malaysia.
3. H<sub>0</sub>: Economic impact has no relationship with awareness on food waste in food and beverage sector among customer in Malaysia.  
H<sub>3</sub>: Economic impact has relationship with awareness on food waste in food and beverage sector among customer in Malaysia.

## Research Framework

A research framework has been conducted to investigate the connection between independent variable and dependent variable. Figure 1 shows that conceptual framework of awareness on food waste in food and beverage sector among customers in Malaysia. The Independent Variables (IV) represent the impact on food waste. There are 3 Independent Variables that had been determined in this study which were environmental, social and economic while the dependent variable is relying on awareness on food waste in food and beverage sector in Malaysia.

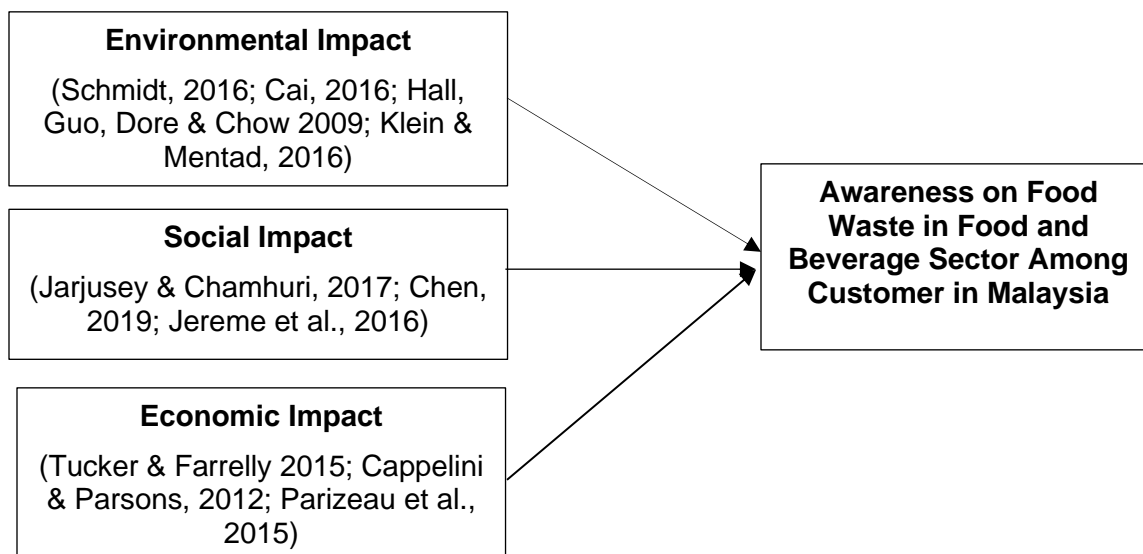


Figure 1: Conceptual Framework of awareness on food waste in food and beverage sector

Source: *The role of conceptual frameworks in epidemiological analysis* (Victora, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

## **METHODOLOGY**

### **Research Design**

The researcher used quantitative approach which is based on data analysis to generate reliability. For this study the researcher had utilised a quantitative research approach where questionnaires were used as the tool for the data collection. Questionnaire is widely used especially when studying a large number of respondents because it is easier to develop and administer. This method has advantages such as high reliability, lower cost and shorter time to implement (De Vaus, 1986).

### **Data Collection**

In the first stage, the researcher used the primary method of data collection. To collect the data for this study, the researcher used quantitative method. This is because the quantitative method is easier to apply compared to the qualitative.

The second stage of data collection was a fieldwork. A set of questionnaires were distributed to the population to collect the data. The questionnaire had been developed based on the research question and the variables. The format of the questionnaire can be bilingual close-ended format with English and Malay languages. In this study, the researcher also used bilingual questionnaire.

There are three sections in the questionnaire which were section A, section B and section C. Section A was explaining the demographic information of respondent, for example gender, race, and age. Section A is used to know the background of the respondents. Next, the Section B is used to get the knowledge about food waste among the respondent. The scales that were used in this section were 'Yes' or 'No'. Section B consisted of six questions. Lastly, Section C was measuring the awareness of food waste on environmental, social and economic impact. Section C consisted of twelve questions. For the Section C, the respondents need to answer the question according to the Likert scale that was given in the questionnaire. Likert scale is easy to construct and easy to answer by the respondents. The respondents were needed to express their opinion by using the scale given.

### **Sampling**

The sampling method used in this study was the non-probability sampling method. Convenience sampling method was used to select the respondents. A convenience sample of 384 customers in Malaysia had been targeted. The sample was structured to cover Peninsular Malaysia and also Sabah and Sarawak. The survey was conducted in a period of a month. The respondents were requested to complete a google form questionnaire about their awareness on food waste in food and beverage sector. All the 384 questionnaires were distributed to individuals either through WhatsApp or e-mail with the prediction that some of the targeted respondents might not respond to the questionnaire. The subjects were customers in Malaysia. The respondents expected suitable for the study were aged from 18 until 45 years old and above. The early recipients of the questionnaire were also requested by the researcher to help extending the questionnaire to their friends, family, and relatives until the targeted samples were achieved. A reminder had been e-mailed to the individuals who received the questionnaire through e-mail when there was no response received after three days. The data collection process took about a month.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formulae are shown below:

$$S = \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)}$$

Where:

S = Required sample size

X = Z value (example 1.96% for 95% confidence level)

N = Population size (assumed to be 1 million)

P = Population proportion (assumed 0.5 or 50%)

d = Degree of accuracy (assumed 0.05 or 5%)

$$\begin{aligned}
 S &= \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)} \\
 &= \frac{1.96^2 (1000000 \times 0.5)(1 - 0.5)}{0.05^2 (1000000 - 1) + (1.962 \times 0.5)(1 - 0.5)} \\
 &= \frac{960400}{2500.488} \\
 &= 384
 \end{aligned}$$

## Data Analysis

There were three types of data analysis used in this study namely frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

Table 1 showed the total number, mean, and standard deviation of independent variables and dependent variable. The highest mean for the independent variable was environmental, 4.1219, and followed by social, 3.7836 and economic 3.6095. The mean for dependent variable which is awareness on food waste was 1.0050.

Table 1: Descriptive Statistic of Independent Variables and Dependent Variable

	Variables	Mean	Std. Deviation
IV 1:	Environmental impact	4.1219	.70096
IV 2:	Social impact	3.7836	.78669
IV 3:	Economic impact	3.6095	.71966
DV 4:	Awareness on food waste	1.0050	.07045

### Descriptive statistic for Environmental Impact

Table 2 shows the descriptive statistic for environmental impact. It shows the mean of respondent response on the environmental variable according to 5-likert Scale. To elaborate, the highest mean for question 1 where Food waste will affect the environment was 4.6990. The second highest mean for question 2 where Food waste can cause pollution was 4.6741. Next, the third highest mean of question 3 Food waste can make organic fertilizers was 4.4179. Lastly, the lowest mean for question 4 that Food waste can cause global warming was 3.8607. For the data set from 402 respondents with the standard deviation which lower than 1, it indicated the values were closer to the mean.

Table 2: Descriptive Statistic for Environment

Items	N	Mean	Std. Deviation
Food waste will affect the environment.	402	4.6990	.58361
Food waste can cause pollution.	402	4.6741	.68528
Food waste can make organic fertilizers.	402	4.4179	.88178
Food waste can cause global warming.	402	3.8607	1.12797

### Descriptive statistic for Social Impact

Table 3 shows the descriptive statistic for social impact. It shows the mean of respondents' responses on the social variable according to 5-likert Scale. To elaborate, the highest mean is question 3 where we need to be concerned on our health rather than getting sick because of food leftover is 4.4055. The second highest mean is question 1 where from the campaign we can reduce food waste is 4.2910. Next, the third highest mean is for question 4 where from the government policy, food waste can be reduced is 4.2040. Lastly, the lowest mean is question 2 where magazine and newspaper are the best platform to reduce food waste is 3.5647.

Table 3: Descriptive Statistic for Social Impact

Items	N	Mean	Std. Deviation
From the campaign we can reduce food waste.	402	4.2910	.87205
Magazine and newspaper are the best platform to reduce food waste.	402	3.5647	1.15918
We need to concern on our health rather than getting sick because of food leftover.	402	4.4055	.85466
From the government policy, food waste can be reduced.	402	4.2040	.86390

### Descriptive statistic for Economic Impact

Table 4 shows the mean and standard deviation for economic impact. The highest mean score for this dependent variable is I always check expiry date when purchasing food item with 4.5025. Next, the second highest mean score is I made adequate plan when buying food which is 4.0697. The mean score of I spend more money on food is 3.9751. I spend more money on food is the lowest which is 3.9751.

Table 4: Descriptive Statistic for Economic Impact

Items	N	Mean	Std. Deviation
I spend more money on food.	402	3.9751	1.02067
I made adequate plan when buying a food.	402	4.0697	.97353
I always check expiry date when purchasing food item.	402	4.5025	.79037
I always buy food more than needs.	402	3.2313	1.32263

### Awareness on Food Waste

Table 5 shows the mean and standard deviation for awareness on food waste. The highest score for this is Food waste per day with 2.0572. Followed by the score I know that food waste can cause social impact 1.1318, I know that Malaysia has a high rate of food waste 1.0796, Wasting food can cause economic problem is 1.0672, I know that reducing food waste can decrease environmental hazards is 1.0274 and I know that I can avoid food waste is 1.0249. I know that wasting food is a bad habit is the lowest one which is 1.0100.

Table 5: Descriptive Statistic for Awareness on food waste

Items	N	Mean	Std. Deviation
I know that wasting food is a bad habit.	402	1.0100	.09938
Wasting food can cause economic problem.	402	1.0672	.25062
I know that reducing food waste can decrease environmental hazards.	402	1.0274	.16334
I know that I can avoid food waste.	402	1.0249	.15594
I know that food waste can cause social impact.	402	1.1318	.33874
I know that Malaysia has a high rate of food waste.	402	1.0796	.27101
Food waste per day.	402	2.0572	.76664

## DISCUSSION & RECOMMENDATION

The questionnaire distributed to 402 respondents through an online survey method and the data was analyzed by IBM Statistics version 25. The Cronbach's Alpha Coefficient was used to test the reliability of study which indicated the range from 0.639 to 0.678. All the variables were the value of 0.6 and this showed that the result was good, reliable and accepted.

In the Descriptive Analysis for the independent variables, environmental impact which is the first independent variable recorded the highest value of mean which is 4.1219. According to Hall et al., (2009), decreasing large amount of food waste not only contributes to the decrease of fresh water and fuel consumption, but also lower down unnecessary usage of fertilizers, decrease methane and carbon dioxide emissions, and reduces energy usage. The pattern of lifestyle and human consumption will be increased by consumer preferences and buying power. In addition, extremely high concern of food waste that goes to landfill is that when organic waste including food waste breaks down, methane production results in a greenhouse gas that is 25 times more potent than carbon dioxide (Jereme, 2016). This had shown the reason why the environmental impact scored the highest value of mean.

On the other hand, social impact, which was the second independent variable, it had recorded the second highest value of mean which was 3.7836. The customer attitudes toward avoiding food waste were health concern. According to Chen (2015), specifically, customers who have a good outlook about eliminating food waste and do not think about getting sick from the leftovers prefer to try to avoid household food waste. According to Neff et al., (2015) on several fronts, 65% of Neff, Spiker and Truant's sample agree that they worry about food poisoning when making food discard decisions, which aligns closely with the 69.7% in the sample that agreed that reducing food waste can reduce the risks of foodborne illness. This showed that the respondent agreed the attitudes toward avoiding food waste were health concern and the respondent also agreed that customer needed to concern about their health.

Furthermore, the third independent variable, economic impact which scored the lowest mean value which was 3.6095. The customers were mostly aware and concerned about the potential monetary saving by reducing food waste. According to SWCorp (2015), around RM225 goes into trash bin every month, from the whole sum of RM2,700 a year per household. The household food waste shoot up mainly from consumer behaviour, as well as the failure to well



plan when purchasing food (Tucker & Farrelly, 2015). It means that the household or customer always buy food more than what they need. In addition, 50% of household food waste was caused by making poor choices and lack of adequate plan when purchasing food. For example, they purchased the food while starving and being influenced by the nice scent and physical look of food, influenced by the promotion that was promoted by the seller. Not only that, the owner of the store also regularly encourages consumers to buy more than what they needed. According to Tucker and Farrelly (2015), this is very big problem that will be hard to solve it on a personalized stage if the customer purchasing more items or wholesale packs, which they realized as cheaper. This had shown that the respondent agreed that buy food more than what is needed can cause food waste.

The researcher found a few points while conducting this study that can be changed or make recommendations among customers in Malaysia regarding food waste awareness in the food and beverage sector. Firstly, the customers need to keep testing their serving sizes. For several individuals, overeating is a problem. Knowing the right serving size not only helps to hold your weight down, it also eliminates food waste, making sure the portion sizes remain within a safe range. Although customers might not think twice about scraping the rest of the food on their plate into the garbage bin, note that food waste has a huge environmental effect. Great strategy to minimize food waste is to be more aware of how hungry they are and to use portion management.

The other ideas are that customer should take home restaurant leftovers and refrigerate them within two hours of serving them. Eat three or four days from now or freeze. At the beginning of the meal ask for a take home container when portions appear particularly large, pick the take home food portion from the plate at the beginning of the meal, so that leftovers are as appetizing as the initial meal rather than the picked-over remains. Or, pick a smaller size and dine with a dining partner or share a plate.

A beneficial way to reuse food scraps is to recycle discarded food, converting food waste into energy for plants. Although not everybody has room for a composting system outside, there is a wide variety of composting systems for countertops that make this activity convenient and available to everyone, including those with minimal space. For those with a large garden, an outdoor composter can fit well, whereas a countertop composter is better for city dwellers with houseplants or tiny herb gardens.

Next, since there were only 402 respondents in this study, the advice for future researcher is that future research should increase consciousness among customers of food waste in the food and beverage field for sample size. This is because the researcher had just circulated the questionnaires to the customers in Malaysia. Future studies will expand the reach of the analysis by including a broad community, such as the consciousness of Asian consumers about food waste. This will allow future researchers to achieve greater response as well as a broader viewpoint.

Other than that, when leading the research, prospective experts should use spoken responses with technologies as opposed to using polling. Through using the conference technique, researchers can legitimately illuminate the inquiries of respondents instead of deciphering the investigation without the input of anyone else. Any uncertainty can be clarified straight away. This approach will consequently reduce the fallacy and show stronger research results. Finally, by integrating subjective study in which respondents are requested or encouraged to comment on the final analysis or respond to any open-ended questions, potential researchers may get a good feedback.

## CONCLUSION

In conclusion, the main aim of this study was to measure the awareness of food waste in food and beverage sector among customer in Malaysia and to make sure the customer knows about the impact of food waste. This research had been accomplished to discover the awareness on food waste in food and beverage sector among customers in Malaysia. Three independent variables namely environmental, economic and social were chosen to examine the relationship with the dependent variable which was awareness on food waste. Total of the respondents were 402 aged 18 years old and above were chosen from all the states in Malaysia that had some knowledge about food waste. We can reduce food waste in food and beverage sector by creating a team responsible for managing the garbage. To do a waste audit, we can employ a specialized team, or we can do it with our team. Depending on the restaurant capability and variety of activities conducted in the restaurant team, who should be in the team can consist of one or more individuals. It would be better if these people were interested in the preparing of meals, since they are familiar with the amount of particular ingredients used in the preparation of such dishes.

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# Acceptance of Consumers Towards Traditional Food Innovation; Ready Meal Nasi Lemak In Malaysia

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## ABSTRACT

The study was pursued to investigate the acceptance of consumers toward traditional food innovation of Ready Meal *Nasi Lemak* in Malaysia. There are three aspects that contribute to the acceptance: attitude, expectation and perception of consumers. The quantitative approach through online questionnaire was used to collect the data. The results showed that there was no significant relationship between attitude and acceptance. However, expectation and perception showed a significant relationship toward Ready Meal *Nasi Lemak*. This study could be a reference to those who are in food sectors as they will understand widely about the consumer's attitude, expectation and perception especially towards ready meal. The companies have more information to design their marketing strategies and consumer's preferences to improve the ready meal.

**Keywords: Food innovation, Ready meal, *Nasi Lemak*, Malaysia**

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## INTRODUCTION

It is the culture of Malaysians to start the day by eating rice to satisfy energy supply. Rice is the staple food in almost all Asian countries including Malaysia. Malaysians are well known in the heritage dishes such as rice-based, leave-wrapping, and the tastes of hot and spicy, sour, creamy, and sweet flavors of traditional cuisines particularly, the unique and long-established traditional food, *Nasi Lemak*. Historically, it had started as the farmer's meal. Long days in the field meant a filling dish ready for nasi on-the-go eating was important. A packet filled with rice, fish, oils and other ingredients provided a balancing nutrition for farmers. In the original Malay recipe, it is used from seafront harvests, coconuts, and fish. The ingredients and cooking technique of *Nasi Lemak* make the special fragrance that attracts people to taste it repeatedly in daily life.

From time to time, food industry is facing competition to meet the demands of consumers who are 'foodie' who are looking for new version and modern touch to enjoy the dish anytime. However, the tradition and innovation are seldom aligned together. On the one hand, in ready meal industry, *Nasi Lemak* is one of the potential alternatives to innovate from packaging and the cooking method; where the industry does take consideration from different view of consumers, distributors and producers. On the other hand, past generation is actively trying to retain the tradition of Malaysia's diverse cuisines with a colourful and symphony of savory sensations, making the food rich in salt and spicy texture. The perplexing situation between accepting the new innovation or retaining the status was circulating in recent years of Malaysian's industry. Despite of that, there are food producers who are actively looking for new technologies to fulfil the demand, at the same time seek the best method to satisfy traditional palate.

Therefore, this study was aimed to investigate the acceptance of consumers toward traditional food innovation of Ready Meal *Nasi Lemak* in Malaysia. Sometimes, consumers are unable to understand and explain their personal behaviour or not sharing their true feelings to others. There is a lacking of information about the acceptance of consumers toward Ready Meal *Nasi Lemak* in Malaysia. There are three factors of acceptance found in the literature namely attitude, expectation and perception of consumers toward ready meal of a traditional food (Almli, 2012) which significantly parallel with the aims of this study. Below are the specific objectives explored in this study.

There were three objectives of this research:

1. To identify the relationship between consumer's attitude and acceptance of food innovation of Ready Meal *Nasi Lemak*.
2. To examine the relationship between consumer's expectation and acceptance of food innovation of Ready Meal *Nasi Lemak*.
3. To determine the relationship between consumer's perception and acceptance of food innovation of Ready Meal *Nasi Lemak*.

## **Significance of the Study**

### **Managerial aspect**

The result of this study about Ready meal *Nasi Lemak* will be reviewed by entrepreneurs and related authorities which would help in decision making and strategize the future plan to innovate the dish. This research can be a reference to understand the consumer behaviour and marketing skills of ready meal industry. The companies would be able to understand consumer's preferences and expectations of innovation in traditional food.

### **Body of knowledge**

This study contributed to the existence academic field, primarily to the food and technology industry. It would encourage future study to view this study in different perspective rather than just sharing journal concepts or even work in academic journals.

## **LITERATURE REVIEW**

### **Origin of *Nasi Lemak* and its innovation**

*Nasi Lemak* was mentioned in 1909 by Richard Olaf Winstedt. It appeared in a newspaper article in 1935 stated that the dish was available at the Kuala Lumpur Malay Market at Kampong Bahru. In 1970s, *Nasi Lemak* packets were sold door-to-door by traveling vendors who had allocate the rice wrapped in banana leaves. The national media had promoted the features of *Nasi Lemak* to the worldwide. *Nasi Lemak* was promoted the official website and brochure in tourism industry. *Nasi Lemak* could be eaten by people throughout the day and night by all races in Malaysia. There was a movie "*Nasi Lemak 2.0*" to appeal Malaysian concern about the racism in Malaysia (Ngo, 2019).

The word of *Nasi Lemak* is recognized by people and has high acceptance in Malaysia for a long time. The traditional packaging gives an opportunity to innovator to improve better and make the shelf life of this dish longer and able to consume at any time of the day. Ready Meal is one of the innovative products. The minimal processing technologies and improved the packaging of foods and the way to extend shelf-life refrigerated foods are the desirability of food producers. The improvement of food technology provides convenience for people in food preparation and save time. The reason of consumers to choose Ready Meal is the convenience and value for money compared to home cooking (Russly, 2008).

The reason *Nasi Lemak* is chosen as a part of Ready Meal because of the long history in Malaysia and it is well-accepted to the food industry. Moreover, the word *Nasi Lemak* is recognized in the mind of Malaysian. When the innovated food product is related to *Nasi Lemak*, it is becoming an attraction to consumers. For example, McDonald has launched a *Nasi Lemak* Burger and attracts consumers to taste the combination of burger and *Nasi Lemak* flavour (Russell, 2017).

### **Acceptance of traditional food innovation**

Acceptance is the reaction, agreement or approval to a product by a consumer. Every traditional food has the specific production steps that performed in a certain area in a country. The different at the raw material and the recipe make the specialty of the food. An acceptance of consumers toward innovation depends on the innovation itself as well as on the carrier product to which it is applied, especially in the food industries. This encourages producer to meet consumers' demand in order to innovate various foods. The consumers' acceptance or rejection on new technologies is the result of a complex decision-making process (Vidigal et al., 2015).

### **Attitude toward food innovation**

Attitude is a psychological object captured in different attribute dimensions. Good or bad, harmful or beneficial, pleasant or unpleasant, likeable or dislikeable are the attitude of consumers toward new things (Ajzen, 2001). Attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. Attitudes are opinions, emotional state and beliefs toward an item or issue. Consumers are individual from different culture, demography, values and lifestyle. Attitude towards behaviour is another important determination. Affective attitudes such as satisfaction, pleasure and excitement seem to influence the intention to consume ready meals as a food innovation. Attitude, one of the independent variables because of the attitude towards traditional food innovation is based on the origin of the person (Nie & Zepeda, 2011).

### **Expectation towards food innovation**

Expectation expresses the acceptance of a food product while the product is not in a position to taste it, as in shopping situation or prior to consumption. There are extrinsic and intrinsic attributes to attract consumers onto the product. Extrinsic information is such as product's brand, production method, ingredient composition and others (Tuorila et al., 1994). While the intrinsic characteristics are brand, value of the origin, and image of traditional product, appropriateness and the consumption experience are the consideration to build up the expectation of the products to the consumers. Consumers are increasingly demand for ready meal based on the variation, attractiveness and convenience. Expectation is one of the independent variables because the expectation or hope is a determination of producer to improve the way to innovate the traditional

food at real market situation. At the same time, it will also be the hope of consumers on the authenticity of the original dish.

### Perception towards food innovation

Perception refers to the way of sensory information, interpreted and consciously experienced of a food product (Almli, 2012). The product's sensory properties, individual genetics physiological characteristic, the consumer's previous eating experience and familiarity to the product are the main contributor to perception. The potential determinants for convenience food purchase, the perceived value for money aspect of convenience foods, perceived health value of ready meal and the perceived time saving element of convenience foods are the beliefs of consumers toward ready meal (Boer, McCarthy, Cowan & Ryan, 2004). Consumers not only compare the price as a financial sacrifice but also as an indicator for quality of a product. Perception is an independent variable because the idea or thought of the consumers to the innovated food product is significant.

### Research Hypothesis

In this study, there were three hypotheses to find out there is the relationship between the three factors of acceptance.

H1: There is a significant relationship between attitude and acceptance of consumers in food innovation Ready Meal *Nasi Lemak*.

H2: There is a significant relationship between expectation and acceptance of consumers in food innovation Ready Meal *Nasi Lemak*.

H3: There is a significant relationship between perception and acceptance of consumers in food innovation Ready Meal *Nasi Lemak*.

### Research Framework

A research framework was designed to investigate the connection between independent variables which were attitude, expectation, perception, while the dependent variable was acceptance of consumers toward food innovation Ready Meal *Nasi Lemak*.

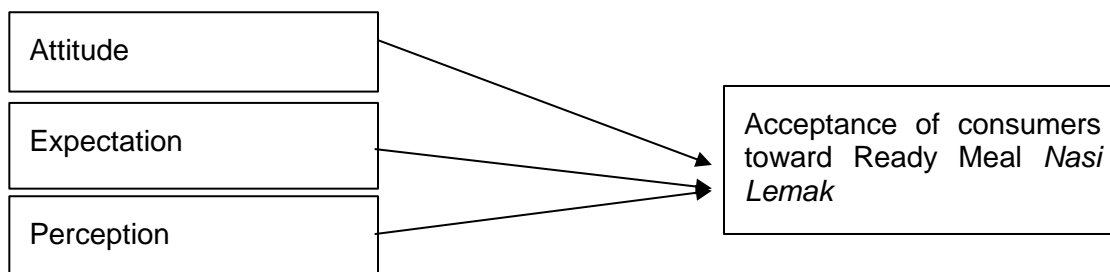


Figure 1: Research framework

Source: Almli, 2012

## **METHODOLOGY**

### **Research Design**

Quantitative and descriptive approaches were applied through questionnaire as the research instrument. The questionnaire was designed to accumulate all the information related to the objectives of the study. Questionnaire contains demographic section with multiple choices questions. In the attitude, expectation and perception section, Likert- Scale was applied to know the degree of acceptance towards ready meal. The choice was between 1 which was strongly disagree until 5 which was strongly agree.

The sample chosen in this study consisted of working adults aged 18 and above who lived in Federal Territory of Kuala Lumpur, Selangor, Johor and Perak. Those criteria chosen because working adults are able to give opinion about the innovation on ready meal *Nasi Lemak* as they are in control of their expenses. All the data was analyzed using the latest version of SPSS version 25.

### **Data Collection**

Electronic questionnaire was designed using Google Form application with a filter question after the consent page. The question on the Ready Meal *Nasi Lemak* consumption was set as the filter in order to select the potential respondents that actually consume that ready meal in the real world. Then, all the factors and acceptance statements were permitted to be answered by the respondents.

The questionnaire was distributed through online platform such as Instagram and Facebook. The survey was conducted through online due to current situation of devastated Covid-19 pandemic in Malaysia. Based on the four states mentioned above, the 384 questionnaires were divided; thus, each state was allocated 96 questionnaires and the data collection was conducted from April to November 2020.

### **Sampling**

The sampling method used in this study was convenience sampling method. The convenience sampling technique used to choose any of their preferable respondents who are available instead of selecting from entire populations. The convenience sampling method applied in this study was because this method could save the time and cost of data collection.

The target respondents of the questionnaire would be the consumers that had experienced the Ready Meal *Nasi Lemak* in Malaysia. Most of the Malaysian had tried *Nasi Lemak*, so the respondents were selected randomly in Malaysia. It allows anyone to answer the questionnaire given. In achieving reliable and valid sample of this study, the study chose to use the table from Krejcie & Morgan (1970) to determine the sample size. Since the population in Federal Territory of Kuala Lumpur, Selangor, Johor and Perak are over 1000000, the sample size was 384.

### **Data Analysis**

There were four types of data analysis used in this study namely frequency analysis, descriptive analysis and reliability analysis and correlation analysis. Frequency analysis was used to analyse demographic profile of the respondents while descriptive analysis was used to describe the level of agreement of the variables. Reliability test was to ensure the data was reliable, satisfied the purpose for the analysis for a specified amount of time in a given environment and able to execute



an error-free operation. Correlation analysis was a statistical method used to evaluate the strength of relationship between independent variables and dependent variable

## FINDINGS

### Demographic profile

There were 344 respondents answered to the survey where 40 respondents answered 'No' to the consumption on Ready Meal *Nasi Lemak* and discarded from the data analysis. Table 2 below showed the overall demographic profile where the total frequency for male were 102 respondents (29.7%) and female were 242 respondents (70.3%). Next, there are four alternatives in race categories. The highest frequency was Malay at 59.9% followed by Chinese at 24.1%, Indian at 12.5% and other races at 3.5%. Four groups of age of the respondents were 16-20 with 27 respondents, 7.8%. 21-30 years were the most, 204 respondents, 59.3%. 31-40 years were 73 respondents, 21.2%. 41-50 years were 25 respondents, 7.3%. Respondents who were above age of 51 were the least, 15 respondents with 4.4%.

Single, Married and others were the three marital statuses of the respondents. There were 248 respondents, 72.1% were single, 95 respondents, 27.6% were married, 1 respondent, 0.3% in other status. The groups of monthly income were divided into less than RM1000, RM1000 to RM2000, RM2001 to RM3000 and more than RM3000. The frequency of below RM1000 were the highest, 175 respondents with 50.9%, RM1001 to RM2000 were 41 respondents, 11.9%, RM2001 to RM3000 were 73 respondents, 21.2%, more than RM3000 were 55 respondents, 16%. Lastly, the categories in frequency of consumption Ready Meal *Nasi Lemak* were once and more than once. There were 146 respondents, 42.4% responded to the once consumption while 198 respondents with 57.6% responded to more than once consumption.

Table 2: Respondents' demographic profile (n=344)

Characteristics	N	%
<b>Gender</b>		
Male	102	29.7
Female	242	70.3
<b>Race</b>		
Malay	206	59.9
Chinese	83	24.1
India	43	12.5
Others	12	3.5
<b>Age</b>		
16-20	27	7.8
21-30	204	59.3
31-40	73	21.2
41-50	25	7.3

51+	15	4.4
<b>Marital Status</b>		
Single	248	72.1
Married	95	27.6
Others	1	0.3
<b>Occupational Status</b>		
Student	142	41.3
Working	175	50.9
Unemployed	27	7.8
<b>Monthly Income</b>		
<1000	175	50.9
1000-2000	41	11.9
2001-3000	73	21.2
>3000	55	16.0
<b>Frequency of consumption Ready Meal <i>Nasi Lemak</i></b>		
Once	146	42.4
More than once	198	57.6

### Level of agreement of the acceptance factors

Table 3 shows the descriptive analysis of independent variables; attitude, expectation, perception and dependent variable; acceptance of consumers toward Ready Meal *Nasi Lemak*. The mean represents the level of agreement of consumers toward Ready Meal *Nasi Lemak*. In attitude section, on average, respondents' attitude towards the Ready Meal *Nasi Lemak* lean to the agree level. Almost all statements on the ready meal itself such as "Ready meal *Nasi Lemak* focuses more to urban residents instead of rural residents", "You consider environmental-friendly packaging before buying ready meal *Nasi Lemak*", "Price of Ready Meal *Nasi Lemak* is unworthy for some people", "You prefer Ready Meal *Nasi Lemak* over homemade *Nasi Lemak*" and "Appearance and brand affect consumers to buy Ready Meal *Nasi Lemak*" had the in the agree level. However, only a statement "You prefer Ready Meal *Nasi Lemak* over homemade *Nasi Lemak*" was 2.35 which is in disagree level.

In expectation section, statement "Authentic taste is the main factor to purchase Ready Meal *Nasi Lemak*", "Pricing is the main factor to purchase Ready Meal *Nasi Lemak*" and "Portion is the main factor to purchase Ready Meal *Nasi Lemak*" show the mean in the strongly agree level.

In perception section, statement "Ready Meal *Nasi Lemak* mostly purchased by very busy consumers", "Ready meal *Nasi Lemak* mostly purchased by lazy consumer in preparing their own food" and "Ready meal *Nasi Lemak* only sold in well-known convenience store" had the mean in the agree level.

Lastly, in acceptance section, statement “Ready Meal *Nasi Lemak* should be commercialized widely”, “Ready Meal *Nasi Lemak* should be accepted in nowadays community”, “Ready Meal *Nasi Lemak* is recommended to opt for instead of traditional *Nasi Lemak*”, “As overall, you prefer Ready Meal *Nasi Lemak* more than traditional *Nasi Lemak*” and “As overall, you gladly accept the innovation of Ready Meal *Nasi Lemak*” had the mean in the neutral level.

Table 3: Mean and level of agreement of attitude, expectation, perception and acceptance of consumers toward Ready Meal *Nasi Lemak*

IV	Item description/ Average Mean	Mean	Level of agree
<b>Attitude</b>	Ready meal <i>Nasi Lemak</i> focuses more to urban residents instead of rural residents.	4.45	Agree
	You consider environmental-friendly packaging before buying Ready Meal <i>Nasi Lemak</i> .	3.90	Agree
	Price of ready meal <i>Nasi Lemak</i> is unworthy for some people.	4.56	Strongly Agree
	You prefer ready meal <i>Nasi Lemak</i> over homemade <i>Nasi Lemak</i> .	2.35	Disagree
	Appearance and brand affect consumers to buy Ready Meal <i>Nasi Lemak</i> .	4.44	Agree
	<b>Average mean</b>	<b>3.94</b>	<b>Agree</b>
<b>Expectation</b>	Authentic taste is the main factor to purchase Ready Meal <i>Nasi Lemak</i> .	4.66	Strongly Agree
	Pricing is the main factor to purchase Ready Meal <i>Nasi Lemak</i> .	4.51	Strongly Agree
	Portion is the main factor to purchase Ready Meal <i>Nasi Lemak</i> .	4.53	Strongly Agree
	<b>Average mean</b>	<b>4.56</b>	<b>Strongly Agree</b>
<b>Perception</b>	Ready Meal <i>Nasi Lemak</i> mostly purchased by very busy consumers.	4.40	Agree
	Ready Meal <i>Nasi Lemak</i> mostly purchased by lazy consumer in preparing their own food.	3.92	Agree
	Ready Meal <i>Nasi Lemak</i> only sold in well-known convenience store.	4.21	Agree
	<b>Average mean</b>	<b>4.18</b>	<b>Agree</b>
<b>Acceptance</b>	Ready Meal <i>Nasi Lemak</i> should be commercialized widely.	3.50	Neutral
	Ready Meal <i>Nasi Lemak</i> should be accepted in nowadays community.	3.42	Neutral
	Ready Meal <i>Nasi Lemak</i> is recommended to opt for instead of traditional <i>Nasi Lemak</i> .	3.34	Neutral

As overall, you prefer Ready Meal <i>Nasi Lemak</i> more than traditional <i>Nasi Lemak</i> .	2.77	Neutral
As overall, you gladly accept the innovation of Ready Meal <i>Nasi Lemak</i> .	3.38	Neutral
<b>Average mean</b>	<b>3.28</b>	<b>Neutral</b>

### Correlation analysis

Table 4 shows the relationship between independent variables and dependent variable accordingly. Overall, all the relationship between the variables were negatively correlated. The relationship between expectation and acceptance of consumers toward Ready Meal *Nasi Lemak* is significantly weak negative correlation with -0.201 (p-value 0.00). This implies that relationship between expectation and acceptance on Ready Meal *Nasi Lemak* is negatively related among consumers. The relationship between perception and acceptance of consumers toward food innovation Ready Meal *Nasi Lemak* is weak negative correlation with correlation coefficient of -0.145. This implies the relationship between perception and acceptance on Ready Meal *Nasi Lemak* is negatively related among consumers. The p-value for perception is 0.007 which is less than the significant level of 0.01. Therefore, there is a significant relationship between expectation and acceptance of consumer in food innovation Ready Meal *Nasi Lemak*. However, results show that there is no significant relationship between attitude and acceptance of Ready Meal *Nasi Lemak* in this study. All the negative relationships indicated that respondents are not well-accepted the new invention of this *Nasi Lemak*. This implied that they anticipate more on this ready meal in order for them to show a positive relationship.

Table 4: Spearman Correlation

	Hypothesis	Results	Supported
H1	There is a significant relationship between attitude and acceptance of consumers in food innovation Ready Meal <i>Nasi Lemak</i> .	r= -0.045 p-value= 0.403	No
H2	There is a significant relationship between expectation and acceptance of consumer in food innovation Ready Meal <i>Nasi Lemak</i> .	r= -0.201 p-value= 0.000	Yes
H3	There is a significant relationship between perception and acceptance of consumer in food innovation Ready Meal <i>Nasi Lemak</i> .	r= -0.145 p-value= 0.007	Yes

## DISCUSSION & RECOMMENDATION

### Hypothesis 1:

There was no significant relationship between attitude and acceptance of consumers in food innovation Ready Meal *Nasi Lemak*.

### **Hypothesis 2:**

There was a significant relationship between perception and acceptance of consumers in food innovation Ready Meal *Nasi Lemak*. The negative opinions of the consumers towards Ready Meal *Nasi Lemak*, was because the product was concentrating more on the food technology more than the food itself. For example, Ready Meal *Nasi Lemak* is a microwavable food. The consumers believed the homemade *Nasi Lemak* is worthy than Ready Meal *Nasi Lemak* from the perspective of taste, price and portion.

### **Hypothesis 3:**

There was a significant relationship between perception and acceptance of consumer in food innovation Ready Meal *Nasi Lemak*. Ready meal in Malaysia is in developing stage and not many options available at the supermarket shelves to be chosen. A lot of improvement is needed to the packaging and the ingredient to attract more people to consume Ready Meal *Nasi Lemak*. However, there are a lot of street vendors sell homemade *Nasi Lemak* even in the city centre.

## **RECOMMENDATIONS**

As the recommendations for future studies, the researcher suggests future researcher to conduct research among older people of different races. This would be helpful to the study to collect more opinions about traditional food such as *Nasi Lemak* because the senior citizens are having more suggestion about the food innovation. The focused should also be on people who live in rural area as they might give different opinion towards food innovation of Ready Meal *Nasi Lemak*. Rural area has been far away from hustle life in city. It is more suitable to collect data through interview and survey. Based on the surveys conducted in this study, it is quite unsuitable as people who answered the questionnaire might give irrelevant answers as the questionnaire was distributed through online. One of the ways could be providing a sample of Ready Meal *Nasi Lemak* to the people who were chosen as random respondents. By so doing, respondents who had never tried the innovated *Nasi Lemak* would also be able to give opinions. On the other hand, Ministry of Education and the Ministry of Rural Development can establish mechanisms to encourage more research and development in Malay traditional food through a Centre or Institute. Wellness program could organize to promote Malay traditional food knowledge to the young generations. A module and curriculum in Malay traditional food could be taught to secondary school teenagers and youth who are interested in the food business.

## **CONCLUSION**

In conclusion, some of the innovations are applied in terms of packaging, the way to cook the traditional food and also the additional ingredients to vary the taste of the food. The lifestyle of Malaysian might have changed slowly due to the new era. Same go for food which is needed as necessary thing to live healthy and comfortably. People nowadays have a lot of differences compare to older lifestyle especially when it comes to the food preparation. Either it is different in the ingredients used or the presentation of the food itself might be considered as changes.

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# Understanding the Factors Causing Household Food Waste at Three Urban Areas in Peninsular Malaysia

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## ABSTRACT

Food waste is defined as thrown away food from human consumptions; whether it has been preserved or allowed to decay after it has expired. Food wastes had caused major environmental impact such as air and soil pollution through the incarnation and decomposition processes. Previous studies recorded that households' food waste were more than other sources, particular in condensed populated places. Therefore, the study aimed to investigate the understanding on the factors causing household food waste in three urban areas on Peninsular Malaysia. There were 384 respondents participated in this study which had been conducted through social media such as Instagram, Facebook, WhatsApp, E-mail, We Chat and others. This study focused on household food waste in three urban areas in Peninsular Malaysia which were Alor Setar, Kota Bharu and Ipoh. The results showed that personal attitude and awareness positively play a significant role in someone's intention not to waste food in the cities where the most polluted areas of any states in Malaysia due to the highly dense population.

**Keywords: Household, Food Waste, Attitude, Value of Awareness**

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## INTRODUCTION

About 1.3 billion tonnes of edible food from production to human consumption were lost annually in the supply chain, accounting for one third (32%) of global food production (Balakrishna et al., 2015). Sources of food waste can be categorized into three categories: food loses (food lost during the storage, refining and manufacturing process), unintentional food waste (food lost during the consuming period, such as fruit peel and core) and avoidable food waste (Thi et al., 2014). Food waste has led to several global sustainability issues, such as environmental problem and social problem.

The environmental issue caused by food waste is the excessive production of greenhouse gases (GHGs). The effect of climate change and global warming on food waste is related to major volumes of GHGs. GHGs improve the natural greenhouse effect by absorbing ultraviolet radiation and by absorbing heat in the atmosphere. According to NASA, the Environmental Protection Agency (EPA) and other science and political agencies, if global warming is unimpeded, it could contribute to severe climate change, rising sea levels, water acidification, life-threatening weather disasters and other serious ecological and social impacts (Williams et al., 2018). Therefore, in order to minimise the environmental effects of food consumption behaviours, the reduction of food waste has become an important environmental concern while at the same time offering a persuasive market for other economic industries, such as waste disposal firms and the hospitality industry (Stefan et al., 2013).

Since many people already live-in poverty, food waste is economically and morally unacceptable. It is expected that the world population will continue to grow over the next five years, which ensures that current food supply will have more constraints. It seems that reducing food waste is seen as a tactic for rising food supply to feed the growing global population (Godfray

et al., 2010). Besides that, reducing food waste also can save the environment. This is because the food waste had caused climate changes and global warming that led to greenhouse gases. In addition, food waste that is dumped at the landfill contributes to air pollution. Explosions or fires occurring at the landfill will cause haze and lead to deterioration of vision due to the smoke. This contaminated air can affect public health. Therefore, it is important to reduce food waste to protect the environment from being polluted by water, air and soil pollution.

This study aimed to investigate the factors that were causing household food waste in three urban areas in Peninsular Malaysia. Like other countries in the world, urban population generates more organic waste compared to rural population. These organic wastes that happened at urban population is due to rapid development of the urban areas, increase level of income, rural-urban migration and consumption pattern that was caused by development (Jalil & Md Abdul, 2010). The urban areas chosen were Alor Setar, Kota Bharu and Ipoh.

There were two objectives of this research:

1. To investigate the relationship between attitude and intention not to waste food among the citizen in urban areas.
2. To examine the relationship between value of awareness and intention not to waste food among the citizen in urban areas.

## **Significance of the Study**

### **Researchers**

This research was seeking to provide clearer information and to address the full existence of information to new researchers. This research also provided the future studies with new resources, knowledge and latest information on the factors that might affect the accumulation of food waste in Malaysia. In Malaysia for example, 15000 tonnes of food are consumed daily and 3000 tonnes are eatable. This may help them to investigate the household waste survey more tightly, whether in Malaysia or abroad.

### **Authorities**

The next significance of this study is for authorities. This report aimed to provide specific information to the authorities on rising food waste in Malaysia. This research would provide the authorities with information about how to handle the way to eliminate household food waste. For example, in Malaysia, the government had started to take a closer look at the establishment of a national food bank following the establishment of a food bank in Penang through the Food Aids Foundation. This is because the initiative to set up a food bank to save food is the most important thing to plan not to waste food at the farms, restaurants, hotels and even at home. Campaigns, programs and others can raise awareness among the government and the community, whether in the household or food production sectors.

### **Consumers**

This study was also significance for the consumers. Since consumers or communities were significant contributors to food waste, several studies had looked at consumer or community food waste behavior from a variety of perspectives, such as factors affecting food choices, the impact of social influence on food waste or food shopping practices, and their relationship to food waste



(Farr-Wharton, Foth & Choi, 2014). Community needs to change their behaviors, including their routine, and to manage leftovers, such as reusing leftovers, is considered to be one of the most effective strategies for combating food waste at the community or household level. This study was also of considerable interest to the society to help them become more concerned with food waste. The importance of this study was to lead in minimizing waste in food consumption.

## **LITERATURE REVIEW**

### **Definition of food waste and its cause**

Food waste is defined as the loss of food during distribution, retail and final consumption. Usually, food waste occurs in urban area due to the dense population. According to the European Commission, as much as 42% of the food produced in Europe is wasted in the final consumption phase, regardless of the stage of agricultural production. Two thirds of this amount referred to as avoidable and possibly avoidable food waste (Secondi et al., 2015). Population growth and rapid urbanization process had led to increase in food waste created by the people. Food waste management is one of the major problems faced by the society especially in the urban area, because many people do not have awareness and indifference.

Rapid population growth had caused more food being purchased and more people hang out to shop for food. Many people do not know how to manage leftovers. For example, Malaysians produce about 37,890 tonnes of waste daily with at least 1.17 kilograms generated per person. That number is expected to continue to grow as the population grows and moreover, in Malaysia 15000 tonnes of food is consumed daily and 3000 tonnes is edible and this cause an increase in food waste. The reasons of this escalating quantity of food waste are because of the changes in eating habits as living standards have improved where people can order more food products than before. Due to rapid population growth and urbanization, it improves community living standards and broad job opportunities as well as high income opportunities. When communities have high incomes, it leads to an increase in their purchasing power. They will tend to buy more food without planning and eventually, they will waste the food. Consequently, food waste in Malaysia is pursuing an increase (Elmenofi et al., 2015).

### **Intention not to Waste Food**

Many countries suffer from food waste including Malaysia. There is food related practice and routine intention not to waste the food. Food planning is one of the most important ways to reduce food waste. It takes some time to manage your daily spending on food. Most consumers fail to use storing strategies in their households to extend the life of their food and set the refrigerator temperature higher than the recommended temperature, which speeds up food decay. The reuse of leftovers is considered one of the most effective strategies for combating food waste at the household level. People who eat regularly and consume their leftovers, they produce less food waste (Secondi et al., 2015).

Instead, managing the leftover or warming food can help individuals or the communities not to waste the food. According to psychological theory, intention is predominantly important in determining someone actual behaviour. Individual behaviour and own behaviour control is determined by the intention to perform the respective behaviour, and thus, the motivation and willingness to act comes from the intention of the individual (Karin Schanes, 2018). With that in mind, it is significant to act upon the theory that intention is the main determinant to predict the behaviour not to waste food in this study. There are two significant factors that contribute to this food waste: personal attitude and awareness.

## **Attitude**

Food waste relates to the personal attitude of community or household members. Household members need to change their attitude to reduce food waste such as their daily routine about food. Given the complexity of food waste, daily habits such as planning, shopping, storage, cooking, eating and managing leftovers play a decisive role in food supply and also in food waste generation (Waitt et al., 2016). In addition, various psychological approaches increasingly emphasize the critical role that everyday household behaviours such as eating, cooking and planning play a key role in food waste generation (Stancu et al., 2016).

Besides, individual level was observed that people living in urban areas tend to produce more food waste. In addition, education levels, classification practices, attitudes and concerns about food waste were shown to correlate with individual behaviour towards food waste. In fact, people living in urban areas (UK) are more likely to produce higher quantities of food waste than people living in rural areas (India) but mostly kids had to generate minimum food waste. Focusing on socio-economic status and standards of living, it was found that highly educated individuals and with higher disposable income as well as higher income families waste more than poorer households while other researchers found little or no correlation between income and food waste (Secondi et al., 2015). People living in urban areas have great jobs and high income that tend to indifference also have attitude of extravagant in buying instead, people who are living in rural areas are more concern and have awareness about food waste which is help them to produce less food waste.

## **Value of Awareness**

Value of awareness is closely related to daily activities related to food, such as planning, shopping, reuse of leftovers and household skills. Put in other perspective, household food waste results from buying more food than is consumed. It is discarded after performing a complex set of behaviours, each of which increases the likelihood of waste (Lisanne van Geffen, 2019). Raising awareness of households is crucial in reducing food waste but sometimes personal concerns are ways of raising awareness. Generally, personal concerns, such as saving money are more motivating to reduce food waste than environmental and social issues. It is often assumed that the main motivation for minimizing food waste is the financial issues associated with wasting food money (Schanes et al., 2018).

Other than that, there are some related personal characteristics that affect food waste which are age and gender. Regarding gender, most studies found that women wasted more than men and it was found that women were more likely to reduce food waste compared to men. As for age, studies carried out in the UK found that the youths wasted more than elderly people above all compared with people aged 65 or over who were found to waste significantly less food than the rest of the population (Secondi et al., 2015). Young people wasted more food than old people, so age is a factor that affects food waste. It will continue to happen if communities do not increase the value of awareness. The influencing factors of food waste include social norms, attitudes, cultural upbringing, experience, knowledge and understanding of food. Lack of knowledge seems to be one of the causes of food waste.

## **Research Hypothesis**

The literature review highlighted that the independent variables like attitude and value of awareness do affect the household food waste in Malaysia. Therefore, the study planned to

examine the level of effect among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H1: There is a significant relationship between attitude and intention not to waste food among citizen in urban areas.
- H2: There is a significant relationship between value of awareness and intention not to waste food among citizen in urban areas.

### Research Framework

A research framework is illustrated as shown in Figure 1 to investigate the connection between the attitude, value of awareness and intention not to waste food among household living in three urban areas in Peninsular Malaysia. The independent variables are attitude and value of awareness. The dependent variable is the intention to not waste food.

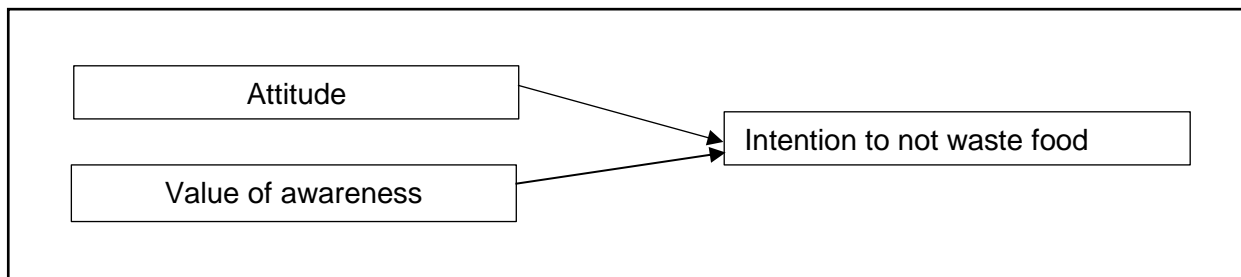


Figure 1: Research framework

## METHODOLOGY

### Research Design

This study used the quantitative method where questionnaires were distributed to 384 households living in the three urban areas. In this research, the target populations chosen were Malaysian citizens who live in the urban areas which comprised of three major cities of three states, namely Alor Setar, Kota Bharu, and Ipoh. This was due to the drastic economic development, coupled with rising commercialisation and urbanisation, had resulted in large and increasing amounts of food waste in these three areas.

Moreover, a set of questionnaires was distributed to the population to collect the data which are households living in the three urban areas in Peninsular Malaysia. The researcher divided questionnaire into 4 sections which are Section A, B, C and D. For Section A, the questionnaire requested for the general information about the Malaysian citizen's households' demographics such as the living area of respondents, gender, age, race, education level, working status, income level and family members of demographic information. For Section B, C and D, the questions elaborated more on the dependent and independent variables which were (i) Intention not to waste food, (ii) Attitude, (iii) Value of awareness that were examined in the survey. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement.

### Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using Google form application. The link to the Google form was distributed to all

social media such as Instagram, Facebook, WhatsApp, E-mail, We Chat and others. It was very convenient to minimize cost, save time and significantly applicable during this pandemic outbreak around the world.

### Sampling

The sampling method used in this study was the non-probability sampling which was convenience sampling. The study used this method because questionnaires were prepared and distributed online or posted them to social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who are among the household living in three urban areas in Peninsular Malaysia through online and social media.

In achieving reliable and valid sample of this study, Table 1 shows the total population of the the three urban areas significantly changing from the previous census in 2010. It seems noteworthy that the populations had increases more than that ( $N > 100000$ ). Therefore, according to table by Krejcie and Morgan (1970), the significant number of sample size for this research was 384 to representing those selected cities.

**Table 1:** *The number of households in three states of Malaysia*

City Name	Number of Households: 2010 Census: Urban: (unit)
Kelantan (Kota Bharu)	127.460
Kedah (Alor Setar)	288.488
Perak (Ipoh)	403.777

**Source:** [www.CEICDATA.COM](http://www.CEICDATA.COM), Department of statistics, Database Malaysia.

### Data Analysis

There were four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test and pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

## FINDINGS

### Demographic Profile

The total frequency for Alor Setar representative were 116 respondents, followed by Kota Bharu which was represented by 156 respondents and followed by Ipoh which was 112 respondents in total. Table 2 below shows that 30.2% of the respondents are living in Alor Setar, then followed by Kota Bharu which is 40.6% and also followed by Ipoh which is 29.2%.

The frequency of male respondents is 178 respondents while the frequency of female respondent is 206 respondents. The highest of the respondents is female. The results have also been visualised below showing the percentage of respondents by gender which is 46.4% for male and 53.6% for female.

Next, the number of respondents by age consisted of 18-24 years old (197 respondents), 25-34 years old (81 respondents), 35-49 years old (64 respondents) and for 50 years old and above (42 respondents). Subsequently, it shows the percentage of respondent by age which are

18-24 years old (51.3%), 25-34 years old (21.1%), 35-49 years old (16.7%) and 50 years old and above (10.9%).

Lastly, the respondents were also categorized by races which were Malay, Chinese, Indian and others. Total respondents collected were 384 respondents. The highest frequency race is Malay which was 239 respondents and followed by second highest race the Chinese which were 93 respondents. The third highest race was Indian which was 41 respondents and followed by other races which were 11 respondents. Therefore, the percentages of respondents by race were, Malay 62.2%. Second highest percentage was Chinese 24.2%. Third highest percentage of race was Indian 10.7% while other races were 2.9%.

**Table 2: Respondents' socio- demographic profile (n=384)**

<b>Characteristics</b>	<b>N</b>	<b>%</b>
<b>Living Area</b>		
Alor Setar	116	30.2
Kota Bharu	156	40.6
Ipoh	112	29.2
<b>Gender</b>		
Male	178	46.4
Female	206	53.6
<b>Age</b>		
18-24	197	51.3
25-34	81	21.1
35-49	64	16.7
50-above	42	10.9
<b>Race</b>		
Malay	239	62.2
Chinese	93	24.2
Indian	41	10.7
Others	11	2.9

### **Reliability Test**

The questionnaire results undergone a reliability test using reliability Cronbach's Alpha Coefficient based on each independent variable and dependent variable. The first independent variable, attitude with 5 questions showed the Cronbach's Alpha value 0.91 which was ranked as very good in term of the internal consistency and Likert-Scale questions are considered as more reliable. The second independent variable, value of awareness with 5 questions where the Cronbach's Alpha Coefficient result was 0.86 which range as very good so that the Likert-Scale question was considered as more reliable. Lastly in measuring the dependent variable, 5 questions pertaining to the intention not to waste food were tested for reliability and validity. The Cronbach's Alpha

Coefficient result was 0.90 which range as very good and the Likert-Scale question was considered as more reliable.

### Correlation Analysis

Table 3 shows the relationship between attitude and intention not to waste food among citizen in urban areas is strong positive with correlation coefficient of 0.85. This implies that relationship between attitude and intention not to waste food among citizen in urban areas is strongly positive towards not to waste food. The p value of attitude is 0.00 which is less than highly significant level 0.00. Therefore, there is a significant relationship between attitude and intention not to waste food among citizen in urban areas. Next, is the relationship value of awareness and intention not to waste food among citizen in urban areas is strong positive with the correlation coefficient of 0.82. This implies that the relationship between value of awareness and intention to not waste food among citizen in urban areas is strongly positive. The p value of awareness is less than the highly significant level 0.00. Therefore, there is a significant relationship between value of awareness and intention not to waste food among citizen in urban areas.

**Table 3:** *Pearson Correlation Analysis*

		Attitude	Value of Awareness
<b>Intention to not waste food</b>	Pearson Correlations	0.85**	0.82**
	Sig.(2-tailed)	0.00	0.00
	N	384	384

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

### Comparison of Mean and Standard Deviation among Urban Areas

Table 4 below shows the mean and standard deviation for the attitude that was compared among the urban areas which were Alor Setar, Kota Bharu and Ipoh. For Alor Setar, there are two statements that get similar mean (3.98), which are the means for statements 2 and 3. However, the standard deviation for each statement is different which are 1.40 and 1.46. Next, Kota Bharu highest mean on statement *respondents was raised to believe that food should not be wasted* where the mean is 3.99 (1.45). In addition, Kota Bharu also had the lowest mean which is 2.90 (1.59) on *respondents often throwing away edible foods or vegetables*. That value also is the lowest compared to the other results. Then, the highest mean for Ipoh is on statement 2 with 4.01 (1.41). It is the highest mean compared to the other urban areas. Based on the results, respondents from Ipoh are more reluctant to throw food and are responsible for the food waste.

Comparing the value of awareness of the three areas (Alor Setar, Kota Bharu and Ipoh), it can be seen that the mean value for Ipoh is dominant being the highest mean on all statements compared to other states. The mean for statement 1 is 3.74, statement 2 is 3.91, statement 3 is 3.48, statement 4 is 3.64 and statement 5 is 3.62. The standard deviations for all the statements are 1.36, 1.07, 1.20, 1.34 and 1.26 respectively. The second highest mean is for Kota Bharu's respondents and the third highest mean is for Alor Setar's respondents. The only differences are that the respondents at Kota Bharu and Ipoh are likely to buy food during promotion and make plans of purchasing food for their weekly.

Lastly, is the comparison between the intentions not to waste food among the urban areas. There are 5 statements that get different mean and standard deviation for each urban area. Ipoh gets the highest mean on statement 1 and statement 2 compared to other urban area which is 3.83 (1.33) and 3.29 (1.34). For statement 3, the highest mean is Alor Setar which is 3.71 (1.46). However, Kota Bharu gets the highest mean for statement 4 and statement 5. The value of that mean and standard deviations is 3.87 (1.40) and 3.76 (1.41) respectively. From the results, respondents from Ipoh are more responsible for food waste because they do not intend to generate food waste and at the same time, they are also using for food trimming to avoid household food waste.

**Table 4:** Mean comparison between three urban cities

<b>Variables</b>	<b>Alor Setar</b>	<b>Kota Bharu</b>	<b>Ipoh</b>
<b>Attitude</b>			
I feel bad when uneaten food is thrown away.	3.48(1.54)	3.76(1.53)	3.90(1.32)
I was raised to believe that food should not be wasted.	3.98(1.40)	3.99(1.45)	4.05(1.35)
I think food should not be wasted.	3.98(1.46)	3.90(1.43)	4.16(1.19)
Throwing away food does not bother me.	3.17(1.56)	3.05(1.62)	3.49(1.47)
I often throw away edible foods or vegetables.	3.28(1.66)	2.90(1.59)	3.43(1.46)
<b>Value of Awareness</b>			
It feels like if I do wastage, I got a bad conscience.	3.14(1.56)	3.54(1.46)	3.74(1.36)
I do purchase based on promotions. (buy 1, free 1, half price, etc).	3.38(1.46)	3.58(1.37)	3.91(1.07)
I make several purchases of food items in a week.	3.22(1.38)	3.47(1.33)	3.48(1.20)
Food waste is harmful to the environment.	3.33(1.39)	3.48(1.47)	3.64(1.34)
Food waste creates economic damage to people.	3.27(1.40)	3.43(1.41)	3.62(1.26)
<b>Intention not to waste food</b>			
I intend not throw away the food.	3.68(1.64)	3.79(1.48)	3.83(1.33)
I intend to eat leftover food.	3.20(1.44)	3.01(1.49)	3.29(1.34)
I intend to generate as little food waste as possible.	3.71(1.46)	3.60(1.52)	3.67(1.32)
I intend to make shopping list of food products I want to buy.	3.59(1.52)	3.87(1.40)	3.61(1.37)
I intend to find a use for food trimmings.	3.49(1.40)	3.76(1.41)	3.58(1.32)

Values in parentheses are standard deviation

## DISCUSSION & RECOMMENDATION

Based on the result obtained, attitude gives most influence towards intention not to waste food among citizens in urban areas. Based on the data obtained in descriptive variable for all independent variables, most of the respondents were satisfied with the attitude because the data was higher than other variables which is 3.62. Most of the respondents in each city were aware the important of not to waste food and the correlation results indicated the strong positive relationship between attitude and the intention not to waste food. This would probably show that the more positive attitude towards not wasting any food at home, the higher the intention of an individual at the cities not to throw away any food that is consumable. Next, based on the result independent variable, value of awareness, and dependent variable, intention not to waste food, has a relationship. This is because the majority of the households showed more aware about not to waste food. This awareness is also closely related to daily activities related to food, such as planning, shopping, reuse of leftovers and household skills and the correlation results indicated the strong positive relationship between value of awareness and the intention not to waste food. This would probably show that the more positive value of awareness towards not wasting any food at home, the higher the intention of an individual at the cities not to throw away any food that is consumable.

Recommendation, information sharing campaigns can be organised to raise awareness among local people about waste separation at source and enable them to practice in 3Rs which are reuse, reduce, and recycle. Another alternative may be to develop a home composting bin where households can first dispose the food waste in a bin until it is full or have the truck clear the bin once a week or once per fortnight to reduce the transport pressure for waste collection. Moreover, consumer groups also have an important role to play in raising consumer understanding of food waste and promoting behavioural improvement through the distribution of suggestions and realistic tips to eliminate food waste at home.

## CONCLUSION

The aim of this study was to determine factors causing household food waste in three urban areas in Peninsular Malaysia. In this study, household food waste was influenced by attitude and value of awareness. Therefore, household food waste was represented by households living in the three urban areas in Peninsular Malaysia which was dependent variable. Moreover, there were two factors being studied which were attitude and value of awareness. It shows that someone intention not to waste food was significantly affected by their personal attitude and value of awareness. In conclusion, an individual activity does give impact on how he or she is planning the house chores and how he/she personally values the food that had been gratefully obtained.

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# Factors Determining Young Generation Intention to Eat the Negeri Sembilan Traditional Food

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## ABSTRACT

Traditional food referred to as food that has been eaten for several generations including all the native food plants found in that area or locality. Traditional foods apply to food types that have been eaten for several generations regionally over a long period of time. One of the states in Malaysia that is still proud and sustaining their food tradition is Negeri Sembilan. The purpose of this research was to find out the factors that influence young generation interns to eat Negeri Sembilan Traditional Food by sensory appeal, familiarity, health, weight control, convenience, price, ethical concern and natural content. In conducting research on traditional food in Negeri Sembilan, there were several aspects to consider. For instance, young generations felt traditional food was overrated rather than modern cuisine. Thus, in this study we identified the individual behaviour related to the attitude of the young generation intent to eat Negeri Sembilan traditional food. In addition, the findings of this research would improve the consideration of the eight factors in the framework which influenced the intention of the young generation to eat Negeri Sembilan traditional foods. This study was conducted in a quantitative way related to systematic research using statistical or numerical data. Results from this study revealed that there were four factors namely health, sensory appeal, convenience, and weight control that influenced the most in determining the young generation's intent to eat Negeri Sembilan traditional food.

**Keywords: Negeri Sembilan, traditional food, young generation**

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## INTRODUCTION

Traditional food is often regarded as a midpoint of cultural identification that belongs to a specific culture or ethnicity, and some elements of food preparation and consumption are the recognizable identification badges. Traditional food referred to as food that has been eaten for several generations including all the native food plants found in that area or locality. According to Trichopoulou, Soukara, & Vasilopoulou (2007), the traditional foods usually are the food types that have been eaten and practised over a long period of time. Thus, the traditional food can be identified as an important component to elucidate the cultural heritage and culture. Knowing to recognise the identities of the cultural identity is one of the unique ways to Incorporate and organize multiple overlapping cultures, such as food traditions, which belong to the culture (Melville, 2012). The finest and freshest found ingredients surrounding the neighbourhood make Malaysian traditional food creatively prepared and later the recipes are passed on to the younger generation (Salleh, 2006).

Knowing that, there are many foods in Malaysia that are attractive and symbolize the identity of a state. For instance, in southern Malaysia, Laksa Johor is the popular dish and it is represented as Johor heritage food (Omar & Omar, 2018). With that, the Negeri sembilan state has a popular dish and it is symbolized as their state identity. In conjunction with that, the uniqueness of Negeri

Sembilan state is still practising the fascinating 'Adat Papatih,' until to date. The Adat Papatih is a matrilineal system of inheritance and administration, including traditional food, and it is unique to the state (Omar & Omar, 2018). This matrilineal system was influenced by the Minangkabau tradition and it brought a rich cultural heritage with them, which is still preserved until today. Negeri Sembilan is a state situated on the western coast of Peninsular Malaysia and bordering Selangor on the north, Pahang on the east, Melaka on the south. The capital city is Seremban. The royal town is Seri Menanti, in the central district of Kuala Pilah. "Negeri Sembilan" is founded on a combination of nine states or regions.



Among the popular and well-known dishes in Negeri Sembilan is Masak Lemak Cili Padi. Immemorially, this dish is cooked and prepared in a traditional way, the bird eye chillis, turmeric and lemongrass are cooked without adding an oil and then poured in coconut milk. However, several studies had postulated that the young generation felt too embarrassed to have traditional food taken to school (Muhammad, Ab. Karim, Hamzah, 2015; Md. Nor, Mohd Shazali, Mohd Salehuddin, Hannita Mohd Salleh, and Muhammad, 2012). On the other hand, the younger generation at home is less exposed to traditional foods. At home, they were introduced to traditional food when helping their mother preparing family meals, making sure that the younger generation typically lends a hand during the festive season preparation process. (Muhammad, Ab. Karim, Hamzah, 2015). Processes normally began during their adolescent daughter days.

While they were still staying with their mother and gradually occurring especially during school holidays and religious festivals such as Hari Raya and so on. (Md. Nor, Mohd Shazali, Mohd Salehuddin, Hannita Mohd Salleh, and Muhammad, 2012). Lastly, they wanted more snacks and other non-traditional foods to fill their appetite (Nur Hafizah Muhammad, Humairah Hamzah, 2015). Therefore, in this study researchers were attempting to investigate the young generation intention to eat or consume their traditional food. This is due to the young generation today who are less aware of the traditional food available in Malaysia especially traditional food in Negeri Sembilan.

### **There are three objectives of this research:**

1. To identify the weight control, price and ethical concern of the young generation intent to eat traditional food.
2. To study the convenience, natural content and health among the young generation intent to eat traditional food.
3. To measure the sensory appeal and familiarity in determining the young generation intent to eat traditional food.

### **Significance of The Study**

The significance of the study was divided into three parts, namely Academic, Community, and Industries. The first is academic. Academics can record proposals related to the intention of eating traditional Negeri Sembilan food among the younger generation and can also be a reference for young people who want to know about traditional food information in the state. This study was useful for academics to serve as a source of reference in the future. The next is the community. Through this study, the community could identify traditional foods in Negeri Sembilan and could find out why the young generation was unfamiliar with traditional foods. The community can see how traditional food is growing. The last is the industries. This study also benefited the industry especially the food industry as they could find information on traditional food in Negeri Sembilan. The industry will certainly involve students. For students who chose the food industry, of course, they would be looking for a variety of sources of reference related to this particular food.

## **LITERATURE REVIEW**

### **Weight Control (WC)**

Weight control is an important thing for some individuals. Eating the right foods can help individuals to maintain weight control. Good weight control can help to maintain good health. (Tan & Yow, 2016) (Pieniak et al., 2009). There are many types of traditional foods served during the festive season that make them love to eat them and no longer care about their weight control. Negeri Sembilan's cuisine has great influence from Minangkabau and West Sumatera (Brissenden 2003). The best example of culinary heritage is dishes such as 'Rendang' and 'Masak Lemak Cili Api' both suggesting features of strong thick coconut milk and spicy. These traditional foods would definitely make the Malaysians forget about controlling their weight.

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### **Price (P)**

Price is an important thing to consider when buying goods or services. Price is the quantity of some payment given by one party to another in exchange for a unit of goods or services. (Tan & Yow, 2016) (Pieniak et al., 2009). In this study we had shown the importance of prices when buying daily food but failed to be significantly associated with general attitudes toward traditional foods and good use of traditional foods for samples collected in every country. However, consumers were aware of the potential price premium associated with traditional foods compared to other foods. The traditional food prices generally do not prevent young generation from being attracted to traditional foods compared to local foods.

### **Ethical Concern (EC)**

The ethical concern is an important part of an individual's life. Concern refers to something that can be seen through passion for someone or something (Tan & Yow, 2016; Pieniak et al., 2009). Ethical eating is a type of ethical consumerism. This finding indicated that ethical issues related, e.g. to the production and image of traditional foods neither act as a motive nor as a barrier to feel favourable about traditional foods or to purchase and consume traditional foods more frequently. Similarly, in Negeri Sembilan traditional foods, it does not prevent or interfere with the society from eating the traditional foods because it has no ethics that would cause the people to dislike or eat them.

### **Convenience (C)**

Convenience is an essential part of everyday life for individuals. This facility is a situation that can make it easier for some people to get things going without any difficulty and problems (Tan & Yow, 2016; Pieniak et al., 2009). The comparison of the general attitude and level of use among the Malays, Chinese and Indians in Malaysia, the atmosphere and amenities that have become their choice in the selection of food for all three ethnic groups. This was strongly supported by Chambers et al. (2007) that the importance given to convenience had been closely linked to general attitudes and consumption of traditional foods. However, people who are more focused on the convenience of choosing food are more likely to have a more negative attitude and to show lower consumption of traditional food products.

### **Natural Content (NC)**

Natural content is something that is important for everyone, especially in terms of food. Foods that contain natural content can benefit an individual because the food has its own specialty (Tan & Yow, 2016; Pieniak et al., 2009). Natural content indicates that it is important because it is positively associated with traditional food consumption. Natural content is the best ingredient in preparing traditional foods because it has its own unique flavour. These findings had shown that the natural food character or description is one of the key assets for consumers.

### **Health (H)**

Health is a very important condition for an individual. Health refers to a person's physical, mental, and social well-being. This health has two conditions in which the individual is healthy or ill (Tan & Yow, 2016; Pieniak et al., 2009). There are different health therapies for Malaysians and health demands are growing for food. Malaysian's growing health issues have made more health-promoting products available on the market. A better educated Malaysian was the driving force behind the increase of natural foods purchasing, nutraceuticals and organic foods (Stanton, Emms & Sia, 2011).

### **Sensory appeal (SA)**

The sensory appeal is very important to everyone. The sensory appeal can help an individual to feel something they want to feel like food and so on (Tan & Yow, 2016; Pieniak, Verbeke, Vanhonacker, Guerrero, & Hersleth, 2009). Traditional foods already have the sensory appeal to attract the young generation to eat the type of food based on the culture of their place. Sensory appeal can be associated to Negeri Sembilan food which has a spicy and chile-based taste. Foods that have a hot and spicy taste have been identified as Malay food since long ago (Wan Hafiz, W.Z.S., TOH, & Hamdin, 2008).

## **Familiarity (FAM)**

Familiarity is associated with close contact with someone or knowledge of something. This familiarity can be the result of a family relationship to something about hereditary recipes and so on (Tan & Yow, 2016; Pieniak et al., 2009). The younger generation who is familiar with Negeri Sembilan foods will know where the attraction of their traditional foods comes from. According to Brissenden (2003) the main influence of Negeri Sembilan cuisine is from Minangkabau and West Sumatra.

## **Research Hypothesis**

In this study, there were eight hypotheses between intention to eat traditional food Negeri Sembilan and independent variables such as weight control, price, ethical concern, convenience, natural content, health, sensory appeal, and familiarity.

H1: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and weight control among young generations.

H2: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and price among young generations.

H3: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and ethical concern among young generations.

H4: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and convenience among young generations.

H5: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and natural content among young generations.

H6: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and health among young generations.

H7: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and sensory appeal among young generations.

H8: There is a significant relationship between intention to eat traditional food of Negeri Sembilan and familiarity among young generations.

## **Research Framework**

A research framework was designed to investigate the connection between the factors determining the younger generation intent to eat Negeri Sembilan traditional food. A conceptual framework was a method used to examine complex alternatives and contexts. It was used to systematize concepts and create logical apps. Strong conceptual structures capture something specific and do so in a manner that is easy to remember and apply.

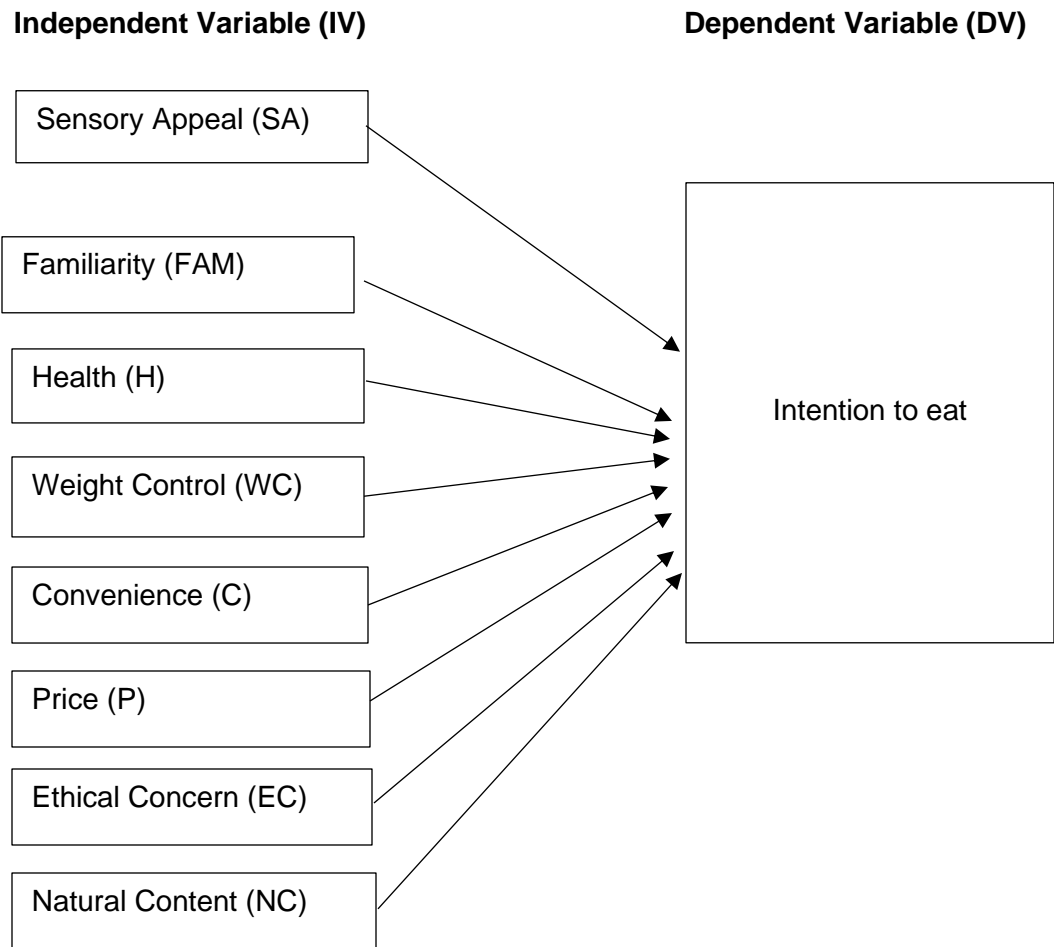


Figure 1: Research Framework

Sources: Adapted from Pieniak, et.al. (2009)

## METHODOLOGY

### Research Design

This study used the quantitative method that was related to systematic research using statistical or numerical data. This method is more accurate and easier to collect and analyse the data of the study when the researcher uses questionnaires form to obtain the research data. The researcher distributed the questionnaires to the respondents to test the dependent variables and the independent variables. Researchers used questionnaires as a method of data collection since this study was using a quantitative approach.

### Data Collection

During the first stage of the data collection used in this study is researchers used questionnaires together the information or data needed. The types of sources mentioned in this study have a lot of data available (Dudovskiy, 2019). Researchers also use secondary data to collect data, this is

because through secondary data, much of the data can be obtained. In addition, the questionnaire used in collecting the data is in the form of quantitative studies based on calculations in a specific format. The researcher used a questionnaire which was divided into two sections, part A and part B.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data through online Google form. In this simple random sampling method, the researcher had chosen the target sample among the students at UMK as they fell into the young adult category. The estimated population for this study were 8891 students at Universiti Malaysia Kelantan based on the annual report in 2018. The researcher only took 367 UMK students to be the sample of this study. The target population was determined by researchers to examine the relationship between sensory appeal, familiarity, health, weight control, convenience, price, ethical concern, and natural content with the intention to eat traditional food in Negeri Sembilan.

### **Sampling**

The sampling method used in this study was the simple random sampling in collecting the information as the respondents were selected according to their availability. In other word, this method can also assist the researchers in this study to make a large and effective survey of a larger number of respondents. In addition, researchers needed to select a sample based on the opportunity and probability of each number to be the study sample. The researcher took 367 UMK students to be a sample of this study, but only 278 questionnaires were completed. This study used 278 respondents to identify the intention to eat Negeri Sembilan traditional food among the younger generation. The data was collected and being analysed in the statistical system (SPSS) version 24. According to Baruch (1999), customer surveys commonly have lower response rates. In achieving a reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size.

### **Data Analysis**

There were three types of data analysis used in this study, namely frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

### **FINDINGS**

It was found that price, weight control and ethical concern were related to the intention to eat traditional food. Traditional food shows the identity of the country. Price plays an important role to attract people to try the traditional food. Convenience is an essential part of everyday life for individuals. Natural content is something that is important for everyone, especially in terms of food. Foods that contain natural content can benefit an individual because the food has its own specialty. Health refers to a person's physical, mental, and social well-being. The younger generation decided to eat Negeri Sembilan Traditional food with the emphasis on convenience, natural content and also health. Overall, the results showed that sensory appeal and familiarity have a strong relationship between intentions to eat traditional food Negeri Sembilan. Having a sensory attraction to traditional food can attract the interest of the younger generation.



## Correlations

	Intention to Eat
Weight Control	0.417** (medium)
Price	0.574** (high)
Ethical Concern	0.529** (high)
Convenience	0.526** (high)
Natural Content	0.521** (high)
Health	0.585** (high)
Sensory Appeal	0.575** (high)
Familiarity	0.686** (high)

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

### Correlation absolute value size

r=.10 - .29

r= .30 - .49

r= .50 - 1.0

### Strength of association

Small

Medium

High

## DISCUSSION & RECOMMENDATION

From this study, the younger generation should have information about traditional food, especially from the older generation so that they can put their knowledge into practice by eating traditional food. The younger generation is a very important generation to maintain and attract interest in their traditional food. The Cronbach's Alpha reliability test of eight factors had the highest value from 0.956 to the lowest value of 0.775 that had affected the younger generation intention to eat this traditional food and passed the traditional food to the next generation. However, the results of this study were different from Pieniak et al (2009), where it focused more on the investigation of factors influencing traditional food choices by European Consumers. This is because Europe has its own traditional food and culture that is different compared to Malaysia. In this study, the researchers focused more on the factors that influenced the intention to eat traditional food among the younger generation. The difference between the results of this study and the study by Pieniak et al (2009) might be due to differences in the traditional food itself and the people who eat it.

The correlation results stated that the highest was the familiarity with the score of (.686,  $p > 0.01$ ) while the health scored (.585,  $p > 0.01$ ). Next, the sensory appeal scored (.575,  $p > 0.01$ ) while price scored (.574,  $p > 0.01$ ). The ethical concern scored (.529,  $p > 0.01$ ) while the convenience scored (.526,  $p > 0.01$ ). The natural content scored (.521,  $p > 0.01$ ) while the lowest results was weight control which scored (.417,  $p > 0.01$ ).

The recommendation we proposed is to focus more on the factors that influence the younger generation's intention to eat this traditional food. With more focus on these factors, researchers will be able to get more information on what causes this young generation to eat traditional foods. Next, our suggestion is to further expand this study with different factors. These different factors can help researchers to further strengthen this study. Factors influencing the intention to eat this traditional food can be a reference for other researchers to study in-depth in the future. Finally, our suggestion is to find respondents in studying the intention to eat this traditional food using qualitative methods such as interviews. With this method, the researcher will get information directly from the respondents on what their intentions are pertaining to eating this traditional food. Each respondent might have his/her own factors that influence the intention to eat traditional food. Therefore, by using this method it can help researchers to know more factors that influence the intention to eat this traditional food.

## CONCLUSION

In conclusion, the relationship toward eight factors of independent variables had been examined to determine young generation intention to eat Negeri Sembilan traditional food. The researcher was using the research framework from the previous study (Pieniak, Verbeke, Vanhonacker, Guerrero, & Hersleth, 2009). According to the finding, it is shown that of the eight factors of independent variables, there are four factors which were price, health, sensory appeal and familiarity influenced the most in determining young generation intention to eat Negeri Sembilan traditional food.

The study conducted through questionnaire was able to gather a total of 278 out of 367 respondents. According to the response rate taken, this study had been successful and analysed by using the statistical system (SPSS) version 24. Through the analysis that had been done, this study was able to help the retailers to produce traditional food because the factors of independent variables showed that it was suitable with the intention of the young generation.

As a result of the study that had been done, the eight factors of independent variables had shown significance relationships in determining the younger generation intention to eat Negeri Sembilan traditional food. This research had proven that the factors taken from previous studies had shown strong evidence in identifying the desire of the younger generation to try traditional foods. Furthermore, this study would also be able to help the food industry from their respective states in further expanding their businesses of traditional food because it would be able to attract all generations to try the product.

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# Factors That Influence the Acceptance of Millennial Generation to Consume Traditional Food (Kuih-Muih) In Kota Bharu

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## ABSTRACT

This study was conducted to examine the factors that influence the acceptance of millennial generation to consume traditional food (*kuih muih*) in Kota Bharu. Nowadays, traditional food is rarely found in most places especially in urban areas. Traditional foods are foods that symbolize a place. Traditional foods (*kuih muih*) have various flavors and shapes that the younger generations should maintain the taste and texture according to the place. There are several factors that influence the acceptance of the younger generation to eat traditional food (*kuih muih*). This research aimed to study the relationship between taste, price and family practice towards the acceptance of millennial generation to consume traditional food. This study had two objectives which were to analyze the relationship between taste, price and family practice towards the traditional Malay Kuih in Kota Bharu, Kelantan and to investigate the factor that influence young generation to consumed traditional Malay Kuih in Kota Bharu. The quantitative analysis approach was chosen, and the questionnaire was used as a research tool to collect data. Google form was used to distribute the questionnaire and collected the data. The data collected was analyzed by using frequency analysis, descriptive statistics, reliability analysis, and Pearson correlation analysis using Statistical Packages for Social Science Version 24 (SPSS Version 24) software. This study would help the researchers to understand the factors that influence the acceptance of millennial generations to consume traditional food (*kuih muih*) in Kota Bharu. The results showed that the factor of price was the strongest predictors of knowledge among millennial generation to consume traditional food.

**Keywords:** Hospitality, Factors of influence, family practice, taste, price

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## INTRODUCTION

Food is seen not only as a basic necessity but also as a major attraction for certain destinations (Sim, 2009). As human, the healthy human body relies heavily on good nutrition. To get this nutrient, eating food is one of the ways to get it. Food is available in many shapes, flavours and colours. Food is also a symbol of a group or nation. Food and eating habits can also symbolize the culture of a nation. Anthelme Brillat (1825) as cited in Gabaccia, 1998, "tell me what you eat, I will you tell you who you are". Within community the food is divided into two categories, modern cuisine food and classical cuisine/traditional food. Modern cuisine food approaches the ingredient by the supreme respect. Traditional foods referred to as foods eaten for several years, contains all indigenous food plants cultivated in the area or locality (European Union, 2007). Traditional food is one of the most important features to symbolize or be a landmark for a group or community such as race, religion and nation. Traditional food is an expression of culture, history and way of life. While we live in a globalizing world, different dietary habits exist between countries (Slimani et al. 2002). Traditional food exists with cultural traditions of sharing food provisioning skills, techniques and cultural imposed (Muhammad et al., 2009).

This study purposed to determine the factors that influence the acceptance of millennial generation to consume traditional food (*kuih-muih*). Young people have their own taste of choice in their diet whether they want to choose fast food or healthy food. Because of that, youngsters need to get exposed to traditional food. Current traditional culture which include traditional cuisines, need to be preserved to ensure the continuation in creating valued products (United Nations Education, Scientific and Cultural Organization [UNESCO], 2008). Young generation is more dependent on the technology for food preparation nowadays. Apart from that, young generation mostly buys ready to eat food that is more convenient and simpler. To prepare the traditional foods, the most concerning matter is to find the raw ingredients (Shazali, 2014). The purpose of this study was to learn about the factors that influence the acceptance of millennial generation to consume traditional food in Kota Bharu. These factors include training from family practice, taste, and price. The analytical unit were students who took up the course of hospitality around the state of Kelantan who require food for breakfast, lunch and dinner.

There are two objectives of this research:

1. To analyse the relationship between taste, price and family practice towards the traditional food (*kuih*) in Kota Bharu, Kelantan.
2. To investigate the factor that influence millennial generation to consume the traditional food (*Kuih*) in Kota Bharu, Kelantan

## **Significance of the Study**

### **Academic Research**

This research was aimed at helping anyone to obtain clearer information and be able to deal with all the information to the latest entrepreneurs or researchers who have a connection with traditional food. That can help them to investigate more about the study related to traditional food.

### **Traditional Food**

The outcome of this study is important as it will be able to provide an advantage and useful to traders producing and selling traditional food. They can also find out that traditional food is more popular than what we thought. The traditional food can also be commercialized when more and more people are eating it. For those who produce and trade traditional food, this study will be a reference for them to make a suitable marketing strategy to further introduce this heritage food

### **Young Generation**

This review can also help improve young people's knowledge. This is because, this study can role-guide them in the future to find out how they can choose and make judgments on traditional foods. This study would be able to provide useful information about traditional foods, especially to young people in Kota Bharu. In summary, the investigation through this study, could provide knowledge about the factors that influence the acceptance of young people to consume traditional food in Kota Bharu

## **LITERATURE REVIEW**

### **Traditional Food and Knowledge Transmission**

Culture, history and lifestyle have become compounds that explain the true meaning of traditional foods. Even though humans in the whole world may look the same, humans still have differences, especially in terms of dietary patterns that vary from each country, as mentioned by Slimani et al. (2002). Traditional foods, referred to as foods eaten over several generations that contain all the indigenous food plants present in that area or locality (European Union, 2007). First foods are foods which originate in an area in relation to the nation, city, district or sub-district while in other words, traditional food is the food which differentiates itself through specific qualitative factors and has a unique cultural identity, Jordana (2000). Kwik (2008) In addition, it is said that traditional food might be perceived as relating an unchanging process. This reflects the accumulated experience of several generations of people who understand how to produce and cook food taught by previous generation to preserve the respective culture heritage. As for food knowledge transmission, according to Kwik, (2008a) transmission of food knowledge related to a cultural practice of exchanging food, cooking methods and recipes knowledge and passing on mutual understanding across generations. This is a generation commodity that typically includes women learning how to rejuvenate from one another and from their environment.

### **Taste**

Sharif, Zahari, Nor, and Muhammad (2013b) said that the taste of food is dependent on the production of Malafactorsitional food and Malay community acceptance of their area, even if the name or form of traditional Malay food is similar in principle. Every Malay food produced must be unique and the secret behind it is the uniqueness of spices and ingredients used. Then, in the manufacturing of traditional Malay food, cooking equipment used is also a vital component and makes it different from traditional food from other community groups. Among the cooking equipment used for making a Malay traditional food includes stone roller, pestle and mortar, and mill, it is used to provide ingredients like spices (Abdullah et al., 2013).

### **Family Practice**

Family is a group that is part of a very influential social norm of young generations. The family is the main group that has major influence on the behaviour of adolescent nutrition (Muhammad Shahrim Ab Karim, 2015). From several previous studies that have been done, they showed that the resulting pattern will be different according to the structure of a family itself. In addition, Higgs (2015) mentioned that there are two possible reasons that can motivate people in following the eating norm. Firstly, a person can improve his or her association with a social group and thus, being liked by following the norm. Secondly, following the norm can help a person to have a correct and proper diet. For this reason, it is crucial that the Malay traditional food consumptions and practices among the young generations should start at home because eating habits and practices formed during childhood are most likely to continue into adulthood (Bava et al., 2008; Kimura et al., 2010; Pedersen, Grønhoj, and Thøgersen, 2015; Videon and Manning, 2003). According to the study conducted by Muhammad et al. (2013), it showed that the children enjoyed Malay traditional food that their parents prepared at home because they feel closer to home. Not only that, the young generations learn to cook from their family such as mother, father and grandmother in most Malay community (Abdullah et al., 2013). Cooking is linked to family values that can make the transmission of those heritages and they are also bound to their culinary heritage and consider that as an important part of their culture.

## Price

Kavitha (2011) stated that price is one of factors that most influential in the demand for goods among all the factors considered. Millennial generation is a smart consumer and the purchasing power they have is better than any other generations. Therefore, they are not very sensitive to the price of food, but because of their limited student capacity, they have to spend their money by buying cheaper, more expensive necessities. Price can be an effective strategy to influence adolescent food purchases. Price reductions have a consistent and strong impact on purchases targeted at foods sold in places such as cafés.

## Research Hypothesis

H1: There is a significant relationship between taste and acceptance of millennial generation to consume traditional food.

H2: There is a significant relationship between family practice and acceptance of millennial generation to consume traditional food

H3: There is a significant relationship between price and acceptance of millennial generation to consume traditional food.

## Research Framework

A research framework had been constructed to investigate the connection between taste, family practice and price in influencing the acceptance of millennial generation to consume traditional food.

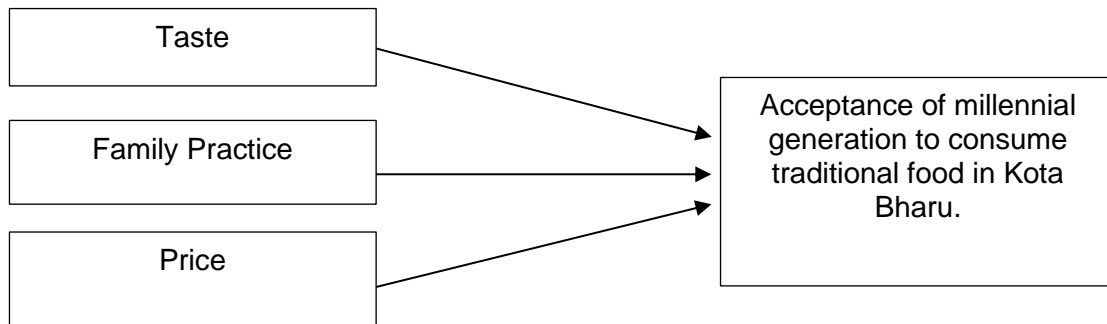


Figure 1: Research framework of Factors that influence the acceptance of millennial generation to consume traditional food in Kota Bharu *Source: Rahman et al, (2018)*

## METHODOLOGY

### Research Design

This research was done through quantitative design. As mentioned by Aliaga and Gunderson (2006), quantitative research focused on gathering and examining numerical information by utilizing techniques dependent on arithmetic. Quantitative research can be done by approaching individuals for their view of perspective in a designed technique to create trustworthy

measurements and realities (The Marketing Donut, 2009). The reviews from the respondents were used as the essential information as the source to get data regarding the Factors that influence the acceptance of millennial generation to consume traditional food in Kota Bharu.

### Data Collection

This research was using questionnaire as an approach for gathering the primary data. It focused on the hand on original data that has been collected firstly and data has not been published (Burns & Bush, 2010). The sources for the primary data are experiment, survey, questionnaire, interview and observation (Syed, 2018). A bilingual questionnaire was prepared to make sure the respondents understand the research questions and answer accordingly. The questionnaire developed was mostly related to the basis of the research objectives and research questions.

The researchers had decided to use quantitative technique in carrying out the research. Quantitative technique can be defined as a method that focuses to define numbers through order so that it can draw conclusions about the research subjects and objective measurements. This questionnaire was divided into 3 sections where section A contained a demographic type of questions and it was designed to collect the basic information about the background of the respondents. There is a total of 5 questions in the section A. Section B consisted of 10 Likert scale questions. The questions were related to the acceptance of young people towards consuming traditional food, while section C was divided into three subsections; family practice, taste and price.

### Sampling

The sampling method used in this study was the simple sampling based on Krejcie and Morgan (1970) table. Based on, Zikmund (2003), the process of selecting a number through elements by the population in order to obtain conclusion regarding the phenomenon of interest.

The size of the sample was chosen from the table by Krejcie & Morgan, 1970, where the sample size of a given population can be determined. The statistic of the total number of students in University Malaysia Kelantan was 9342 students. According to the table the sample size chosen should be 370 students.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	830	263	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	283	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size  
Source: Krejcie & Morgan, 1970



## Data Analysis

There were three types of data analysis used in this study namely frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

Based on the table of demographic, female respondents are the highest gender which is 69.73%. Besides, age group of 21-30 years old is in the first place as they owned 99.10% and as for race, Malay is leading with 68.91% compared to others. Next is the occupation where the highest choice is student with 92.43% while average for getting information is leading by friends by 67.57%. The results were such because the questionnaires were blasted mostly to students in Kota Bharu and the general population are Malays.

Correlations	
IV	The acceptance of millennial generation to consume traditional food
taste	.461
family practice	.431
price	.423

a. Predictors: (Constant),

b. Dependent Variable: The acceptance of millennial generation to consume traditional food

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

This research used the Pearson correlation analysis to determine the relationship between the dependent variables and independent variables. This is to check whether the hypothesis for this study was accepted or rejected. For the relationship between family practice and the acceptance of millennial generation to consume traditional food, there was a positive correlation and there was a significant relationship between family practice and the acceptance of millennial generation to consume traditional food. So, H2 was accepted. There was a connection between family practice and the acceptance of millennial generation to consume traditional food as the correlation coefficient was 0.431 or 43.1 % and p-value is 0.000, which was lower than 0.01; It can be concluded that family practice do influence the acceptance of millennial generation to consume traditional food. Next, the relationship between taste and the acceptance of millennial generation to consume traditional food had positive correlation and therefore, it was accepted. There is a connection between taste and the acceptance of millennial generation to consume traditional food as the correlation coefficient was 0.356 Or 35.6% and the p-value is 0.000. It can be concluded that taste does influence the acceptance of millennial generation to consume traditional food. So, H1 was accepted. Lastly, the relationship between price and the acceptance of millennial generation to consume traditional food was positive correlation. There was significant relationship between price and the acceptance of millennial generation to consume traditional food and therefore H3 was accepted. There is a connection between price and the acceptance of

millennial generation to consume traditional food as the correlation coefficient was 0.425 or 42.5 % and p-value is 0.000. Looking to the relationship among the variables, the study found that the entire hypotheses in this study were accepted. The price was the strongest predictors of knowledge among millennial generation to consume traditional food.

## **DISCUSSION & RECOMMENDATION**

In any study there were bound to be limitations as the challenge to conclude an excellent research process and it was the same in this research. It is critically important for researcher to be striving to minimize the range of scope of limitations throughout the research process. There were a few limitations in this study and one of it was the data collection method. As we all know in this year (2020), Malaysia and other countries were hit by covid-19 pandemic. People were advised to stay at home and spent less time outdoors. Because of that, researchers were facing problems in distributing questionnaires face to face to respondents. Researchers can only distribute questionnaires online through Google forms. Respondents did not get so much information about this study since the researchers could not explain in detail about the content of the questionnaire. Many respondents were lazy to read carefully the content in the questionnaire and they just ticked the answers without understanding the questions. Therefore, it was quite difficult to communicate with the respondents to explain more about this research while conducting the survey. Other than that, it was also difficult to get 370 respondents through Google Form. Most respondents did not want to answer the questionnaire because they felt inconvenient to answer it through online. They also felt that answering the questionnaire was a waste of their time. Moreover, using online survey took a lot of time for the respondents to answer the questionnaire and this had made the process of data collection delayed. The sample size of this research can be said small compared to the number of peoples in Malaysia. There were only 370 respondents in this study. Researcher need to open up to more respondents in some other states to get more accurate results. Other than that, there was lack of previous studies in the research area. The issue being studied were not something that happened in Kota Bharu area.

Therefore, the respondents did not show much interest in this study. They thought that all young generations liked traditional food and there were no factors that influence them to consume traditional food.

The recommendation for the future research is to ensure this study is not in the saturated point with fewer limitations so that it would give improved results compared to these findings. In line with the notion, the future research may consider on other method such as longitudinal study. The longitudinal study method can get a better result as this longitudinal study is merely to get the information from wider targeted respondents. Next, the future researcher is recommended to expand the sample size and the populations in order to get more accurate and diverse outcome of the study. This study was conducted only at UMK City Campus. It is recommended that future researchers would perform similar research in different universities, states or even in Malaysia as it will lead to a different outcome. In addition, in order to improve the quality of the data obtained, the number of respondents can be expanded. To get an accurate result from larger amount of responses, future researchers must take a longer duration for data collection time and analysis. Furthermore, future researcher should consider using other method such as qualitative method. Future researcher may gain deeper understanding about the acceptance of millennial generation to consume traditional food via interview with the respondents. This will enable researcher to know what the respondents think about the survey. Therefore, using qualitative method may get different perspectives of the relationship between Family practice, Price and Taste towards the acceptance of millennial generation to consume traditional food.

## CONCLUSION

In conclusion awareness in the millennial generation in defending and advancing the existence of traditional food is very much needed. This is because traditional food is one of the most important features to symbolize or be a landmark for a group or community such as race, religion and nation. Traditional food is an expression of culture, history and a way of life. While we live in a globalizing world, different dietary habits exist between countries (Slimani et al. 2002). Traditional foods referred to as foods eaten for several years, containing all indigenous food plants cultivated in the area or locality (European Union, 2007). But millennial generations nowadays are aware about the importance of healthy eating, but still fail to make this knowledge as important as they are. Millennial generation have their own taste of choice in their diet whether they want to choose fast food or healthy food. Because of that, youngsters need to get exposed about traditional food. However, through this study, it was found that the matter is only a small percentage because it can be seen that many of them still know and like to know about this traditional food. Through the variables highlighted in this study, almost all of them still know the types and flavours of each *Kuih Muih*. There are also those who know the ingredients used to produce traditional *Kuih Muih*. This was also aided by the initial exposure from the family about this traditional *Kuih Muih*.

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# Factor Affecting Hawker's Behavioural Intention to Use Green Packaging at Pasar Payang

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## ABSTRACT

Consumers are moving towards green consumerism and shifted their preference for green packaging especially for packed or ready-to-eat-foods. However, in Malaysia, Hawkers prefer to use plastic packaging in their daily business. Thus, this study explored the factor affecting and Influencing hawker's behavioural intention to use green packaging at Pasar Payang. The data was collected through questionnaire. 278 respondents in Pasar Payang completed answering the questionnaire which consisted of 40 questions. The collected data were then complied by using the Software Package for Social Sciences version 25.0 (SPSS). The SPSS help to carry out the reliability test, descriptive analysis and Pearson correlation analysis. The finding from the study revealed that there were three independent variables (attitudes towards green used, attitudes towards environment and price of green packaging) had significant relationship to the dependent variable (intention to use green packaging). Therefore, the highest Pearson Correlation value was 0.988 that represented positive attitudes towards green used.

**Keywords: Green packaging, hawker, environment, intention, behavior**

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## INTRODUCTION

Plastic has been used worldwide for a variety of functions and uses. But, uses of the plastic packaging can be detrimental to human health and can cause natural disasters such as flash floods (Mustafa, 2018), Plastic also affected the soil and water because it is nearly impossible to decompose (Elkins, 2019) and breakdown completely (Jeremiah, 2009). In addition, the widespread use of plastic has caused garbage dumping uncontrollable and will affect the public view.

As a continuous effort to move the society towards green consumerism, a new trend of combining green and packaging is being introduced in Malaysia (Zakersalehi, 2012). However, the plastic packaging is still frequently used by the hawkers or small business operator due to the cheaper price. As stated by the British multinational Symphony Plastics Ltd (2009), another reason the hawkers prefer to use plastic packaging because it is more durable to protect food, strong, lightweight, not take up more space, easy to carry and can pack variety of food.

In line with the notion, the uncontrollable usage of plastic is bad for the environment and the hawkers must be aware of the impact from abusing the usage of plastic bags. The business sector needs to consider green packaging as one of the company's competitive strategies (Tuwanku, Rohman & Rofiq 2018). The Malaysian government also emphasis on the business operators not to use plastic bags and if the consumers still want the plastic, the business operator have the right to charge the consumers RM 0.20 per plastic. According to Zailani, Shaharudin, Govindasamy, Ismail (2015), the green packaging can bring benefit to the firm operation, as well as economic,

social and environment. The use of green packaging is more environmentally friendly, harmless to human, recyclable, generate fewer toxic substances, least wastage (Nimse et al., 2007) and it is one of the factors to resolve the environmental pollution via plastic bags. By using eco-friendly packaging, it helps to improve sales, develop sustainable supply chain and also allows manufacturers to reduce its packaging cost, increase image of the company's brand, reduces impacts towards the global environment, and transforming the human's consuming approaches for fast moving consumer goods (Cuthbertson & Piotrowicz, 2011, p. 601).

The understanding of consumer behaviour towards green packaging is still new and the study of attitude and behaviour towards green product is lacking (Lizawati Aman et al., 2012). Moreover, Green marketing in Malaysia is not successful due to the absence of the information on green purchase intention and behaviour among citizens (Chen & Chai, 2010). Acknowledging this limitation, therefore, this study was aimed to investigate the hawkers' behavioural intention to use the green packaging in their daily business at the Pasar Payang Kuala Terengganu, Terengganu Malaysia.

To get more views and explanations of this study, researchers had outlined some of the objectives of the study as below. There are three objectives of this research:

1. To analyze the relationship between hawkers' attitudes and the intention to use green packaging.
2. To analyse the relationship between attitudes towards the environment and the intention to use green packaging.
3. To analyze the relationship between the price of green packaging and the intention to use green packaging.

## **Significance of the Study**

### **Hawkers**

The research conducted was important to the hawkers to know the importance of green packaging and revealed to them why we should use green packaging. The study was expected to help hawkers to understand the potential of green packaging, to identify trends in the use of green packaging in business and to raise awareness among hawkers in green packaging use.

## **LITERATURE REVIEW**

### **Green Packaging**

Green packaging is related to passing on an obligation towards practicality or maintainability, environmental actions of organization and green characteristics in the marketplace or commercial centre (Ghodeswar and Kumar, 2014). Green packaging is the support and use of packaging which result in improving the sensibility and manageability of items (Kumar, Agarwal and Singh, 2017). As indicated by (Tuwanku et al., 2018a), green packaging incorporates three primary characters namely limiting the utilization of difficult to-break down packaging, utilizing a packaging with low energy consumption and utilizing the environmental packaging. The issue of green packaging is often used to show the organization's duty to support ecology and to build a brand name (Tuwanku et al., 2018a).



## **Green Purchase Intention**

The intention is to capture the motivating factors that influence human behaviour; they show how much effort people put into making a plan for exercise or how difficult it is for people who are willing to do it (Ajzen 1991). In general, once individuals have a stronger intention to have interaction in behaviour, a lot of possibilities ought to be its performance.

When a customer decides to purchase a product, they mean purchasing intention dependent, Dodds, Grewal and Monroe (1991). In addition, certain factors that will influence the behaviour of a person who uses a product or service will result in the purchase intention of the consumer. Assuming the readiness of the person to acquisition a certain product is high when the intention to purchase is higher. (Schiffman&Kanuk, 2000; Dodds et al., 1991).

## **Attitudes toward Green Purchase**

The act of purchasing green packaging that benefits the natural environment from consumer recognition can be depicted as a green purchase (Mainieri, Barnett, Valdero, Unipan and Oskamp, 1997). Consumer purchase green packaging to limit and minimize the effect of harmful environment by securing natural resources, diminishing vitality and waste use and improving health and safety. However, Soonthonsmai (2001) stated that green purchasing intent is strongly correlated with age and income apart from education.

In the same way, attitude toward green packaging is linked to personal knowledge and experience in both direct and indirect way. Knowledge is an individual's personal ability to learn the facts and information about a specific product and to what extent consumer knows the details (Karatu, 2015). Knowledge of product value includes consideration, selection, organization and comparison. In addition, health awareness is the knowledge which evaluates the scale of willingness to take healthy actions.

## **Attitude toward the environment**

Attitudes refer to the wanted and unwanted assessments made by people or certain behaviours as described by Ajzen (1991). This is because, attitude influence intention, most desire is attitude, greater desire and intention to engage in certain behaviours (Tarkiainen&Sundqvist, 2005). The environmental value depends heavily on the extent of comprehension, knowledge, perspective, value and actions (Mansaray and Abijoye, 1998). The price factor is a key aspect of avoiding people buying green product where they are environmental-friendly.

## **Price of green packaging**

Price plays a key role in determining buying decisions for consumers. Price can be determined by how much money the user is prepared to pay for the product. Consumer prefer to purchase the product at reduced prices for the best deals. Price is one of the key factors of consumer buying intention for green packaging (Agyeman, 2014; Chen and Chai 2010; Kong et al., 2014). Green packaging products are known on the market as high-priced products because they are safe, high quality, not harmful to nature and environmentally friendly (Jaafar 2012; Sharaf et al, 2015; Nguyen and Gizaw 2014). Rokka and Uusitalo (2008) demonstrated that consumers with high incomes had chosen to buy environmentally friendly products because of safety reasons.

## Research Hypothesis

In this study, there were three hypotheses to find out whether there are any relationship between dependent variable and independent variable.

H1: There is a significant relationship between hawkers' attitudes towards intention to use green packaging.

H2: There is a significant relationship between attitudes toward the environment intention to use green packaging.

H3: There is a significant relationship between the prices of green packaging towards the intention to use green packaging.

## Research Framework

A research framework has been constructed to investigate the connection between hawkers' attitudes towards intention to use green packaging, attitudes toward the environment intention to use green packaging and the price of green packaging towards the intention to use green packaging.

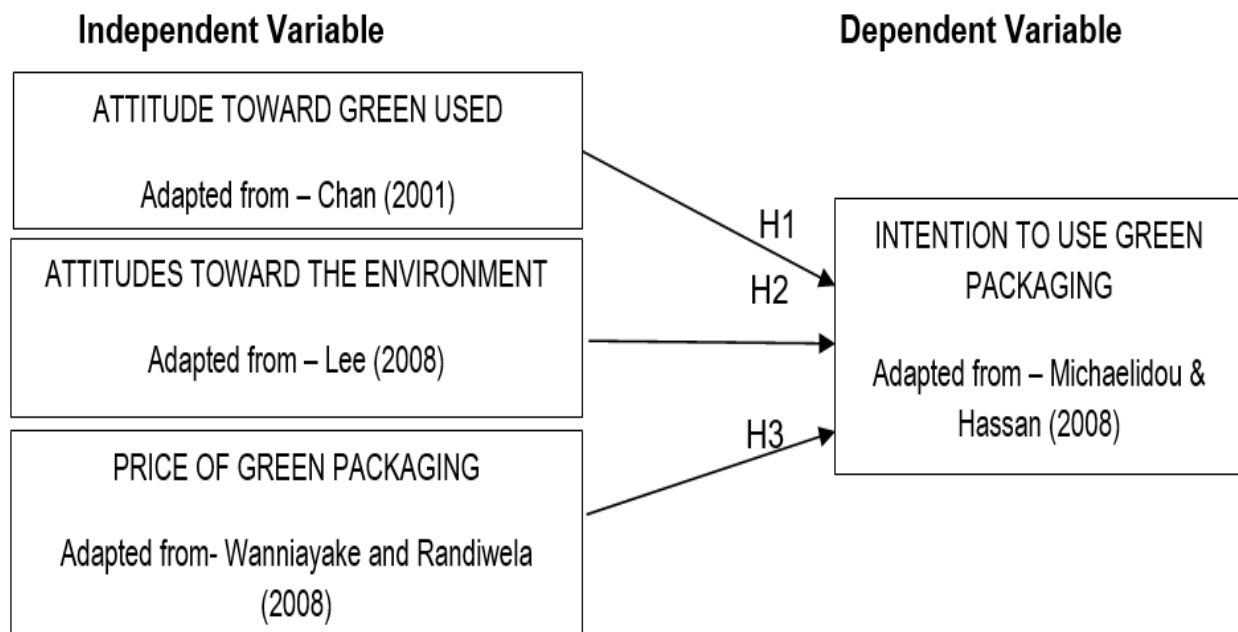


Figure 1: Research framework of factor affecting that influence sellers behavioral intention to use green packaging

## METHODOLOGY

### Research Design

This study used the quantitative method for the data collection. Quantitative analysis was used to gather empirical data and conduct mathematical or statistical analysis. Quantitative research that use sampling techniques and send online survey to gather data from respondents, the questionnaires and findings can be represented in numerical form.

### Data Collection

In the first stage, the data collection used in this study was primary data which was the original data. In this study, the questionnaires were used to reduce cost and often have standardized answers that make it easier to compile the data.

The second stage of data collection was a fieldwork. Sets of questionnaires were distributed to the hawkers at Pasar Payang, Terengganu to collect the data. The questionnaires were prepared in English and Malay language. In this study, the researchers were using online Google form to collect data because of pandemic covid-19. The researcher sends online survey to gather the data from respondents. The questionnaire was divided into two sections where the first section (section A) was a section related to information on demographic questions such as gender and age of the respondents. Next, is section B where researchers asked for information on factors that affected the seller's intention to use green packaging.

### Sampling

The sampling method used in this study was a probability sampling, which was a simple random sampling. Researchers had picked random respondents among hawkers in Pasar Payang, Terengganu to answer the questionnaire and collect data. There were 1000 population of hawkers in Pasar Payang, Terengganu (Norhaspida Yatim, 2019) and the sample size of 278 respondents were randomly selected by the researches. However, researchers faced difficulties in disseminating and gathering respondents as researchers must prioritize safety due to covid-19. Therefore, we used the sampling snowball method.

An online structured questionnaire was created using a Google form, with details of the agreement attached to it. Google form was given to the respondents and the respondents were asked to spread the survey to more hawkers in Pasar Payang. By so doing, the survey questions were spread faster. Because it is environmentally unsafe, ( Singh & Pandey, 2018, p.223 ) explained in their research study entitled, 'The determinants of green packaging that influence buyers' willingness to pay a price premium and using snowball technique is able to reach prospective respondents accurately.

In this study, researchers had conducted snowball sampling while facing the covid19 pandemic. Researchers were taking steps to break the covid-19 pandemic transmission network. While conducting the research, we had to follow Malaysian Government guidelines to reduce or lessen face-to-face communication, home isolation and followed the restrict movement control order. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

**Table 1: Profile of Sample**

Respondent Profile	Classification	Frequency (N=278)	Percentage (%)
Gender	Male	186	66.9
	Female	92	33.1
Age	25-35 years old	161	57.9
	36-45 years old	65	23.4
	46-55 years old	45	16.2
	56 years old and above	7	2.5
Education background	Bachelor's degree	130	46.8
	Diploma	51	18.3
	Secondary	85	30.6
	Primary	12	4.3
Race	Malay	257	92.8
	Chinese	13	4.7
	Others	7	2.5
Type of business	Sell Food	127	45.7
	Sell Drinks	31	11.2
	Sell fruits	16	5.8
	Sell Vegetable	20	7.2
	Sell clothes	48	17.3
	Other	36	20.0

Table 1 show 278 respondent. There is 66.9% male, 57.9% 25-35 years old, 46.8% bachelor's degree, 92.8% Malay and 45.7% sell food.

Table 2: Mean, Standard Deviation of items and subsections (n=278)

<b>Subsection</b>	<b>Items</b>	<b>Mean</b>	<b>SD</b>
Attitude toward green used	Innovative image	4.25	0.831
	easy to carry	4.66	0.575
	unique shape	3.93	0.990
	packaging with product label	4.56	0.683
	realise benefit green packaging	4.34	0.802
	not buy product	3.47	1.075
	when choose 2 products prefer green	4.06	0.899
	green or plastic packaging no problem	3.62	1.126
	prefer green compare plastic	3.97	0.863
	have favourable attitude	4.05	0.834
	<b>subsection mean score</b>	<b>4.09</b>	<b>0.512</b>
Attitude toward environment	aware benefit of green packaging on environment	4.41	0.731
	choose company with certificate	4.05	0.880
	avoid buying product from irresponsible company	4.06	1.049
	believe in green packaging manufacturing company	4.33	0.799
	preserve & protect environment our priorities	4.59	0.607
	GP help improve environmental responsible	4.50	0.701
	look for evidence before buying product	3.96	1.015
	prefer GP because environmental issue increase	4.33	0.813
	Green packaging good for environment	4.54	0.684
	want to see less waste generated	4.35	0.756
	<b>subsection mean score</b>	<b>4.31</b>	<b>0.559</b>
Price of green packaging	Price remains same	4.41	0.717
	pay more on green packaging	3.85	1.032
	show concern on environment	3.91	0.983
	less expensive	4.38	0.815
	has enough informative instruction	4.19	0.827
	packaging made from safe material	4.37	0.767
	always purchase green packaging	3.79	0.947
	buy product of a brand i don't know	3.94	0.972
	proud to use green packaging	3.97	0.935
	willing to buy green packaging even expensive	3.76	1.018
	<b>subsection mean score</b>	<b>4.06</b>	<b>0.618</b>
Intention to use green packaging	willing to go out to obtain green packaging	3.97	0.863
	my personal goal is to use green packaging	4.00	0.000
	make effort to use green packaging	3.61	1.124
	have thought on use green packaging	5.00	0.000
	<b>subsection mean score</b>	<b>4.15</b>	<b>0.516</b>

Table 2 summed the mean score attained as of a descriptive analysis. Overall mean score and standard deviation of variables and sub variables were designed based on 6-point Likert scale (1=strongly disagree to 6=strongly agree). Of the 4 subsections, the subsection of “attitude toward environment” (mean=4.31, SD=0.559) scored the highest indicating that hawker’s intention to use green packaging. From this result, it may specify that the respondents believe that the environment condition give impact to the hawker’s behaviour. The subsection “attitude toward green used” (mean=4.09, standard deviation=0.512 is the second factor affecting that influence hawker’s intention to use green packaging. In addition, the subsection of “price of green packaging” (mean=4.06, SD=0.618) scored the third factor affecting that influence hawker’s intention to use green packaging.

Table 3: relationship testing and discussion of result

Hypothesis	Result	Finding of data analysis
<b>H1:</b> there is a significant relationship among attitudes toward green used and intention to use green packaging.	r = 0.988 p = 0.000 strong positive	H1: Accepted
<b>H2:</b> There is a significant relationship among attitudes toward the environment and intention to use green packaging.	r = 0.666 p= 0.000 moderate positive	H2: Accepted
<b>H3:</b> There is a significant relationship among the price of green packaging and intention to use green packaging	r = 0.638 p = 0.000 moderate positive	H3: Accepted

Table 3 shows the attitude toward green used (r=0.988) is significant related intention to use green packaging. Therefore, attitude toward green used has a strongly positive relationship that influence hawker’s intention to use green packaging. Hence, H1 which is to measure the relationship between attitudes toward green used and intention to use green packaging accepted. Respondents also indicated that they would prefer green packaging compared to plastic packaging. It was also reported that respondents chose green packaging because they were aware of the benefits of the product. This finding was relevant to the previous research by G. Madushankac & V.R. Ragel (2016) which shows the attitude of consumers representing what is liked and disliked by consumers and consumer’s decisions were based on their attitudes.

The attitudes toward the environment (r=0.666) is significant related intention to used green packaging. Therefore, attitude toward the environment has moderate positive relationship that influence intention to use green packaging. Hence, H2 which is to measure the relationship between attitude toward the environment and intention to use green packaging accepted. Therefore, this study has shown that respondents choose to use green packaging because they

expect to see less waste generated. It is relevant to the previous researchers proved by G. Prakash, et al. (2019). The product of green packaging is a new innovation to accomplish a balance of economic growth and ecological development (Martinho et al., 2015). Therefore, companies today are taking initiatives to reduce their packaging waste (Mintel, 2018).

The price of green packaging ( $r=0.638$ ) is significant related intention to use green packaging. Therefore, the price of green packaging used has a moderate positive relationship that influence intention to use green packaging. Hence, H3 which is to measure the relationship the price of green packaging and intention to use green packaging accepted. . From the study, it illustrates that most of the respondents were very willing to choose green packaging if the price is reasonable with the product. According to previous research by S.D. Rajendran et al. (2019) the price's biggest role in deciding to make purchase decisions. It also can be described as the amount of money that they are willing to purchase for the products. Therefore, it is relevant to the previous research by Agyeman (2014) which states that among the factors that influence the intention of consumers to buy green packaging products is the price of the product.

## **DISCUSSION & RECOMMENDATION**

For the future research, the researcher recommends several suggestions to further improve the result of the study. First, to get more accurate data, you need to expand the study area, not only focusing on 1 specific place. Second, to get more accurate information the researcher needs to interview the respondents. This will be more effective because such technique will create more accurate interaction and explanation from the respondents. Third, it is necessary to add independent variables such as measuring the level of health consciousness or perceive consumer effectiveness. This is to ensure that researches could obtain more accurate data result by knowing the respondents' sensitivity to the independent variables about the factors affecting hawker's behavioural intention to use green packaging. Lastly, manufacturers need to offer reasonable price of green packaging to traders because packaging prices will affect the price of products. So, if the price of green packaging is high, it will cause traders to use plastic packaging.

## **CONCLUSION**

In this study, three independent variables were tested which were attitude to use green packaging, attitude towards the environment and price of green packaging. The findings had shown the factors affecting hawkers' behavioural intention to use green packaging. The more the hawkers' knowledge of green packaging, the more they are aware of the use of green packaging products (Karbala and Wandebori, 2012).

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# Customer Satisfaction Towards the Dimension of Service Quality of Fast Food Restaurant, McDonalds in Pengkalan Chepa, Kota Bharu, Kelantan

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## ABSTRACT

The study examines customer satisfaction towards the dimension of service quality of fast food restaurant, McDonald's in Pengkalan Chepa, Kota Bharu, Kelantan and to find out the relationship between service tangibility, service reliability, service responsibility and service empathy with customer satisfaction. A survey was conducted using questionnaire through Google Form, involving 380 respondents who ever went to fast food restaurants, McDonald's in Pengkalan Chepa. Descriptive and inferential analysis were used to analyse data obtained. Findings revealed that the four variables are significantly related to customer satisfaction with the tangibility showing moderate relationship and for reliability, responsibility and empathy showing high positive relationship on customer satisfaction. The results are in line with previous researches whereby the dimension of service quality is an important determinant affecting customer satisfaction. Implication and recommendations were provided for future researchers in line with the study.

**Keywords: McDonald's restaurant, customer satisfaction, tangible, responsiveness, reliability and empathy**

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## INTRODUCTION

The hospitality industry has been marked by growing at an unprecedented rate. There has increased focus on the hospitality industry as an industry of global dimensions. Today, the hospitality industry is considered as a successful sector especially when there are more and more consumers look at the quality not merely quantity. Service plays as a significant role in the customer-oriented industry such as hospitality industry. It was argued that the service quality for the hospitality industry was highly competitive in meeting customer satisfaction (Jeong and Oh, 1998).

The fast-food industry has come to be the primary provide sector whose internationalisation and boom have growth to be vital (Woodman, 1980; Chaudhry, 1995). The fast-food industry like McDonald's is the higher to grow rapidly and maintain a competitive advantage. Every McDonald's restaurant focused on their offerings which they furnished to their customers for growing and sustaining in the competitive market. For this reason, many advanced and progressive offerings are furnished by the business enterprise due to the economic and plenty of advanced technologies. The growth of the fast-food industry like McDonald's is important for the economy of Pengkalan Chepa, Kelantan.

Customer satisfaction has associated with profitability and the great service (Cronin, Taylor, 1992; Anderson, Fornell & Lehman, 1994). The idea of customer satisfaction has been developing over time. It is the technique of delight that permits the firm to boom its reputation correctly and efficiently. So, service quality and customer satisfaction are the principle of the important thing

elements of an organization. The employer that offers services quality excellent has satisfied customers more than the firms that do not offer the great service quality for their customers (Gilbert, Veloutsou, 2006; Gilbert, et.al, Goode and Moutinho, 2004). Studies are restrained and do not provide an explanation for the great association among customer satisfaction and service quality. To create a repetitive and satisfied customer, service quality is an important to play a critical role. This research can assist the management of fast food restaurant McDonalds to provide the excellent services to their customers via enhancing the service quality of dimensions.

Saporna, Claveria, and Accounting, (2019) proved that service quality is an important thing for a successful eating place. When customers are happy with the services presented, the chance of customers returning to the restaurant is excessive service quality can be measured by 4 dimensions which are tangible factors, responsiveness, reliability, and empathy. Customer is the key function in any business, without customer it's hard to do business, and that's the fact (Khan, Hussain, & Yaqoob, 2013). Therefore, it is essential to involve paintings closely with customers because they also can create a business through marketing 'word of mouth'. As the quick meals industry, McDonald's restaurants want to keep performance in their fashionable operations and hold up with the quality in their services specifically. Many problems and issues are faced by that fast food's restaurants should face in running the business.

This aim of this study is to investigate the relationship between the dimensions of service quality towards customer satisfaction. It will focus on the relationship of the four (4) independent variables which are tangibles, reliability, responsiveness, and empathy with identified dependent variable customer satisfaction.

There are four objectives of this research:

1. To determine the relationship between service tangibility and customer satisfaction in McDonald's.
2. To determine the relationship between service responsibility and customer satisfaction in McDonald's.
3. To determine the relationship between service empathy and customer satisfaction in McDonald's.
4. To identify the best quality service of dimension perceived by customer satisfaction in McDonald's.

### **Significance of the Study**

The purpose of this study is to provide restaurant management insight on the importance of service quality toward customer satisfaction. Besides that, this study will also beneficial for the restaurateur, by providing a high quality of service for customers and thus will improve the image of the restaurant and increase sales. In this study, the researchers also learned the basic skill of how to conduct research. The researchers can understand more about the people in this area's perception of service quality than McDonald's restaurants provide.

## **LITERATURE REVIEW**

### **Customer satisfaction**

Past research has shown that customer satisfaction has been an issue of the best interest to organizations of all market sectors such as including the airline industry, the hospitality, and tourism industry, and the food service sector since the 20th century (Anderson & Sullivan, 1993; Churchill & Surprenant, 1982). Therefore, customer satisfaction is also related to a person's

feelings of pleasure or disappointment (Kotler and Keller, 2011: 144). Since the economic exchange existed, customer satisfaction has the most important to be a success in business. So, customer satisfaction is the most important to every type of company to succeed in the market their services and product especially famous companies like fast-food restaurants, McDonald's' to make their customer always loyal to them.

### **Tangible**

Raajpoot (2002) introduced the tangible service scale for measuring tangible elements of service quality (Kukanja, Planinc, & Jakulin, 2020). Tangible is associated with the physical aspects of fast-food restaurants where it involves the physical environment of fast-food restaurants, providing complete physical layout and convenience to customers (Tat et al., 2011). Apart from that physical fast-food restaurant also focuses on the equipment used to provide services and instant food restaurant products to customers (Tat et al., 2011). Physical possibilities, equipment, employees, appearance, and communicative commodity are among the tangible factors (Esmailpour, Mohamadi, Rajabi, & Economics, 2016).

### **Responsiveness**

Many researchers have proved that service responsiveness would influence to customer satisfaction. Azman and Yunan (2016) used responsiveness service which includes taking care, feedback, priority, and urgent action to doing study tests then the researchers conclude that responsiveness was significantly influenced to customer satisfaction. Next, according to Benjamin et al. (2019), when the staff paid more attention and deal with customers greater with courtesy, the results of the data analysis are proven that were positive change, and customers were glad about the restaurant service. According to Namin (2017), the researcher observed that responsiveness is the level of accuracy and velocity of service supplied, long waiting time might purpose the customer experience unhappy or dissatisfied. In keeping with Majid et al. (2016) concluded that the responsiveness of the personnel of the fast-food industry toward customers has a significant impact on its emblem equity.

### **Reliability**

Reliability refers to the ability of an establishment to offer service dependably and accurately. In other words, reliability means that an organization delivers on its promises like about service provision, pricing, delivery and problem solving (Jordaan & Prinsloo, 2001; Lee & Johnson, 1997; Zeithaml & Bitner, 2003). Previous studies found that the employee behaviour is most influential factor in shaping customer's satisfaction (Hennig-Thurau, 2004; Wall and Berry, 2007; Baker et al., 2013). Accordingly, it is the customer's dining experience in the restaurant that creates customer satisfaction and intention to repurchase. In fast food restaurant, reliability may be characterized by adherence to customer requests regarding the preparation of menu items, reservations tables and accurate billing among others. Customers want to feel important and understood by the employees on the organizations that provide services to them.

### **Empathy**

An empathy dimension which is dictates that McDonald's restaurant must be able to put themselves in the customer's situation. The empathy is a determinant of customer satisfaction, the customer must get services that will make them believe that their outcomes to input ration are

equal to that of other persons in the exchange (Oliver, 2010). Therefore, McDonald's restaurant also must be able to give undivided attention to the customer to every level of them, be available at all times and be polite to ensure the customer's experience is memorable for giving the best services for them. McDonald's restaurant for the empathy results related to customer satisfaction, the positive word of mouth then ultimately leads to brand loyalty (Kasiri, Cheng, Sambasivan & Sidin, 2017). As a result of that situation, customer satisfaction can be related to the quality of services that McDonald gives for them.

## Research Hypothesis

In this study, there were four hypotheses tested are:

- H1: There is positive relationship between tangibility and customer satisfaction.
- H2: There is positive relationship between reliability and customer satisfaction.
- H3: There is positive relationship between responsiveness and customer satisfaction.
- H4: There is positive relationship between empathy and customer satisfaction.

## Research Framework

The research model used for this study is to investigate customer satisfaction toward the dimension of services quality in fast food restaurant, McDonald's in Pengkalan Chepa, Kelantan. Therefore, tangible, reliability, responsiveness and empathy to determine the customer satisfaction in fast food restaurant, McDonald's in Pengkalan Chepa, Kelantan which is used in this study to test the hypothesis as shown in Figure 1.

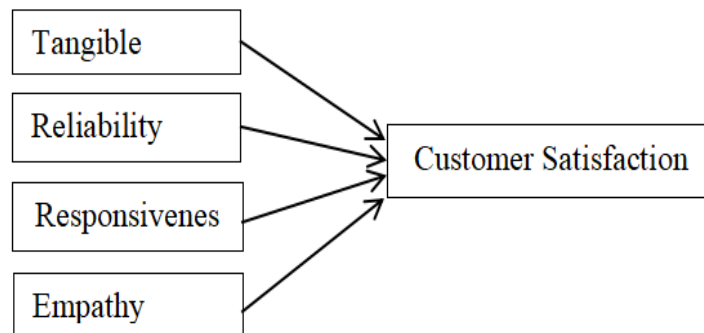


Figure 1: Research framework for Customer Satisfaction toward Dimension of Services Quality in Fast Food Restaurant, McDonald's.

*Source: Determinants of Importance of Service Quality in Customer Satisfaction Adapted from (A Study on Fast Food Restaurants) from Aftab, Sarwar, Sultan, and Qadeer (2016)*

## METHODOLOGY

### Research Design

This study used the quantitative method to gain data through questionnaire via a google form. The questionnaire was designed in bilingual languages namely with are Malay and English. The aim of this study is to determine the relationship between service quality dimensions towards customer satisfaction in the fast-food restaurant of Pengkalan Chepa, Kota Bharu, Kelantan. The

questionnaire is included 2 section, Section A is Demography totally 3 items while for Section B is about independent variable and dependent variable got 27 items. There have a 5point Likert with closed-ended questionnaire scales ranging from (1) "Strongly Disagree" to (5) "Strongly Agree" used in measuring the variables.

### **Data Collection**

In the first stage, pilot testing was conducted with 10 respondents to test the reliability as a fieldwork. A set of questionnaires was distributed to the 380 respondents to collect the data via Google Form through social media platform. Questionnaires were answered by customers of McDonald Pengkalan Chepa, Kelantan and students of University Malaysia Kelantan. After the respondent answered, the results can be seen immediately and can be done directly using Microsoft Excel.

### **Sampling**

The sampling technique in this research is non-probability sampling which is convenience sampling. Convenience sampling is selecting participants as they are often ready and easily. It appears to be a preferred student sampling technique, as it is cheap and a simple choice compared to other sampling techniques (Ackoff, 1953).

### **Data Analysis**

All the data collected through the self-administered questionnaire were analyse using the statistical package for social sciences (SPSS) version 25 and the required measures were taken. SPSS is one of the best and most appropriate programs to run the analysis with the acquired data (Raduzzi & Massey, 2019). Therefore, the researcher using t-test analyse of variance and regression analyses to determine if there were significant differences in customer satisfaction towards dimensions of service quality of fast-food restaurants.

## **FINDINGS**

### **Profile Sample**

There are 380 respondents were selected and male represented 28.16%, while the majority of the respondents involved in this study's questionnaire survey are female represented 71.84%. Most of them who went to McDonald's in Pengkalan Chepa, Kelantan are Malay respondents represented 63.95%. Another race is selected in the questionnaire survey which is Chinese represented 19.74%, Indian represented 9.74 and others represented 6.58%. Besides, 61.05% of respondents went to McDonald's restaurant are below 8 times, 25.26% of them went to McDonald's are between 8 to 15 times while 13.68% of respondents went to McDonald's are above 16 times. Therefore, the majority of the respondents who went to McDonald's are below 8 times.

## **Analysis of Customer Satisfaction towards The Dimension of Service Quality of Fast Food Restaurant, McDonald's.**

### **Independent variables:**

Responsiveness score the highest (mean=4.11, SD=0.68) indicating that responsiveness determines the level of customer satisfaction since respondents agreed with most of the items. Respondents agreed that McDonald's restaurants always provided prompt and accurate service for the customers is authentic (mean=4.18, SD=0.63). The respondents agreed that the employees informed the customer on the waiting time required until time to serving (mean=4.13, SD=0.69) and they also agreed that the employee knew to answer the customer's question (mean=4.12, SD=0.66). Then, the respondents also agreed that the employees were ready to help (mean=4.11, SD=0.69) and the employees can introduce and explain the menu professionally (mean=4.08, SD=0.68). Meanwhile, the employees who handled the complaint promptly scored the lowest (mean=4.03, SD=0.75). For the previous studies, the researchers have done by Roustana and Madani (2010), Ryan et al (2013) also confirmed the result of the test that responsiveness is important to customer satisfaction.

Reliability scored second (mean=4.09, SD=0.73). Respondents agreed that they got the food ordered correctly (mean=4.22, SD=0.60). Respondents also agreed that they can claim if there are wrong orders (mean=4.15, SD=0.72) and employees gave fast responses when customers asking for a menu (mean=4.10, SD=0.69). Then, respondents agreed that the services in McDonald's were fast (mean=4.04, SD=0.75). Meanwhile, not waiting too long to get the order to counter the lowest scored (mean=3.94, SD=0.83). The finding is in line with previous research by Oyewole (1999) supporting the fact that when they order food, fast services are a significant point for customers. Abdullah and Rozario (2009) suggested that satisfaction would be high if the standard of service is high.

Empathy scored third (mean=4.08, SD=0.73). Respondents agreed that McDonald's is constantly updating their online applications to make it easier for the customer to use the services they provided (mean=4.18, SD=0.67). Respondents also agreed that the employees helped them well and sincerely (mean=4.11, SD=0.71). Then, respondents agreed that the employees gave good service to the customer (mean=4.06, SD=0.76). Meanwhile, the employees were always friendly and smile at customers scored the lowest (mean=3.69, SD=0.84). The results of a previous study by Sajadi and Rizzuto (2013) who stated the interesting experience that customers want when they eat in a restaurant, the restaurant can make the heart happy. Lee et al., (2009) and Nezekati et al.,(2011) stated that if a user has an experience that makes the customer feel satisfied, such as getting friendly treatment in fast food, it can attract the customer to always come to the fast-food restaurant.

Tangible scored the lowest among the other variables (mean=4, SD=0.84). Specifically, respondents agreed that an easily readable menu (mean=4.24, SD=0.63) and the restaurant was comfortable (mean=4.14, SD=0.64). The respondents also agreed that adequate availability of sauces, tissues, and cutlery (mean=4.05, SD=0.72). Next, the respondents agreed that the restaurant environment was clean, and the employees were neat in their appearance (mean=4, SD=1,0.67). Then, the respondents agreed that the physical facility like table and chair were adequate (mean=3.85, SD=0.96) and also parking availability (mean=3.66, SD=1). Meanwhile, the clean restroom is scored the lowest (mean=3.53, SD=1). The findings are in line with previous research by Malik (2012) & Bhattacharya (2011) added the customer perception about the quality of service provided can improve the image in fast-food restaurants. Hidayah (2009) also states that the better of the image a restaurant to the customer satisfaction.

**Dependent variable:**

The level of customer satisfaction scored (mean=4.20, SD=0.65). Respondents strongly agreed that they liked the products and services provided by McDonald's (mean=4.25, SD=0.64) and also, they were satisfied with the products and services provided by McDonald's (mean=4.20, SD=0.61). Then, the respondents agreed that good service was provided by McDonald's to give their customer's satisfaction. Surprisingly, respondents were happy with the customer-friendly service provided by McDonald's (mean=4.16, SD=0.72). In the past research by Hansemark and Albinsson (2004), attitudes toward customer service providers, or emotional responses to differences between what customers expect and what they get, indicate customer satisfaction in general.

**Relationship between tangible, reliability, responsiveness, and empathy on customer satisfaction towards McDonald's.**

The result of Pearson's Correlation indicates that tangible and customer satisfaction 0.630, which indicated a weak linear relationship. Following reliability and customer satisfaction showed a low coefficient value of 0.722 indicating a positive linear relationship. Then, responsiveness and customer satisfaction showed 0.792, which indicated a strong linear relationship. Meanwhile, empathy and customer satisfaction showed 0.768 indicating a moderate linear relationship. All four variables positively correlated to customer satisfaction and significant since  $p < 0.05$ .

**H1: There is positive relationship between tangibility and customer satisfaction.**

Tangible is an important part of the quality services on customer satisfaction. Heung (2000) and Khan (2013) also stated that tangible has a positive impact on customer satisfaction in a fast-food restaurant. Similarly, Qin (2009) maintained that the tangibles of fast food restaurant directly impact the customer's experiences and on its services.

**H2: There is positive relationship between reliability and customer satisfaction.**

The present study shows similarity to the past research that reliability is significant at the 0.05 level with the low coefficient value. Factor has a weak influence on customer satisfaction. Similarly, Bourgoire and Neu (2010) claimed that the level of customer satisfaction and the reliability of service in a fast-food restaurant has a low relationship. Besides, the research result of Agbor (2011) showed that the level of customer satisfaction depends lightly on the reliability of the service quality sector.

**H3: There is positive relationship between responsiveness and customer satisfaction.**

The result of the third hypothesis is supported by the high positive value with customer satisfaction. The previous studies of responsiveness, responsiveness will be the most important dimension in customer satisfaction-based services (Chanak, Wijetarne & Achcuthan, 2014). Therefore, researchers also identified that different types of service providers will have a different level of responsiveness (Bihamta, Jayashree, Rezaei, Okumus & Rahimi, 2017).



#### **H4: There is positive relationship between empathy and customer satisfaction.**

The hypothesis for the empathy result is showing a positive relationship between customer satisfaction in the previous study by Junaib Aftab, Huma Sarwar, Qurrat-ul-ain Sultan & Maryam Qadeer (2016). Furthermore, the outcome of this research also matches with the result of previous Lee (2005).

### **DISCUSSION & RECOMMENDATION**

Discussion for this research is based on the data collection from, the population of customers of McDonald's in Pengkalan Chepa who were selected for the survey. According to the data in this review, the objectives of the study are based on the framework such as the dependent variable and independent variables. Therefore, the most elevated data hypothesis of Pearson's Correlation Coefficient relationship to the dependent variable with customer satisfaction toward fast-food restaurants between the tangible, reliability, responsiveness, and empathy variables results are 0.630, 0.722, 0.792 and 0.768 respectively. Besides, there are several suggestions can be taken by future researcher which relevant the customer satisfaction towards the dimension of service quality of fast food restaurant, McDonalds in Pengkalan Chepa, Kota Bharu, Kelantan. Then, the data has been collected in the area of Kelantan and only focusing at the McDonalds that located in area Pengkalan Chepa. Therefore, in the future researchers can carry out a new study which focus on all McDonalds in area Kelantan and others Malaysian states such as Terengganu, Pahang, Kuala Lumpur, Sabah and Sarawak.

### **CONCLUSION**

In conclusion, this research was conducted in order to determine the relationship between service quality dimensions towards customer satisfaction in the fast-food restaurant of Pengkalan Chepa, Kota Bharu, Kelantan. As mentioned, the total number of 380 questionnaires were answered by 380 respondents through google form. Overall, the result showed that there is positive significant relationship between the dimensions of service quality which are tangibles, reliability, responsiveness, and empathy with customer satisfaction. Therefore, the objectives of this study are achieved.

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# Understanding on The Factors Causing Household Food Waste at Three Urban Areas in Peninsular Malaysia

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## ABSTRACT

Food waste is defined as thrown away food and not fit for human consumption; whether it has been preserved or allowed to decay after it has expired. Food waste has caused major environmental impact such as pollution of air and soil pollution through the incarnation and decomposing processes. Previous studies recorded that households' food waste were more than other sources, in condensed populated places. Therefore, the study aims to investigate the understanding on the factors causing household food waste in three urban areas on Peninsular Malaysia. There were 384 respondents who participated in this study which had been conducted through social media such as Instagram, Facebook, WhatsApp, E-mail, We Chat and others. This study focused on household food waste in three urban areas in Peninsular Malaysia which were Alor Setar, Kota Bharu and Ipoh. Results showed that personal attitude and awareness positively played a significant role in an individual's intention not to waste food in the cities where the most polluted areas of states in Malaysia due to the highly densely populated.

**Keywords: Household, Food Waste, Attitude, Value of Awareness**

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## INTRODUCTION

About 1.3 billion tonnes of edible food from production to human consumption are lost annually in the supply chain, accounting for a third (32%) of global food production (Balakrishna et al., 2015). Sources of food waste can be categorized into three categories: food losses (food lost during the storage, refining and manufacturing process), unintentional food waste (food lost during the consuming period, such as fruit peel and core) and avoidable food waste (Thi et al., 2014). Food waste has led to several global sustainability issues, such as environmental problem and social problem.

The environmental issue affected by food waste is the excessive production of greenhouse gases (GHGs). The effect of climate change and global warming on food waste is related to major volumes of GHGs. GHGs improve the natural greenhouse effect by absorbing ultraviolet radiation and by absorbing heat in the atmosphere. According to National Aeronautics and Space Administration (NASA), the Environmental Protection Agency (EPA) and other science and political agencies, if global warming is unimpeded, it could contribute to severe climate change, rising sea levels, water acidification, life-threatening weather disasters and other serious ecological and social impacts (Williams et al., 2018). Therefore, in order to minimise the environmental effects of food consumption behaviours, the reduction of food waste has become an important environmental concern while at the same time offering a persuasive market for other economic industries, such as waste disposal firms and the hospitality industry (Stefan et al., 2013).

Since many people already live-in poverty, food waste is economically and morally unacceptable. Expected growth in the world population over the next five years, which ensures that current food will have more constraints. Reducing food waste is seen as a tactic for rising

food supply to feed the growing global population (Godfray et al., 2010). Besides that, reducing food waste also can save the environment. This is because the food waste had cause climate changes and global warming that led to greenhouse gases. In addition, food waste dumped at the landfill contributes to air pollution. Explosions or fires occurring at the landfill will cause haze and lead to deterioration of vision due to the smoke. This contaminated air can affect public health. Therefore, it is important to reduce food waste to protect the environment from being polluted in terms of water, air and soil pollution.

This study aims to investigate the factors causing household food waste in three urban areas in Peninsular Malaysia. Likes other countries in the world, urban population generates more organic waste compared to rural population. These organic wastes that happened at urban population is due to rapid development of the urban areas, increase level of income, rural-urban migration and consumption pattern that caused by developing (Jalil & Md Abdul, 2010). The urban areas had been choosing are Alor Setar, Kota Bharu and Ipoh.

There are two objectives of this research:

1. To investigate the relationship between attitude and intention to not waste food among the citizens in urban areas.
2. To examine the relationship between value of awareness and intention to not waste food among the citizens in urban areas.

## **Significance of the Study**

### **Researchers**

This research seeks to provide clearer information and to address the full existence of information to new researchers. This research also provides the future studies with new resources, knowledge and latest information on the factors that might affect the accumulation of food waste in Malaysia. In Malaysia for example, 15000 tonnes of food are consumed daily and 3000 tonnes are eatable. This may help researchers to investigate the household waste survey more in depth, whether in Malaysia or abroad.

### **Authorities**

The next significance of this study is for authorities. This report aims to provide specific information to the authorities on rising food waste in Malaysia. This would provide the authorities with information about how to handle the way to eliminate household food waste. For example, in Malaysia, the government has started to take a closer look at the establishment of a national food bank following the establishment of a food bank in Penang through the Food Aids Foundation. This is because the initiative to set up a food bank to save food is the most important thing to plan not to waste food on farms, restaurants, hotels and even at home. Campaigns, programmes and other initiatives can raise awareness among the government and the community, whether in the household or food production sectors.

### **Consumers**

This study is also significant for the consumers. Since consumers or communities are main contributors to food waste, several studies have looked at consumer or community food waste behavior from a variety of perspectives, such as factors affecting food choices, the impact of social influence on food waste or food shopping practices, and their relationship to food waste (Farr-

Wharton, Foth & Choi, 2014). Community needs to change their behaviors, including their routine, and to manage leftovers, such as reusing leftovers, is considered to be one of the most effective strategies for combating food waste at the community or household level. This study is also of considerable interest to the society to help them to become more concerned with food waste. The importance of this study is to lead to minimizing waste in food intake.

## **LITERATURE REVIEW**

### **Definition of food waste and its cause**

Food waste is defined as the loss of food during distribution, retail and final consumption. Usually, food waste occurs in urban area due to the dense population. According to the European Commission, as much as 42% of the food produced in Europe is wasted in the final consumption phase, regardless of the stage of agricultural production. Two thirds of this amount refer to avoidable and possibly avoidable food waste (Secondi et al., 2015). Population growth rapid urbanization process led to increased food waste created by the people. Food waste management is one of the major problems faced by especially in the urban area because many people do not have awareness and indifference.

Rapid population growth cause of more food purchasing, more people tend to shop for food. Many people do not know how to manage leftovers. For example, Malaysians produce about 37,890 tonnes of waste daily with at least 1.17 kilograms generated per person. That number is expected to continue to grow as the population grows and moreover, in Malaysia 15000 tonnes of food is consumed daily and 3000 tonnes is edible and this cause an increase in food waste. The reasons of this escalating quantity of food waste are because of the changes in eating habits as living standards have improved where people can order more food products than before. Due to rapid population growth and urbanization, it improves community living standards and broad job opportunities as well as high income opportunities. When communities have high incomes, it leads to increase their power buying. It will tend them to buy more food without planning and eventually, they will waste the food. Consequently, food waste in Malaysia continues to increase (Elmenofi et al., 2015).

### **Intention to not waste food**

Many countries suffer from food waste including Malaysia. There is food related practice and routine intention to not to waste the food. Food planning is one of the most important ways to reduce food waste. It takes some time to manage daily spending on food. Most consumers fail to use storing strategies in their households to extend the life of their food and set the refrigerator temperature higher than the recommended temperature, which speeds up food decay. The reuse of leftovers is considered one of the most effective strategies for combating food waste at the household level. People who eat regularly and consume their leftovers, they produce less food waste (Secondi et al., 2015).

Instead, managing the leftover or warming food can help individuals or the communities not to waste the food. According to psychological theory, intention is predominantly important in determining someone actual behaviour. Individual behaviour and own behaviour control is determined by the intention to perform the respective behaviour, and thus, the motivation and willingness to act are come from intention individual (Karin Schanes, 2018). With that in mind, it is significant to act upon the theory that intention is the main determinant to predict the behaviour to not waste food in this study. There are two significant factors of that contribute on this food waste: personal attitude and awareness.

## **Attitude**

Food waste relates to the personal attitude of community or household members. Household members need to change their attitude to reduce food waste such as their daily routine about food. Given the complexity of food waste, daily habits such as planning, shopping, storage, cooking, eating and managing leftovers play a decisive role in food supply and also in food waste generation (Waitt et al., 2016). In addition, various psychological approaches increasingly emphasize the critical role that everyday household behaviours such as eating, cooking and planning play a key role in food waste generation (Stancu et al., 2016).

Besides, it was observed that people living in urban areas tend to produce more food waste. In addition, education levels, classification practices, attitudes and concerns about food waste have been shown to correlate with individual behaviour towards food waste. In fact, people living in urban areas (UK) are more likely to produce higher quantities of food waste than people living in rural areas (India) but mostly kids had to generate minimum food waste. Focusing on socio-economic status and standards of living, it was found that highly educated individuals and with higher disposable income as well as higher income families waste more than poorer households while other researchers found little or no correlation between income and food waste (Secondi et al., 2015). People living in urban areas have great jobs and high income that tend to indifference also have attitude of extravagant in buying. On the other hand, people who are living in rural areas more concern and have awareness about food waste which is help them to produce less food waste.

## **Value of Awareness**

Value of awareness is closely related to daily activities related to food, such as planning, shopping, reuse of leftovers and household skills. In another perspective, household food waste results from buying more food than is consumed. Food is discarded after performing a complex set of behaviours, each of which increases the likelihood of waste (Lisanne van Geffen, 2019). Raising awareness of households is crucial to reducing food waste but sometimes personal concerns is a way of raising awareness. Generally, personal concerns, such as saving money are more motivating to reduce food waste than environmental and social issues. It is often assumed that the main motivation for minimizing food waste is the financial issues associated with wasting food money (Schanes et al., 2018).

Other than that, related personal characteristics that affect food waste are age and gender. Regarding gender, most studies found that women waste more than men found that women are more likely to reduce food waste compared to men. As for age, studies carried out in the UK, found that the youths waste more than elderly people, above all compared with people aged 65 or over who were found to waste significantly less food than the rest of the population (Secondi et al., 2015). Young people waste more food than old people, so age is a factor that affects food waste. It will continue happen if communities do not increase the value of awareness. The influencing factors of food waste including social norms, attitudes, cultural upbringing, experience, knowledge and understanding of food. Lack of knowledge seems to be one of the causes of food waste.

## **Research Hypothesis**

The literature review highlighted that the independent variables like attitude and value of awareness do affect the household food waste in Malaysia. Therefore, the study planned to

examine the level of effect among these variables. Based on the literature discussed, the hypothesis of this study was summarized in the following manner:

H1: There is a significant relationship between attitude and intention to not waste food among citizens in urban areas.

H2: There is a significant relationship between value of awareness and intention to not waste food among citizens in urban areas.

## Research Framework

A research framework illustrated in Figure 1 investigates the connection between the attitude, value of awareness and intention to not waste food among household live in three urban areas in Peninsular Malaysia. The independent variables are attitude and value of awareness. The dependent variable is the intention to not waste food.

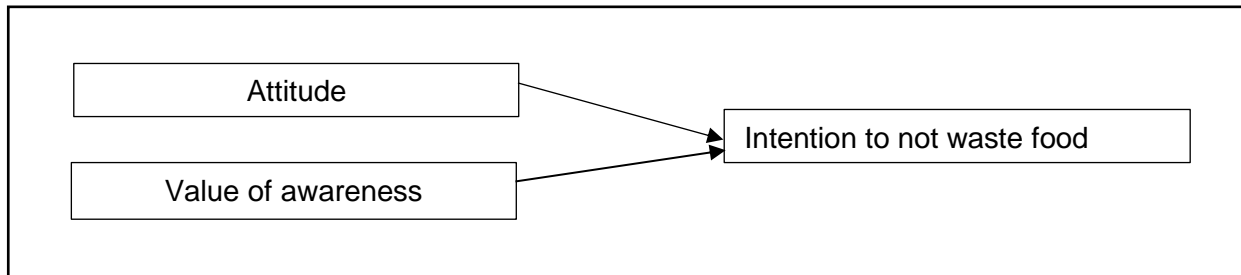


Figure 1: Research framework

## METHODOLOGY

### Research Design

This study used the quantitative method where questionnaire was distributed to 384 households living in the three urban areas. In this research, the target population chosen is Malaysian citizens who live in the urban areas which comprises only three major cities of three states, which are Alor Setar, Kota Bharu, and Ipoh. This is due to the drastic economic development, coupled with rising commercialisation and urbanisation, has resulted in large and increasing amounts of food waste of that three areas.

Moreover, questionnaires were distributed to the population to collect the data which are households live in the three urban areas in Peninsular Malaysia. The research questionnaire is divided into 4 sections which are Section A, B, C and D. For Section A, the questionnaire provides the general information about the Malaysian citizen's households demographics such as the living area of respondents, gender, age, race, education level, working status, income level and family members of demographic information. For Section B, C and D, the questions will elaborate more on the dependent and independent variables which are (i) Intention to not waste food, (ii) Attitude, (iii) Value of awareness that will be examined in the survey. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement.



## Data Collection

The data collection was conducted using survey method by questionnaire. This study chose to distribute the questionnaire on food waste by online using application of Google form. The form link was distributed to all social media such as Instagram, Facebook, WhatsApp, E-mail, We Chat and others. It will be much convenient to minimize cost, saves time and is significantly applicable during this Covid-19 pandemic outbreak around the world.

## Sampling

The sampling method used in this study was the non-probability sampling which is convenience sampling. The study used this method because questionnaire will be prepared and passed through online or posted to a social media page to gather the information from the respondents. The questionnaire was distributed to the respondents who are among household live in three urban areas in Peninsular Malaysia through online and social media.

In achieving reliable and valid sample of this study, Table 1 shows the total population of the three urban areas from the last census in 2010. It seems noteworthy that the population are increasing more than that ( $N > 100000$ ). Therefore, according to table by Krejcie and Morgan (1970), the significant number of sample size for this research is 384 to represent those selected cities.

**Table 1:** *The number of households in three states of Malaysia*

City Name	Number of Households: 2010 Census: Urban: (unit)
Kelantan (Kota Bharu)	127.460
Kedah (Alor Setar)	288.488
Perak (Ipoh)	403.777

**Source:** [www.CEICDATA.COM](http://www.CEICDATA.COM), Department of statistics, Database Malaysia.

## Data Analysis

There were four types of data analysis used in this study, namely frequency analysis, descriptive analysis, reliability test and pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

## FINDINGS

### Demographic Profile

The total frequency for Alor Setar representative were 116 respondents, followed by Kota Bharu which was represented by 156 respondents and last one followed by Ipoh which was 112 respondents in total. Table 2 below shows where 30.2% of respondents are living in Alor Setar, then followed by Kota Bharu which is 40.6% and also followed by Ipoh which is 29.2%.

Second, the frequency of respondent for male is 178 respondents while frequency of respondent for female is 206 respondents. Thus, there are more female respondents. The results have also been visualised below the percentage of respondent by gender which is 46.4% for male and for female is 53.6%.

Next, number of respondents by age consisted of 18-24 years old (197 respondents), 25-34 years old (81 respondents), 35-49 years old (64 respondents) and for 50 years old and above (42 respondents). Subsequently, shows percentage of respondent by age which are 18-24 years old (51.3%), 25-34 years old (21.1%), 35-49 years old (16.7%) and 50 years old and above (10.9%).

Lastly, racial categories which are Malay, Chinese, Indian and others. Total respondents were collected are 384 respondents. The highest frequency race is Malay which is 239 respondents and followed by second highest race is Chinese which is 93 respondents. The third highest race is Indian which is 41 respondents and followed by other race which is 11 respondents. Meanwhile, for percentage respondent by race. The highest percentage of race is Malay that is 62.2%. Second highest percentage of race is Chinese that is 24.2%. Third highest percentage of race is Indian that is 10.7% while another race is 2.9%.

**Table 2: Respondents' socio- demographic profile (n=384)**

<b>Characteristics</b>	<b>N</b>	<b>%</b>
<b>Living Area</b>		
Alor Setar	116	30.2
Kota Bharu	156	40.6
Ipoh	112	29.2
<b>Gender</b>		
Male	178	46.4
Female	206	53.6
<b>Age</b>		
18-24	197	51.3
25-34	81	21.1
35-49	64	16.7
50-above	42	10.9
<b>Race</b>		
Malay	239	62.2
Chinese	93	24.2
Indian	41	10.7
Others	11	2.9

### **Reliability Test**

Questionnaire result of reliability Cronbach's Alpha Coefficient based on each independent variable and dependent variable. The first independent variable, attitude with 5 questions that show the Cronbach's Alpha value 0.91 which range as very good in term of the internal consistency and Likert-Scale question is considered as more reliable. The second independent variable, value of awareness with 5 questions is used to test the reliability and validity. The

Cronbach's Alpha Coefficient result is 0.86 which range as very good so that the Likert-Scale question is considered as more reliable. Lastly in measuring the dependent variable, 5 questions about intention not to waste food used to test the reliability and validity. The Cronbach's Alpha Coefficient result is 0.90 which range as very good and the Likert-Scale question is considered as more reliable.

### Correlation Analysis

Table 3 shows the relationship between attitude and intention to not waste food among citizen in urban areas is strong positive with correlation coefficient of 0.85. This implies that relationship between attitude and intention to not waste food among citizen in urban areas is strongly positive towards not to waste food. The p value of attitude is 0.00 which is less than highly significant level 0.00. Therefore, there is a significant relationship between attitude and intention to not waste food among citizen in urban areas. Next, indicates the relationship value of awareness and intention to not waste food among citizen in urban areas is strong positive with the correlation coefficient of 0.82. This implies that the relationship between value of awareness and intention to not waste food among citizen in urban areas is strongly positive. The p value of awareness is less than the highly significant level 0.00. Therefore, there is a significant relationship between value of awareness and intention to not waste food among citizen in urban areas.

**Table 3:** *Pearson Correlation Analysis*

		Attitude	Value of Awareness
<b>Intention to not waste food</b>	Pearson Correlations	0.85**	0.82**
	Sig.(2-tailed)	0.00	0.00
	N	384	384

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

### Comparison of Mean and Standard Deviation among Urban Areas

Table 4 below shows the mean and standard deviation for the attitude that has been compared among the urban areas which are Alor Setar, Kota Bharu and Ipoh. For Alor Setar, there are two statements that get similar mean (3.98), which were the means for statements 2 and 3. However, the standard deviation for each statement is different which are 1.40 and 1.46. Next, Kota Bharu highest mean on statement respondents was raised to believe that food should not be wasted which means 3.99 (1.45). In addition, Kota Bharu also had the lowest mean which is 2.90 (1.59) on respondents often throwing away edible foods or vegetables. That value also being the lowest in this comparison result. Then, the highest mean for Ipoh is on statement 2 as 4.01 (1.41). It is the highest mean compared to other urban areas. Based on the results, respondents from Ipoh are more reluctant to throw food and are responsible for the food waste.

Next is the comparison between value of awareness with the three (Alor Setar, Kota Bharu and Ipoh). As can be seen, the value of mean for Ipoh keeps dominant being the highest mean on all statements compared to other states. The mean for statement 1 is 3.74, statement 2 is 3.91, statement 3 is 3.48, statement 4 is 3.64 and statement 5 is 3.62. The standard deviations for each following statement are 1.36, 1.07, 1.20, 1.34 and 1.26. The second highest mean is for Kota Bharu's respondents and third highest mean is for Alor Setar's respondents. The difference shows

that the respondents at Kota Bharu and Ipoh are likely to buy food during promotion and make plans of purchasing food for their weekly.

Lastly, the comparison between intention to not waste food among the urban areas. There are 5 statements that get different results on mean and standard deviation for each urban area. Ipoh gets the highest mean on statement 1 and statement 2 compared to another urban area which is 3.83 (1.33) and 3.29 (1.34). For statement 3, the highest mean is on Alor Setar which is 3.71 (1.46). However, Kota Bharu gets the highest mean for statement 4 and statement 5. The value of that mean and standard deviations is 3.87 (1.40) and 3.76 (1.41). From the results, respondents from Ipoh are more responsible for food waste because they do not intend to generate food waste and at the same time, they also find a use for food trimming to avoid household food waste.

**Table 4:** Mean comparison between three urban cities

Variables	Living Areas		
	Alor Setar	Kota Bharu	Ipoh
<b>Attitude</b>			
I feel bad when uneaten food is thrown away.	3.48(1.54)	3.76(1.53)	3.90(1.32)
I was raised to believe that food should not be wasted.	3.98(1.40)	3.99(1.45)	4.05(1.35)
I think food should not be wasted.	3.98(1.46)	3.90(1.43)	4.16(1.19)
Throwing away food does not bother me.	3.17(1.56)	3.05(1.62)	3.49(1.47)
I often throw away edible foods or vegetables.	3.28(1.66)	2.90(1.59)	3.43(1.46)
<b>Value of Awareness</b>			
It feels like if I do wastage, I got a bad conscience.	3.14(1.56)	3.54(1.46)	3.74(1.36)
I do purchase based on promotions. (buy 1, free 1, half price, etc).	3.38(1.46)	3.58(1.37)	3.91(1.07)
I make several purchases of food items in a week.	3.22(1.38)	3.47(1.33)	3.48(1.20)
Food waste is harmful to the environment.	3.33(1.39)	3.48(1.47)	3.64(1.34)
Food waste creates economic damage to people.	3.27(1.40)	3.43(1.41)	3.62(1.26)
<b>Intention not to waste food</b>			
I intend not throw away the food.	3.68(1.64)	3.79(1.48)	3.83(1.33)
I intend to eat leftover food.	3.20(1.44)	3.01(1.49)	3.29(1.34)
I intend to generate as little food waste as possible.	3.71(1.46)	3.60(1.52)	3.67(1.32)
I intend to make shopping list of food products I want to buy.	3.59(1.52)	3.87(1.40)	3.61(1.37)
I intend to find a use for food trimmings.	3.49(1.40)	3.76(1.41)	3.58(1.32)

Values in parentheses are standard deviation

## **DISCUSSION & RECOMMENDATION**

Based on the result obtained, attitude gives most influence towards intention to not waste food among citizens in urban areas. Based on the data obtained in descriptive variable for all independent variables, most of the respondents indicated attitude as the key variable because the data is higher than other variables which is 3.62. Most of the respondents in each city were aware the importance of not to waste food and the correlation results indicated the strong positive relationship between attitude and the intention not to waste food. This would probably show that the more positive attitude towards not wasting any food at home, higher the intention of an individual at the cities to not throw away any food that is consumable. Next, the results shows independent variable and dependent variable has a relationship between value of awareness and intention to not waste food among citizen in urban areas. This is because, majority of the households showed more awareness about not to waste food. This awareness is also closely related to daily activities related to food, such as planning, shopping, reusing of leftovers and household skills and the correlation results indicated the strong positive relationship between value of awareness and the intention not to waste food. This would probably show that the more positive value of awareness towards not wasting any food at home, higher the intention of an individual at the cities to not throw away any food that is consumable.

As a recommendation, information sharing campaigns can be organised to raise awareness among local people about waste separation at source and enable them to practice “3Rs” which is reuse, reduce, and recycle. Another alternative may be to develop a home composting bin where households can first dispose of food waste in a bin until it is full or have the truck clear the bin once a week or once per fortnight to reduce the transport pressure for waste collection. Moreover, consumer groups also have an important role to play in raising consumer understanding of food waste and promoting behavioural improvement through the distribution of suggestions and realistic tips to eliminate food waste at home.

## **CONCLUSION**

The aim of this study was to determine factors causing household food waste in three urban areas in Peninsular Malaysia. In this study, household food waste was influenced by attitude and value of awareness. Therefore, household food waste was represented by households live in the three urban areas in Peninsular Malaysia which was dependent variable. Moreover, there were two factors studies which are attitude and value of awareness. The research shows that an individual's intention not to waste food is significantly affected by their personal attitude and value of awareness. In conclusion, an individual activity gives impact on how he or she is planning the house chores and how personally values their food that had been gratefully obtained.

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# Profiling Potential Tourist in Kelantan

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## ABSTRACT

Tourist profiles are useful to analyse best practices in attracting tourists and provide a general overview of tourist behaviours in tourism in Kelantan. It is intended for gathering complete information about the tourist. The information must be related to the country of origin, age and sex, educational status and occupation, economic activity status, purpose, and frequency to visit and factors influencing the choices of destination. This study aims to identify factors of the destination image towards tourists in Kelantan, to identify factors of the food image towards tourists in Kelantan and to identify factors of business purpose towards tourists in Kelantan. This paper presents an analysis of the data respondents and the analysis of research question. The data was collected from 384 respondents who have visited Kelantan at least once in their life. The result showed most tourists come to Kelantan due to its closeness to Thailand, tourists find the food unique and interesting and tourists have a business purpose in Kelantan. These results suggest that tourism has the potential to be a major contributor to the economy of Kelantan. Further action that can be taken is government can improve destination image to attract more tourists to Kelantan in future. Besides, for the food image relevant organization can organize more food carnivals in Kelantan and published more about 49 local food in Kelantan through social media platform to attract more tourists. In addition, the Kelantan state government can create more business opportunities through developing the region so investors will choose to invest in Kelantan and create more job opportunity.

**Keywords: Tourist, Potential Profiling, Destination Image, Food Image, Business Purpose**

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## INTRODUCTION

Today, the tourism industry is rising all over the world including Malaysia. Basically, this is because the tourism sector can help many industries such as hospitality, business, politics, sociality, and especially the economy of the country. In addition, tourism is booming when supported by the growth of the global economy which results in an increase in the quality of life of the world's population such as income, health, and free time. According to World Tourism Organization or UNWTO (2011), the growth of the tourism sector is seen as a potential agent of change for a country that contributes to the development, employment opportunities, and creation of many entrepreneurs in a country. After investigating and analysing the potential of the tourism sector globally, the UNWTO has brought four objectives to the world. One of the objectives is to provide a global reference on tourism future development with the aim of tourism towards 2030. By updating the projection through 2030 practitioners can enrich forecasts with an overview of all factors which may support the tourism activities. The factors that will be highlighted in the update are social, political, economic, environmental and technological. It will shape tourism in the past and expect growth in the future.

Malaysia also has not missed out on developing strategies in the development of the tourism sector including where the government is encouraging its own people to engage in a number of small sectors such as the Program Inap Desa. Moreover, such a strategy introduces the concepts of health, agro-tourism, and ecotourism. Malaysian Deputy Prime Minister in 2019, Dr Mahathir 2 Mohamad said the year 2020 is set to be the Year of Visit Malaysia (VM2020) which aims to reach 30 million international tourists with RM100 billion in tourism revenue. According to the annual report by Economic Developments in 2018, overall, the Malaysian economy recorded a growth of 4.7% in 2018. Tourism related programmes implemented by the government to help boost the country's economy seems effective and tourists may have influenced many things in choosing their tourism locations in Malaysia.

In this research, we chose Kelantan as our reference in obtaining tourist profile information; this is because the location is the location of our learning centre that is University Malaysia Kelantan. The purpose of this collecting tourist profile is to identify the relationship between factors that attract visitors to Kelantan. The second is to develop a statistical analysis through a summary profile of the tourists in Kelantan. The third is to analyse the best practice in attracting the tourist and give an overview of the tourist behaviour towards tourism in Kelantan. In the following section, we will provide the overall view of this study that includes the background of the study, problem statement, research objectives, research question, the significance of the study, and definition of the term.

## **RESEARCH OBJECTIVES**

There are three objectives of this research:

1. To identify factors of the destination image towards tourists in Kelantan.
2. To identify factors of the food image towards tourists in Kelantan.
3. To identify factors of business purpose towards tourists in Kelantan.

## **Significance of The Study**

This research brings benefits in the future which is for researcher, academic field, industry and community. This study brings advantages for researchers to understand more clearly about profiling the potential tourist in Kelantan. This research also brings benefits for the academic field which is will get the more knowledge about profiling the potential tourist in Kelantan in term of destination image, food image and business purpose. This study is useful for academic field to use as a source of reference in the future. For community and the industry especially in the tourism industry can use this research as a guide and references. This study can contribute new information for the tourism industry. For example, from the data collected in this research the community and the industry will be able to know more detail about profiling the potential tourist in Kelantan in term of destination image, food image and business purpose.



## LITERATURE REVIEW

### Destination Image

The destination image can be defined as the uniqueness and attraction of the destination. The examples uniqueness of a destination includes the food, nature and geographical condition of the place. The destination image is the stages that the combination of the belief, ideas, and impressions of the tourists and visitors can affect the perception of tourists towards a destination (Hanan & Aminudin, 2012).

When people make decisions, especially important personal decisions, independently of decision-makers by the image theory Beach & Mitchell (1987) and this theory answered the question of how the people make conclusions based on the image that they received into their actions. Besides, by Atlas, Hanan & Wasilan (2012), stated that the two processes of the destination image which are of individuals who can have an image of a destination and to separate the images of those individuals who have visited.

Kim, Holland & Han (2013) stated that their study focused on the importance of tourists' motivation based on the element of psychological need. For example the attractiveness of the destination are measured by the decision making among tourists visiting the destination. The motivation factors that had been introduced by Lopes (2011), the travel attraction which has been the measure as the motivation element which leads to the destination image of the tourism destination. Madden (2016), suggested another model to measure the destination image which were word of mouth and trusted sources perceived risks of travel like the internal motivations from tourists and external motivations from the destinations.

### Food Image

Food image is one of the factors and the unique concepts in branding destinations with food being seen as part of the culture and people in the destinations themselves. Chi (2013) referred to Malaysia as a place to find a variety of types of food heritages and the food that have become an invaluable part of tourist experiences and that may contribute to the tourism sector in Malaysia. Syahida & Zainal (2014) stated that, Kelantan is famous for the cultural heritage and unique food that influence tourism development. Some of the local food has been influenced by the other cultures based on the geographical elements where the region is related to other strong cultural regions.

The unique combination of multiple ethnicities and cultures influence the taste of the food served where this shows Kelantan as a strong image of Malays culture which includes the food. Kelantan food image is the real of the Malay food image has been preserved from generation to generation until now. However, the geographical and other cultural influences are also important elements that need to be considered in measuring the food image of the region to attract tourists to come to Kelantan.

According to Sufahani, Muhammad & Ismail (2016), the image of Kelantan now still the eco-tourism destination because the promotion has been done to promote and attract more tourist to visit Kelantan and for the purpose of promoting cultural tourism including food tourism. Kelantan is famous for the varieties of traditional cakes or "kuih-muih". The dish is known for being very sweet. Mohammad & Chan, J. (2011) study was focused on the perception, belief, and values among the visitors for the selected restaurant.

## Business Purpose

Business tourism includes all the trips related to a traveller's employment and the business interests. As usual, the reason for business travel is to attend business events for example conferences, meetings, exhibitions, trade fairs, incentive travel. Tin Media (2020) tourism products in Kelantan are plentiful and one is the batik. Entrepreneurs in Kelantan who produce textile products and so forth are also very advanced.

As stated by Tin Media (2020), the earlier the entrepreneurs officiated the 2020 East Coast Textile Craft Festival in Muhammadi Square. In conjunction with the Visit Malaysia 2020 campaign, Craft Malaysia also produced more than 1,000 designs of craft products from the fields of jungle, produce, metal, including more modern, contemporary, and marketable textile crafts while maintaining the craft's identity while maintaining its craft identity. Malaysia which also involves several segments of other craft products. Kelantan also has a wealth of heritage, historical places, eco-tourism, food variations, and popular shopping destinations (Tin Media, 2020).

## Research Question

The following are the research questions for this research:

1. To what extent are the factors of the destination image towards tourist in Kelantan.
2. To what extent are the factors of the food image towards tourist in Kelantan.
3. To what extent are the factors of the business purpose towards tourist in Kelantan.

## Research Framework

This research uses a cause-effect relationship to factor the tourist profile in Kelantan which is a dependent variable in this research. Based on the conceptual framework diagram, there are 3 factors that influence the tourist profile in Kelantan. First is the food image, second is the business purpose, and lastly is the destination image which has contributed to the factors of tourist profile in Kelantan.

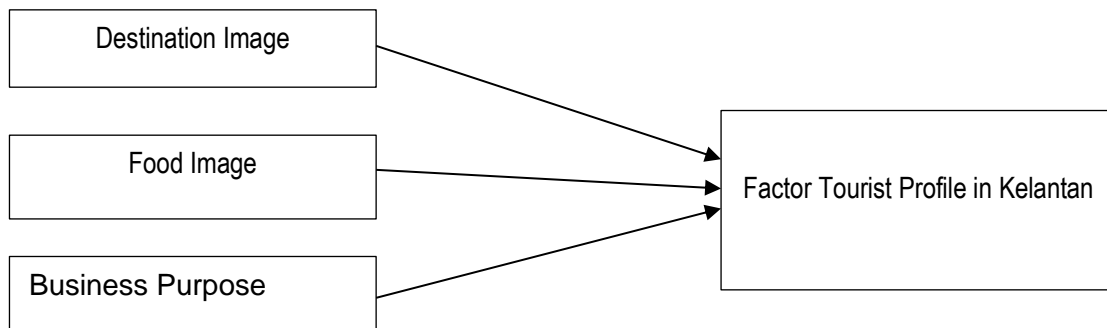


Figure 1: Research framework of Factor Tourist Profile In Kelantan  
Source: *The role of conceptual frameworks in epidemiological analysis*  
(Victoria, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

## **METHODOLOGY**

### **Research Design**

This study used the quantitative method that questionnaire was distributed to 384 respondents who have visit to Kelantan. The use of this research method is intended to obtain information and data related to the objectives of profiling potential tourists in Kelantan. The domestic and international tourists will be surveyed to answer the questionnaire.

### **Population**

According to the Department Statistics of Malaysia (2020) stated that the population in Malaysia is around the 32,581,400 people. Based on, Malaysia Area Population (1950-2020), the current metro area population of Kota Bharu, Kelantan in 2020 is 348,000, 1.46% increase from 2019.

### **Sample Size**

The sample size is a process of picking units such as people, organizations, or places from a population that the researcher is going to research. According to the table of Krejcie and Morgan (1970) the researchers use the saturated data, 1000000 which is 384 samples from the tourists who have visited to Kelantan. This is because the researcher is unable to obtain the estimated tourist data.

### **Data Collection**

The questionnaire contains 2 different sections and the first section is about the respondents' demographic background and second section is about research question. The questionnaire was distributed to respondents through online and researchers collected the questionnaires that have been answered by the respondents for analysis purposes.

### **Sampling Method**

The sampling method used in this study was the simple random sampling and according to the table of Krejcie and Morgan (1970) which is 384 samples from tourists who have visited Kelantan. The researchers used this method because every member of the population has an equal and known the chances of being the subject of the sample.

### **Data Analysis**

There were three types of data analysis used in this study that is frequency analysis, reliability analysis and descriptive analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS) version 23.

Table 1: Frequency analysis respondent

Variables	Category	Frequency	(%)
Gender	Male	183	47.7
	Female	201	52.3
Age(years)	15-25 Years old	190	49.5
	26-35 Years old	97	25.3
	36-45 Years old	82	21.4
	46-60 Years old	13	3.4
	>60 Years old	2	0.5
Race	Malay	139	36.2
	Chinese	120	31.3
	Indian	63	16.4
	Others	62	16.1
Income level	RM 2000 and below	196	51.0
	RM 2001- RM 3000	84	21.9
	RM 3001- RM 4000	56	14.6
	RM 4001- RM 5000	38	9.9
	RM 5001- RM 6000	7	1.8
	RM 6001 and above	3	0.8
Occupation	Government Servant	52	13.5
	Private Worker	107	27.9
	Self-Employment	54	14.1
	Student	166	43.2
	Others	5	1.3
Travel Companion	Alone	117	30.5
	Spouse	82	21.4

	Parent	48	12.5
	Friend	122	31.8
	Others	15	3.9
First Time or Repeat Visitors	First Time	178	46.4
	Repeat	206	53.6
Origin	Outside Kelantan	364	94.8
	Foreigner	20	5.2
Frequency of travel in a year	3 Times	303	78.9
	4-6 Times	57	14.8
	9 Times	24	6.3

Sample profiles were examined with frequency analysis, as can be seen in Table 1. The respondent had more female (52.3%) than male (47.7%) respondents, with mostly aged between 15 to 25 years old (49.5%) and followed by an age range in 26 to 35 years old (25.3%). We can assume that are in the age range of 35 years and below most of the respondents hold the title of students 166 (43.2%) and private workers 107 (27.9%). The government employees and self-employed do not have a big percentage difference which is government employees have 52 (13.5%) and self-employment have 54 (14.1%). The rest of the 100% is from the other occupation with 5(1.3%). Most of the respondents are Malay with a frequency of 139 (36.2%). The second is Chinese 120 with respondents (31.3%) and the third is Indian with 63 respondents (16.4%). The last is from the category of other races consists of 62 respondents (16.1%) among the examples of other categories are Dusun, Iban, Orang Asli, Rungus, and Murut.

The origin of respondents is from the outside Kelantan with 364 respondents (94.8%) and foreign with 20 respondents (5.2%). The most frequently done by the respondents is 3 times in a year for 303 respondents (78.9%) to visit the destination. There are also those who visit the destination up to 4 to 6 times (57 respondents or 14.8%) and 9 times (24 respondents or 6.3%) in a year. The majority of respondents (206 respondents or 53.6%) had repeated visit the destination and (178 respondents or 46.4%) of respondent who firstly visit the destination. A large proportion of respondents (122 respondents or 31.8%) had travelled to the destination with friends. The second proportion of respondents (117 respondents or 30.5%) had travelled alone to the destination. The spouse (82 respondents or 21.4%) travelled to the destination more than parents (48 respondents or 12.5%). The rest of the 100% is from other respondents who travel to the destination.

For the income level of the respondents, we know most of the respondents are students who are from outside Kelantan. Most of them have an income level of RM2000 and below (196 respondents or 51.0%). The second is the income level in around RM 2001 until RM 3000 (84 respondents or 21.9%). The highest-level income got the lowest frequency which is RM 6001 and above with 3 respondents (0.8%).

Table 2: Dependent and independent reliability coefficient test

Variables	Total items	Alpha values
All variable analysis	15	0.887
Destination image	5	0.875
Food image	5	0.859
Business purpose	5	0.921

The result of the reliability analysis shows that all variable is 0.887, which is highly reliable. The alpha value shows the result from 0.875 until 0.921 as shown in table 2. This alpha value can be accepted because already more than 0.7 as suggested by HR-Guide, LLC (2018) which states that if the alpha value is below than 0.50, can't be accepted, the value of 0.60 and above is normal, 0.70 is more than normal, 0.80 is good and 0.90 is better. Table 2 above indicates the independent and dependent reliability coefficient for this study. The alpha value of reliability analysis for the dependent variable factor tourist profile in Kelantan construct is 0.887, which is good.

Thus, this result shows the reliability is accepted. Moreover, the alpha value of reliability coefficient for independent variable destination image construct is 0.875, which is in range of good it shows that the reliability accepted. Other than that, the alpha value of reliability coefficient for food image construct is 0.859 which is in range of good also accepted. Lastly, the alpha value of reliability coefficient for business purpose construct is 0.921 which is better than result shows the reliability is accepted.

## FINDINGS

This section will describe the descriptive analysis of the research question compared with literature review. The main objective of this study is to identify factors of the food image towards tourists in Kelantan, to identify factors of the destination image towards tourists in Kelantan and to identify factors of business purpose towards tourists in Kelantan. Researcher agreed that the destination image, food image and business purpose are the factors for tourists to travel to Kelantan and it is useful for tourist potential profiling in Kelantan.

Table 3: Descriptive analysis all variables

	N	Mean	Std. Deviation
Average destination Image	384	4.6323	.52668
Average Food Image	384	4.3510	.57311
Average Business Purpose	384	3.7661	.87040
Valid N (list wise)	384		

As shown in table 3, as expected most tourists strongly agreed with the destination image is the main factor tourist profiling in Kelantan which is average destination image mean of 4.6323

close to 5. The second is that most of tourists agree that the food image as their factor comes to Kelantan with mean of 4.3510. Then, from the simple 384 of respondent, most of them moderate agree came to Kelantan because of the business purposes with mean of 3.7661.

Table 4 exhibits the summary of the result in regard to research objective and research questionnaire.

Table 4: Research Finding

No	Research Questions	Results
1.	To what extent are the factors of the destination image towards tourists in Kelantan?	Tourists travel to Kelantan due to it is close location to Thailand.
2.	To what extent are the factors of the food image towards tourists in Kelantan?	The food in Kelantan is unique and interesting.
3.	To what extent are the factors of business purpose towards tourists in Kelantan?	People travel to Kelantan due to business purpose.

### Destination Image Factors

Kelantan and Thailand are geographically separated only by a river known as Sungai Golok. Southern Thailand, namely Narathiwat, is exactly like Kelantan, but the difference is the signages are in Siamese writing. The city of Narathiwat is also inhabited by the majority of Muslims. In fact, the people there speak with a Kelantan Malay dialect well despite the concentrated Siamese accent. (Source: Madiha Abdullah, 2019). Many tourists are outside Kelantan and no less also international tourists tend to stop in Kelantan for a few days before continuing their journey to Thailand by car transport. During the stop, tourists can enjoy the hospitality available in Kelantan. Of course, this will affect positive destination image and distribution through tourists who have come to Kelantan either for the first time or repeatedly. Thus, the destination factor image is a major contributor to tourist potential profiling in Kelantan. People who hear or consider the image of Kelantan interestingly and positively will be interested to try to come to Kelantan or plan to go to Thailand through this state. The image of Kelantan's destination located close to Thailand makes many people try to visit Kelantan. However, the world situation affected by the Covid-19 pandemic has left many tourists unable to explore and had to cancel their plans. As a result, Visit Kelantan Year 2020 could not be held.

### Food Image Factor

Kelantan's interesting and unique food is the main reason people come to travel to Kelantan. As we all know the government recognizes food as a main tradition for Malay Kelantan. Malaysia is known for the Malay community and the food in Kelantan symbolizes the cultures of Malays in Malaysia. Kelantan is famous for the varieties of traditional cakes or "Kuih Muih". The dish is known for being sweetest more than another country in Malaysia. Food image attracts more tourist to visit Kelantan and for the purpose of promoting cultural tourism including food tourism (Sufahami, Muhammad & Ismail, 2016). Based on the definition given by Hall (2001), it can be said that food is the main contribution that creates the demand among the domestic and international tourists to visit that particular place (Hanan & Aminuddin, 2012). Tourists find

Kelantan food as interesting and best food to try and this experience of tourists eating in Kelantan will contribute to the factors of tourist profiling in Kelantan.

### **Business Purpose Factors**

People also travel to Kelantan due to business purpose. According to an article written by M Sultana Alam (Sultana, A., Arifin, N., & Juraini, J. 2015), Kelantan women tend to get involved in businesses where their involvement helps increase their family's source of income. In addition, this article also says that the involvement of women in business could expand their ability to make decisions in the family and would play an important role in the empowerment of women. Researchers think that active and rapid business in Kelantan invites people to come to Kelantan to do business or there is collaboration with locals and outsiders. There are many business activities involving travel which are visiting supplier, attending a conference, identifying new markets, trends and consumer traits and visiting somewhere to check the progress of a project. People who come to Kelantan for business purposes will take a few days to complete their tasks. But most of them will bring families such as parents and spouses. Apart from that, there are people who also come to Kelantan together with their colleagues. Each tourist makes different decisions according to the situation or purpose they come to a destination. In conclusion, business activities that should be done or held in Kelantan bring people to visit Kelantan. Their visit to Kelantan contributes to the potential factor of profiling tourism in Kelantan.

### **DISCUSSION & RECOMMENDATION**

From this whole research about the profiling potential tourist in Kelantan, there are some recommendations can be made. The first recommendation is that the government can further improve destination image to attract more tourist to Kelantan in future. Besides that, for the food image relevant organization can organize more food carnivals in Kelantan and published more about local food in Kelantan through social media platform to attract more tourist. The second recommendation is that the researcher should be continuing analyse and conducting more research related to this aspect of study. Researchers should produce a better research and upgraded version of this research with more updated citation by scholars to make it relevant to the current issues and can be used for research purpose or merely for notes in lecture class. For the tourism sector, this research also can be used as a boost and provide to the entrepreneurs to improve their business based on the preferences of the data from the study. Besides that, investors can refer to this research as a guideline for them to invest the most suitable field of business in Kelantan. Lastly, entrepreneurs and investors also can use this research as the references to gain more profit for their business. This research has analysed tourist profile in Kelantan based on the answer from sample size and data analysis by researchers. Therefore, it is so important to do some research before deciding on what to be invest or start-up a business to avoid wrong direction on the tourist business in Kelantan and this will lead to loss of the business.

### **CONCLUSION**

The goal of this study was to determine and identify factors towards potential tourist in Kelantan. In this study potential tourist was influenced by destination image, destination food image and business purpose. Therefore, there were three independent variables which are destination image, destination food image and business purpose. Those independent variable and dependent variable were analysed by Descriptive analysis. It shows that dependent variable influence by



independent variables. The results show that tourists agreed that the destination image is the main factor that attract them to Kelantan due to it close to Thailand. The second factor that tourists agree is food image in Kelantan which is food in Kelantan is unique and interesting. In conclusion, the findings of this study have proven that there is connection between destination image, destination food image and business purpose among the potential tourists who visit to Kelantan.

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# **A Study on Impacts of Covid-19 Towards Local Tourist Travel Preferences**

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## **ABSTRACT**

Nowadays, the tourism sector has become one of the sectors with the highest contribution to Malaysia's economy. Disease outbreaks have an impact on travel preferences. The current outbreak of Novel Coronavirus COVID-19 has the global population headed to a global panic due to its fatal nature. Malaysia is aware of this pandemic disease and the government has imposed Movement Control Order (MCO) for preventing the spread of the disease. Therefore, the purpose of this study is to examine the impact of COVID-19 towards local tourist travel preferences due to the restrictions under the MCO. This study will use the elements of motivation, accessibility, tourism activities and travel expenditures to determine the relationships of these elements towards travel preferences. The target respondents of this study will be Malaysian tourists or not in Malaysia. This study will be applied to the probability and simple random sampling method. The data collected from target respondents will be analysed into the descriptive analysis, reliability analysis, and Pearson correlation by using SPSS 23.0.

**Keywords: Motivation, Accessibility, Tourism Activities and Travel Expenditures, Local Tourist Travel Preferences**

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## **INTRODUCTION**

Tourism today is a major global industry that accounts for 10.4% of global Gross Domestic Product (GDP) and 10% of world jobs. Nothing seems to slow its growth, as it increases the economy year-over-year. The United Nations World Tourism Organisation, with international departures especially high in the first quarter of this year, expects a further three to four per cent increase in international tourism arrivals by 2020 (Ketchell, 2020). Inevitably travel is related to the spread of viral diseases.

Likewise, the introduction of disease outbreaks affecting the travel and hospitality industry has the potential to persuade changes in motivation. Motivation refers to the degree of readiness of an organism to pursue some designated goal and implies the determination of the nature and locus of the forces, including the degree of readiness.

This study looked for the elements of impact of disease towards travel preferences whether they bring positive and negative emotions to travellers. To differentiate this current study from all past studies, researchers will be looking at these four factors which are motivation, accessibility, tourism activities and traveller expenditures. These factors will be used to examine the impact of disease towards travel preferences. Even though there are various studies that have been shown related to the effect of disease but currently there is no study conducted on new disease toward travel preferences. Therefore, this study examines the impacts of Covid-19 towards local tourist travel preferences and looking into four factors namely motivation, accessibility, tourism activities and expenses.

There are four objectives of this research:

1. To examine the relationships of motivation towards travel preferences.
2. To examine the relationships of accessibility towards travel preferences.
3. To examine the relationships of tourism activities towards travel preferences.
4. To examine the relationships of expenses towards travel preferences.

## **Significance of the Study**

### **Body of Knowledge**

The importance of this study is to obtain information on the extent of Covid-19 impact towards local tourist travel preferences. This study will examine the relationships of motivation, accessibility, tourism activities and expenses towards travel preferences. For other social research issues, data collected earlier by other researchers or for purposes other than research, such as official statistics and administrative records, are used for further analysis. This research will give insight to contribute to tourism research by generating new knowledge. Tourism researchers should take advantage of the high-quality data that are available and consider the potential value in gaining knowledge and giving insight into a broad range of tourism issues.

### **Tourism Industry**

The relationships between pandemics and travel are essential to understanding health security and global change. Several studies have proved the important role of air travel in accelerating and magnifying the spreading of influenza and coronaviruses. Covid-19 provides conspicuous lessons to the tourism industry, policy makers and tourism researchers about the effects of global events. The challenge is now to jointly learn from this global tragedy to accelerate the transformation of sustainable tourism.

## **LITERATURE REVIEW**

### **Motivation**

Motivation refers to a state of need, a condition that applies a push on the individual toward certain types of action that are likely to bring satisfaction. Consumer behavior which can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services, is influenced by motivation (Kotler & Keller, 2009; Knowles, Diamantis & El-Mourhabi, 2004; Johann, M, 2017).

The study of travel motivations attempts to understand the intrinsic and extrinsic factors that compel a tourist to go on a tour. Push factors are the intrinsic, personal motivations and desires that influence a person to make choices regarding travel, such as travel destination and trip activities. Pull factors are the destination traits that satisfy the tourists' push desires. Extrinsicly motivated tourists are reward seeking and goal-oriented individuals. Thus, in planning a vacation, a tourist searches for destinations and activities with pull factors that match his/her push factors (Ma, 2010; Lubbe, 2003; Pigram & Jenkins, 2006; Johann, M, 2017). Thus, an individual's perception of a disease may have an effect on their decision-making process as a tourist.

## **Accessibility**

The travel routes, aviation network, number of flights departing from and arriving at the airport, number of passengers carried, and size of aircraft are significant considerations in assessing the spread of modern epidemics (Hufnagel et al., 2004). For some types of infections, simulations demonstrate that travel restrictions, particularly isolation of largest cities, will be a necessary component in epidemic control strategies (Hufnagel, 2004).

A few numbers of foreign airlines stopped flying while others are still operating at high risk. International and local tourists' movements are being restricted or subjected to a high screening process at the gate (Wasiul Karim, 2020). The government obliged to improve its tourism infrastructure and increase the proficiency of check-in, luggage claims, and customs and immigration procedures. It is obligatory that deployment of high-tech safety devices be increased to spot potential terrorist acts and that temperature-check procedures be employed during disease outbreaks to guarantee both inbound and outbound tourists that it is safe to fly (Gössling, Scott, & Hall, 2020).

## **Activities**

All activities involving hospitality and tourism traveller will be affected in the event of an outbreak. This is because, the activities will prevent further outbreaks of the disease and be more dangerous. Media have highlighted the Covid-19 concerns in the Asia region, particularly in China, but now also the potential impact of Covid-19 on Japan, including the upcoming 2020 Summer Olympic Games, originally scheduled to be held from July to August, 2020 in Tokyo (Gallego, Nishiura, Sah, & Rodriguez, A. J., 2020). The viral disease is very dangerous and can affect traveller activities. Extreme adventure sports are increasingly popular, and millions of people engage in adventurous activities during vacation travel despite the trauma of adventure sports and the risks associated with such activities are extremely high (Fischer, 2017).

## **Traveller Expenditures**

Individual expenses are the total money spent on final goods and services by individuals for personal use and enjoyment to go for travel. Some people may use the savings as an expense to travel (Shimamoto, 2019). The impact on traveller expenditure is when the customer had to pay for the last-minute cancellation due to a sudden viral disease in the area. The customer is liable for any payments or expenses incurred when traveling, such as accommodation, airfare and lodging, transportation services such as taxis, buses, or trains, meals and tips and so on because cancellation of the reservation is not allowed one week before the date of booking. Some airlines will not refund customers in the event of such an unexpected incident like viral disease. This will cause the customer to suffer potential huge losses (Ben Lloyd, 2017).

## **Research Hypothesis**

In this study, there were four hypotheses between motivation, accessibility, activity and individual expenses towards local tourist travel preferences.

H1: There is a significant relationship between motivation and travel preferences.

H2: There is a significant relationship between accessibility and travel preferences.

H3: There is a significant relationship between travel activities and travel preferences.

H4: There is a significant relationship between travel expenditures and travel preferences.

## Research Framework

A research framework has been designed to investigate the connection between the impact and customers travel preferences. The proposed conceptual framework would be showed at the following as Figure 2.3. The independent variable that been proposed consists of four factors which are motivation, impact on accessibility, impact on activities and impact in individual expenses.

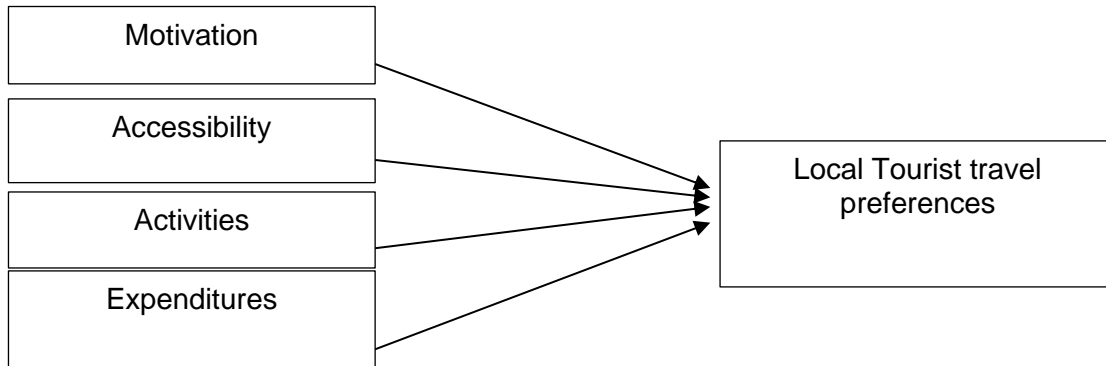


Figure 1: Research framework of the study

*(Source: Developed for the study)*

## METHODOLOGY

### Research Design

This study used the quantitative method that collect data in large number of respondents and ensure to test the hypothesis that needed in this study as well as meet the research objective. In this research study, questionnaire will be used as the tool for the data collection.

### Data Collection

In this study, data can be achieved from primary sources. The information collected through primary data is for purpose of the research project. This study is using a questionnaire to collect the data and is considered as the primary data. This is due to information or data that collect through the questionnaire is firsthand by researchers. The questionnaire was distributed directly to the relevant respondents which is the target population of this study.

In the first stage, the instrument uses in this research is a questionnaire. The questionnaire was developed based on the research questions and the variables. In the questionnaire, the close-ended format with a bilingual English and Malay language will be used. After the questionnaire has been created, this study runs the pilot test. According to the Krejcie and Morgan (1970) table, a total of 384 sets of questionnaires has been distributed to the target respondents. This is due to the total amount of customer travel preference during a disease outbreak in Malaysia are 32,332,728 people.

## Sampling

The target population for this study is Malaysian. The recent population of Malaysia is 32,332,728 in 2020. The target population selected is local travelers. Under probability sampling, unrestricted or simple random sampling is chosen. This research study used questionnaires as the sources to collect the primary data. The questionnaire was distributed directly to relevant respondents which is also the target population by using the convenience method in Malaysia.

The convenience method has been applied in this study because this method could save time and cost for the researchers. Every member of the population has the same equal chance to be selected as a subject of the sample. The respondents of this study mostly focus on young adults that are age from 18 years old to 60 years old. The young adult become the focus respondents of this study because the people within this range of age have more interest in traveling.

According to the Krejcie and Morgan (1970) table, a total of 384 sets of questionnaires has been distributed to the target respondents. This is due to the total amount of customer travel preference during a disease outbreak in Malaysia are 32,332,728 people. The formula shown below proved that 384 respondents should be chosen among 32,332,728 people who have travel during a disease outbreak in Malaysia.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, which are descriptive analysis, reliability analysis and Pearson correlation analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

The result showed a positive relationship between motivation and travel preferences, with the value of the correlation coefficient of 0.664 being moderate. This can be seen through a 66.4% dependent variable (travel preferences) is influenced by an independent variable (motivation).

The result showed a positive relationship between accessibility and travel preferences, with the value of correlation coefficient 0.669 was resulted as moderate. This can be seen through



a 66.9% dependent variable (travel preferences) is influenced by an independent variable (accessibility).

Hypothesis	Results
H1 There is a significant relationship between motivation and travel preferences.	Correlation Coefficient = 0.664 P value = 0.000 Accepted
H2 There is a significant relationship between accessibility and travel preferences.	Correlation Coefficient = 0.669 P value = 0.000 Accepted
H3 There is a significant relationship between traveler activities and travel preferences.	Correlation Coefficient = 0.641 P value = 0.000 Accepted
H4 There is a significant relationship between traveler expenditure and travel preferences.	Correlation Coefficient = 0.668 P value = 0.000 Accepted

The result showed a positive relationship between activities and travel preferences, with the value of correlation coefficient 0.641 resulted as moderate. This can be seen through a 64.1% dependent variable (travel preferences) is influenced by the independent variable (activities).

The result showed that there is a positive relationship between traveller expenditures and travel preferences, with the value of correlation coefficient 0.668 was resulted as moderate. This can be seen through a 66.8% dependent variable (travel preferences) is influenced by the independent variable (traveller expenditures).

## DISCUSSION & RECOMMENDATION

Based on Pearson Correlation Analysis, motivation has shown a positive correlation coefficient with travel preferences ( $R=0.664$ ). In the rules of thumb about Cronbach's Alpha Coefficient size,  $R=0.664$  will be under range 0.41 to 0.70, and the relationship can be justified as moderate. Besides that, the result has shown that motivation is significant towards travel preferences

Research Objectives	Hypothesis	Result	Supported
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To examine the relationship between motivation and the impacts of COVID-19 on local tourist travel preferences	H1	There is a significant relationship between motivation and travel preferences	r = 0.664 P value = 0.000 (p<0.01)	YES
To determine the relationship between accessibility and the impacts of COVID-19 on local tourist travel preferences.	H2	There is a significant relationship between accessibility and travel preferences	r = 0.669 P value = 0.000 (p<0.01)	YES
To assess the relationship between tourism activities and the impacts of COVID-19 on local tourist travel preferences.	H3	There is a significant relationship between activities and travel preferences	r = 0.641 P value = 0.000 (p<0.01)	YES
To examine the relationship between traveler expenditures and the impacts of COVID-19 on local tourist travel preferences.	H4	There is a significant relationship between traveler expenditures and travel preferences	r = 0.668 P value = 0.000 (p<0.01)	YES

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Based on Pearson Correlation Analysis, accessibility has shown a positive correlation coefficient with travel preferences (R=0.669). In the rules of thumb about Cronbach's Alpha Coefficient size, R=0.669 will be under the range 0.41 to 0.70, and the relationship can be justified as moderate.

Based on Pearson Correlation Analysis, traveller activities has shown a positive correlation coefficient with travel preferences (R=0.641). In the rules of thumb about Cronbach's Alpha Coefficient size, R=0.641 will be under the range 0.41 to 0.70, and the relationship can be justified as moderate.

Based on Pearson Correlation Analysis, traveller expenditures have shown a positive correlation coefficient with travel preferences (R=0.668). In the rules of thumb about Cronbach's Alpha Coefficient size, R=0.668 will be under the range of 0.41 to 0.70, and the relationship can be justified as moderate.

## RECOMMENDATION

There are several directions that can be taken by future researches relevant to the impact of Covid-19 towards local tourist travel preferences. First, in the future carry out a new study that focuses on a comparison between the local versus foreign to look into the impact of Covid-19. Second, in a future study on qualitative method and should be undertaken to explore how different elements of impact Covid-19 and could be broaden in order to get more open answers.

In addition, communications become easier, information and news can spread quickly. Lastly, this study was conducted generally to all Malaysian, thus further researches can also focus on the other hospitality and tourism departments, such as hotel reception, hotel rooms, at the front office, travel agencies and others to widen the generalizability and implications.

## CONCLUSION

In conclusion, this research project has fulfilled the objectives to examine the relationship between motivation, accessibility, activity and individual expenses on travel preferences and to identify the impacts of Covid-19 towards local tourist travel preferences. As a result, it showed all the independent variables have a positive significant relationship with travel preferences.

This study also has provided some limitations that have been me and recommendations for future researcher. Thus, this study provided useful information for the future researchers to investigate detail regarding the elements of Covid-19 that effects the travel preferences.

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# A Study on Factors That Influence Universiti Malaysia Kelantan (UMK) Undergraduate Students Food Choices

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## ABSTRACT

People dine out for various reasons including to satisfy hunger, social needs, and self-fulfillment needs. Food choice is influenced by a wide range of complex and often interrelated factors. People are continually choosing a restaurant based on their preference and pursuit of service quality or comfort and an enjoyable environment. Hence, restaurant operators must understand and satisfy consumers' needs, wants, and demands to succeed in the competitive foodservice industry. This study empirically measures the extent of influence of price, time pressure, lifestyle, and health-conscious towards undergraduate student food choices. This study was structured through a self-administered survey with Universiti Malaysia Kelantan (UMK) undergraduate student are identified were chosen for data collection. With 368 respondents, the data was analyzed by process of descriptive, frequency, and inferential analysis using SPSS. The Pearson correlation results show a linkage between price, time pressure, lifestyle, and health-conscious and food choices. Through these findings, it can be determined that the most influential factor towards food choice is a lifestyle.

**Keywords: Food Choice, Price, Time Pressure, Lifestyle, Health-Conscious**

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## INTRODUCTION

Hospitality industry is the industry that offers food or lodging facilities in locations such as hotels, motels, resorts, convention centres, theme parks and amusement parks (Datta & Chhuriwala, 2020). This industry relies mostly on leisure time, which is generally define as free time is the time spent filling out useful activities such as time speed with family, social need, travelling and sport (Snir et al., 2006). People's choices among food decide which nutrients reach the body, though consumer demand affects food supply systems. Furst et al. (1996) found that the food selection process involves deliberate reflection based on automated, repetitive, and subconscious decision. People's choices among food decide which nutrients reach the body, though consumer demand affects food supply systems. Thus, understanding factors that influence adolescent's food factors, particularly as adolescents have greater autonomy in food choices.

People are facing several food related decisions every day. They are confronted with various meals alternatives each day. Food choice could determine whether people are having the meal at home or dining out outside. The food choice is influenced by a wide range of complex and often interrelated factors such as economic, social, cultural political and environmental factors (Senorans, Ibanez, & Cifuentes, 2003). In addition, food choices of customers would determine the level of success for the business in the food service industry. There are five major categories: ideals, personal factors, resources, social framework and food context of influences upon food choice that mutually shaped one another and served to reinforce, interact and complete with one another (Furst et al., 1996). Eating habits and preferences are different from one generation to the next (Yamanaka et al., 2003).

Consumers have a variety of needs and desire when deciding what to eat or where to dine out. People are constantly choosing a restaurant based on their preference and pursue for service quality or comfort as well as an enjoyable environment (Tikkanen, 2007). Hence, restaurant operators must understand and satisfy consumers' needs, wants and demands to be successful in the competitive food service industry. The purpose of this study is to investigate price, time pressure, lifestyle and health-conscious that influence food choices of undergraduate students from Universiti Malaysia Kelantan.

There are four objectives of this research:

1. To examine the influence of price towards Universiti Malaysia Kelantan undergraduate student food choices.
2. To examine the influence of time pressure towards Universiti Malaysia Kelantan undergraduate student food choices.
3. To examine the influence of lifestyle towards Universiti Malaysia Kelantan undergraduate student food choices.
4. To examine the influence of health conscious towards Universiti Malaysia Kelantan undergraduate student food choices.

## **Significance of the Study**

### **Researcher**

Future researcher will be in a position to observe the footsteps of previous researcher to proceed in discovering additional factors and options to supply extra useful data and information to the society.

### **Food and Beverage industry**

This research gives a higher understanding and exposure to thinking as well as the factor that influence university students towards food choices. This research enables entrepreneurs to forecast and design strategies in gaining customers loyalty as well as offer better product to the university students. The results obtained from this study will help the restaurant industry who target students as customer have a clear insight and better understanding on them.

## **LITERATURE REVIEW**

### **Perception of food choice**

Humans are confronted with various meals alternatives each day. People need to make decisions on what food to devour based totally on several criteria. Food desire is a very intricate system that enable people to make countless food options each day. In fact, it might appear that most meals alternatives are based totally on intuitive thinking, ensuing in effortless and quick choices regularly based on habits that are not consciously monitored (Köster, 2009). Food preferences may be primarily based on a superb variety of factors. Food choices are dynamic, complex, situational, and alternate over a person's lifestyles path (Franchi, 2012). Many of the elements are mediated with the aid of beliefs and attitudes held by the individual. Westhead (2012) indicates that socio-economic factors have largely affected customers' decision and choices, resulting in different customer expectations of dining out. Customers' expectations would become different

based on the spending of consumption on food and selection of restaurant. A study by Kleinhans, Van Heerden, and Kleynhans (2019) concluded that socio-demographic and behavioral characteristics also affect people when deciding the restaurant to have a meal.

### **Price**

Previous study found that food price is a comprehensible determinant of food choices. Olajide et al. (2016) saw price as the amount asked offered or purchased an asset, therefore because of the financial abilities, motivations or special interests of a given vendor or client, the price could be offered to the quality by others. Surbhi (2014) defined the price, cost, worth, and value within the following order. Results indicate that price is a very important factor in food choice and not surprisingly this counts especially for low financial gain consumers. Since price is of importance to the present group, pricing strategies appear promising to influence dietary behavior. Rising food prices might reduce the buying power of advantages received through federal nutrition assistance programs depending on how and either or not the advantages are adjusted for inflation over time (Hanson & Andrews, 2008). Price incentives are often an effective intervention strategy to influence individual food purchases. Price reductions had consistent and powerful effects on buying patterns of targeted foods in the work sites and school eating place settings (French, 2003).

### **Time Pressure**

Generally, time pressure is defined as subjectively perceived time pressure or imposition of deadlines to improve individual and group performance rates to make decision making (Kelly & Karau, 1999). Time pressure is a major factor in decision making especially in food selection as it is influenced by the environment. Food choices have received increasing attention in the context of time pressure (Balcombe et al., 2016; Krajbich & Smith, 2015). This is because time pressures greatly influence the selection of good foods over unhealthy foods. They usually want to get things done quickly over a certain period without having to think of the best solution for doing that. In addition, people who are under the pressure of time often make assumptions based on one's shape and always respond to them quickly and judge others (Van Knippenberg, Dijksterhuis, & Vermeulen, 1999). Ariely and Zakay (2001) mentioned that it takes time to make decisions and sometimes the decision dynamically changes over time. Consumers looking for more product information and choices will take more time to make decisions and experience more time pressure than sellers who choose the first option that meets consumer criteria (Chowdhury, Ratneshwar, & Mohanty, 2009).

### **Lifestyle**

Healthy lifestyles are described as "the regulation of an individual's behaviour that can influence his or her health status and choose the behaviour that is acceptable to his or her health status while regulating daily activities (Ergen, 2016). Some social researchers use the concept of lifestyle to mean how you live your life or how you want to live your life (Pulkkinen & Kokko, 2000). Diethelm et al. (2012) stated that the choice of a healthy lifestyle and the behavior of the environment is influenced by peers and the environment in which one will make choices based on one's preferences. Bagordo et al. (2013) indicated that students staying outside the University area had to change their eating habits to nearby restaurants and canteens to eat quickly and easily. According to Sjöberg et al. (2003), breakfast, lunch, and dinner are undefined and lifestyle

variables as well as between-meal schedules and consumption of food to determine whether indefinite consumption of food affects the quality of food and nutrient intake.

### **Health-Conscious**

Mai, Robert, and Stefan (2012) stated health consciousness and nutrition self-efficacy jointly determine the attitudes of consumers to decide about food taken or food choice. Psychological process that determines the quality and quantity of food attitudes different from consumer segments consider when choosing food products. Dietary knowledge is an important determinant of consumer behaviour. People who were aware of MyPyramid were more educated about health information, and more concerning health issues, and choosing meals with low calories (Choi & Zhao, 2010). Kim, Lee, and Han (2014) indicated lifestyle of health and sustainability had a positive effect on the perception of the healthy food choices in the entire group, senior group, and non-senior group. Increasing knowledge of health-diet interactions influences trusts in health perceptions and food choices. The growth of the awareness of the link between diet and disease, consumers increasingly focus on healthy eating habits (Yuksel & Yuksel, 2002). People will become more easily persuaded to choose the most nutritious option if that option is convenient and enjoyable (Stewart, Blisard, Jolliffe, & Bhuyan, 2005).

### **Research Hypothesis**

- H1 There is a significant relationship between the influence of price towards Universiti Malaysia Kelantan undergraduate student food choices.
- H2 There is a significant relationship between the influence of time pressure towards Universiti Malaysia Kelantan undergraduate student food choices.
- H3 There is a significant relationship between the influence of lifestyle towards Universiti Malaysia Kelantan undergraduate student food choices.
- H4 There is a significant relationship between the influence of health conscious towards Universiti Malaysia Kelantan undergraduate student food choices.

### **Research Framework**

A research framework has been conducted to investigate the connection between food choices and university students was undertaken by referring to the literature review. The suggested independent variables consist of four factors: price, time pressure, lifestyle and healthy, while the dependent variable of this study is the university students toward food choices.



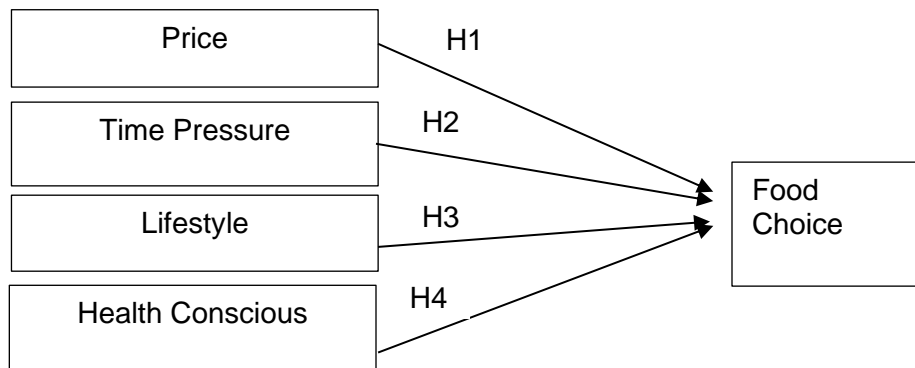


Figure 1: Research framework of the study.

## METHODOLOGY

### Research Design

This study used the quantitative method that Tavakol and Sandars (2014) stated that quantitative studies use mathematical models and statistics for analysis, providing numerical results are considered more objective. Williams (2011) stated mark that quantitative research starts with a statement of a problem, generating of hypothesis and research question. Quantitative research design has been applied in this study. Due to quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment to support alternative knowledge. In this research study, questionnaire will be used as the tool for the data collection.

### Data Collection

This research used questionnaire as the sources for the primary data collection. Questionnaire was circulated directly to the relevant respondents who are also the target population in Universiti Malaysia Kelantan using convenience method. In this study, a questionnaire had been created and developed as main source to collect data. Researchers have used key references in our research to complete all questionnaires and provide them to respondents. Respondents were asked to fill out a questionnaire using Google's online document for form. The researcher also distributed the questionnaire via media social such as WhatsApp.

### Sampling

In this study used convenient sampling that the respondents choose based on their availability. The convenience sampling technique enable the researchers to choose any of these preferable respondents who are available instead of selecting from the population (Hair, 2015). Therefore, the non-probability sampling method is chosen as the sampling technique where the sampling framework is difficult to determine in this study. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. In this study, a total of 368 sets of questionnaires has been distributed to the target respondents from the population of 9630 undergraduate student of Universiti Malaysia Kelantan.

## Data Analysis

Data analysis has been conducted after data collection from the target respondents. Kumar et al. (2013) stated that analysis data is the process which turn the raw data into useful information for a study. The research analyzed the data collected from questionnaire by using Statistical Package for the Social Science (SPSS) in this study. SPSS is a programming language for conducting statistical analysis which to test and interpret the results at the end of the research. Accordingly, this research applied pilot test, descriptive analysis, reliability analysis and Pearson correlation analysis to the collected data.

## FINDINGS

Pearson Correlation is used to measure the relationship between four constructs of this study. Table 2 show the result shows that all the independent variable; price, time pressure, lifestyle and health-conscious have a moderate positive relationship towards food choice at a significant level of 0.01. Based on the results, lifestyle has the highest correlation coefficient ( $r=0.518$ ) among the four independent variables. Followed by the time pressure ( $r=0.462$ ), price ( $r=0.419$ ) and health-conscious ( $r=0.413$ ). Therefore, all the hypothesis in this study are supported by the results.

Table 2: Results of Pearson Correlation Coefficient

	HYPOTHESIS	RESULTS
H1	There is a significant relationship between the influence of price towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.419$
H2	There is a significant relationship between the influence of time pressure towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.462$
H3	There is a significant relationship between the influence of lifestyle towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.548$
H4	There is a significant relationship between the influence of health-conscious towards Universiti Malaysia Kelantan undergraduate student food choices.	$r = 0.413$

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

## DISCUSSION & RECOMMENDATION

This study has been conducted to obtain a better understanding for a study on factors that influence Universiti Malaysia Kelantan (UMK) undergraduate student's food choices by clarifying the elements of price, time pressure, lifestyle, and health-consciousness. The results of the study had been supported by previous studies.

Waterlander et al. (2010) indicate that price was considered a core factor in food choice and pricing strategies to encourage healthy eating were favored more than strategies aiming at discouraging unhealthy eating. Price is the most evident factor to consider among determinants off consumer food choice (Bou et al., 2016). Recently, its effect has faded away and been replaced with a subjective notion of perceived value for money which customers apply to evaluate

the quality of both products. Based on Muka et al. (2015), personal income and food prices are key drivers of dietary choices and their effects on dietary consumption may vary by food category, country, age, and sex with important implications for policy interventions in different nations and population subgroups.

Besides that, Suri and Monroe (2003) indicate time pressure is one of the most important external factors that influence consumer decisions in making food choices. Time pressure can cause a person to make hasty decisions and will give inconsistent results (Jabs & Devine, 2006). Based on the study of Enax et al., (2016); Krajbich and Smith., (2015); Balcombe et al., (2016). In the process of food selection, the context of time pressure is very high attention because it greatly influences the individual in making the right choice. This is also due to the external and internal factors of an individual involved in controlling their time.

These findings can be supported by O'Haver et al. (2014) who indicate that lifestyle is very important in food selection for everyone. A person's lifestyle of a person follows a mixture of behaviours, conventional ways of doing things, and reasoned actions in consumer food selection (Nie & Zepeda, 2011; Kabir et al., 2018). According to Food-Related Lifestyle, five lifestyle elements can be used to describe food choice: purchasing processes, efficiency aspects, preparation strategies, consuming conditions, and buying motivations (O'Sullivan et al., 2005; Pérez-Cueto et al., 2010; Scholderer et al., 2004).

Ronteltap et al. (2012) specified health as an important motivation in food choice. Health value positively impacted health food choice among underweight, average weight, and overweight participants (Çakici & Yildiz, 2020). These findings have been supported by Carrillo et al. (2011). These adults found that price and health were strong motives contributing to food choices of emerging adult. Based on the previous studies of Bargiota et al. (2013); Lesáková (2018), functional food with natural and health properties attracted emerging adult, especially elderly people and female in choosing food.

Through this finding there is some recommendation for future research. The researchers can carry out research in other areas and focus the study on another direction to identify more dominant factors in food choice. Future researchers will get more information to identifying the factors that influence a person in food selection widely area. In addition, future researchers can develop independent variable to be more specific, incorporate external and internal factors that influence individuals in food selection. In addition, use qualitative method or apply other sampling techniques which make the study more comprehensive.

## **CONCLUSION**

This study has been conducted to have a better understanding for a study on factors that influence Universiti Malaysia Kelantan (UMK) undergraduate student towards food choices by clarifying the elements of price, time pressure, lifestyle, and health-conscious. The results show that all the four independent variables have a positive significant relationship with food choice. Lifestyle is the most influential factor towards food choice. Therefore, this study provides useful information for future researchers and the food and beverage industry to investigate in detail the factors that influence Universiti Malaysia Kelantan (UMK) undergraduate student towards food choices.

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# Perception and Acceptance of 'Sambal Pijat' in Kelantan

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## ABSTRACT

This study aimed to determine the perception and acceptance of *Sambal Pijat* in Kelantan. *Sambal Pijat* is one of Kelantan's traditional food. The main ingredient of *Sambal Pijat* is derived from *Pokok Pepijat*. This plant can only be found in Jeli, a district in western Kelantan. This plant also has the smell of stink bugs. In this case study, qualitative research has been employed in the form of semi-structured in-depth interviews. A total of ten participants in Kelantan were interviewed to get their views on their perceptions and acceptance towards *Sambal Pijat*. Findings show that the factors that influence consumers' perceptions toward *Sambal Pijat* are the smell of the *sambal* and the name. Also, issues and challenges faced in introducing *Sambal Pijat* in Kelantan were discussed.

**Keywords:** *Sambal Pijat*, *perceptions*, *acceptance*, *traditional food*, *consumer study*

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## INTRODUCTION

Food is the necessity of a human's daily life. Biologically speaking, food is a necessary condition for human survival. Food also plays an important role in tourism (Tikkanen, 2007). Food is not only a functional component of travel, but food also associates with, sensual symbolic, and ritualistic (Mitchell & Hall, 2003; Kivela & Crofts, 2006; Shaw and Smith, 2008). Visitors explore foods that are unfamiliar to them as an entry point to explore novel cultures and lifestyles (Long, 2004). Often, food is considered an essential part of the travel experience as it provides unforgettable and enjoyable entertainment for visitors (Sanchez, Canizares & Lopez-Guzman, 2012). As mentioned by Lacy and Douglass (2002), "every tourist is a voyeuring gourmand" as one of the main implicit factors that tourists consider in choosing the destination is food.

Studies designed to explain the food choice behavior and purchasing behavior of visitors are only just emerging (Robinson & Getz, 2016). Mitchell and Hall (2003) were the first to draw attention to this research gap. Eight years later, similar concerns emerged, indicating the continued need to study tourists' food-related behaviors (Kim, Kim, & Goh, 2011). A study by Kim, Eves and Scarles (2009) mention that existing studies on the consumption of local food and beverages at a destination are at an early stage and as such, is still establishing its basic tenets. Therefore, it is beneficial to study and explore the understanding of tourists' traditional food choice behavior and decision-making process in tourist destinations (Lee & Scott, 2015; Frisvoll, Forbord, & Blekesaune, 2016).

Therefore, this study was inspired by the lack of research on traditional food consumption behavior. Every part of the region has its traditional food that originated from plants or trees. For example, Jeli, Kelantan has a hilly area and because of the geographic condition, planting is a common thing within this area. One of the prominent plants planted in this area is *Pijat* tree which is the main ingredient for the famous *Sambal Pijat*. The leaves resemble strong turmeric leaves that smell like stink bugs is a must-have menu at any event in Jeli, Kelantan. Due to the uniqueness of this food, this study provides a theoretical and an empirical test on determining the

factors that influence consumers' perceptions and acceptance toward *Sambal Pijat* and what are the relationship between them.

There are three objectives of this research:

1. To determine the factors that influence consumers' perceptions towards 'Sambal Pijat'
2. To determine the relationship between consumers' perception and acceptance towards 'Sambal Pijat'
3. To determine the challenges faced in introducing 'Sambal Pijat' in Kelantan.

## LITERATURE REVIEW

### **Pokok Pepijat or *Elettariopsis Curtisii***

*Pepijat's* tree is a plant that belongs to the ginger family. *Elettariopsis Curtisii* is the scientific name of '*pokok pepijat*'. It is a natural plant in Malaysia. Its growth distribution covers areas of Thailand, Malaysia, and Borneo. This tree thrives in the moist air, together with moist soil, and receives full shade from other plants. The leaves look like turmeric leaf and it has a stinks bug smell.

### **Perceptions**

Perception can be defined as opinions or views and responses and in this study, perception of society to *Sambal Pijat*. Society will make the perceptions to *Sambal Pijat* based on different criteria such as taste and smell. Besides, social influences such as gender and socioeconomic status may affect one's perception. Studies by Kimura (2004) and Geart, Gilger, and Elliot-Miller (1992) show that gender differences may affect perceptions. Other than gender, socioeconomic status may also affect things such as where people live, eat, wear, and their education. All of these are fundamental for the formation of reminiscence and life experience.

### **Acceptance**

Del Giudice & Pascucci (2010) stated that user knowledge and trust have been identified as the main determinants of their acceptance. Other researchers such as Fortin and Renton (2003) pointed out the other three factors governing customer attitude towards modified food. The perceived characteristic of the food product, the perceived effects of buying and consuming the product, and the attitude towards genetic engineering in food production in general. Customer acceptance can be influenced by many determinants, including socio-demographic factors, cognitive and attitudinal factors (Shamal & Mohan, 2015).

### **Flavour**

Flavour is defined as a complex combination of the olfactory, gustatory, and trigeminal sensations perceived while tasting. The flavour of food is one of the main factors that influence food quality and acceptance. It strongly determines consumer behaviour. According to Lawless (2001), the primary taste that many researchers can detect is widely agreed to include bitter, sour, sweet, salty, and umami. If food is less tasty, there will be a high possibility of rejection despite their image and varieties (Soukara, 2007). Based on this study, consumers often consider taste and flavours as the first and foremost requirement in purchasing and consuming *Sambal Pijat*.



## Texture

Texture innovation has been emerging since 2017. Other than texture, visual, appearance, taste, and aroma are the criteria that may elevate the status of the food. Creating the best texture depends upon choosing the best ingredients. Gelski (2017) stated in achieving acceptable, customer-pleasing, the texture is pivotal when formulating items such as snacks and frozen food. The product's freshness will affect the consumer purchasing decision; therefore, it is important to keep the texture of the product in order to keep or increase the market demand (New Straits Times, 2018).

## Food Appearance

According to Corradini (2019, colour plays an important role (either synthetic or artificial colour) to provide the desired sensory feature. Berry (2013) found the colour and good look that is served to entice the consumers will bring the flavour and texture back in the minds of the customers especially those who have the expectation from their experience. The success of the food industry itself is actually from creating consistent and interesting products that rely on the consumers' constant belief that the appearance of the food is the indicator of the acceptability of eating the quality food (MacDoughall, 2003).

## Traditional Food in Malaysia

Traditional food is closely related to food heritage and has become an important part of social life (Ramli M., Adilah, Zahari M., Salehuddin, Halim, Nurhasmilaalisa, Aris & Mohammed, 2017). Traditional food preferences as relationship to food passed on from one generation to the next have been supported by previous researchers who argue that traditional foods are part of the cultures, identities and heritage of countries around the world. Numerous researchers stated that traditional foods are part of the cultures, identities and heritage of a particular country around the world. This can be passed on from one generation to another and can resulting in intergenerational transmission (Hamzah 2015, Sharif). It is also associated with celebrations and a special occasion (Vitterso & Amilien, 2011).

Malaysia cuisine which include culinary traditions and practices, reflects the multi-ethnic composition of its population. From main courses, appetizers to desserts, traditional Malay food cuts across the country's cultures and ethnicities. Malaysia is one of the few places where different flavours and traditions can be found, living proof of the famous maxim that "Malaysia is truly Asian". According to the National Food Heritage (Negara, 2012), Malays account for 67.4%, Chinese 27.6%, Indians 7.3% and other 0.7% from 500 data collected in Klang Valley. The three most popular traditional foods are *Bubur Cha Cha*, *Kuih Seri Muka* and *Karipap*. The second most common traditional food is *Nasi Lemak*, *Nasi Kerabu*, *Nasi Dagang*. *Laksa*, *Mee Kari*, *Teh Tarik*, *Cendol* and *Sambal Belacan* also rank relatively high in other categories. Traditional food has long been the identity of all ethnic groups because of its uniqueness and particularity.

## Traditional Food in Kelantan

Some foods are influenced by other cultures, and based on geographical factors, the region is associated with other strong cultural regions. Some foods are influenced by other cultures and the region is connected to other influential cultural regions based on geographical factors.

Kelantan's tourism slogan is also "The Cradle of Malay Culture", which shows that Kelantan is the true heritage of strong Malay food image (Ramli M., et al., 2017). Kelantan is one of the state in Malaysia state of Malaysia, located on the east coast of Peninsular Malaysia, famous for its cultural heritage and natural environment (Marzuki, Hussin, Mohamed, Othman & Som, 2011). It

is said that many local delicacies have retained the original flavour that people made in the past. Some classic dishes well-known in Kelantan are *Nasi Tumpang*, *Khao Jam* and *Roti Titab*, while the *Sambal Pija'* mentioned in the study is Kelantan's most representative food, which

Due to Kelantan's relative isolation and largely rural lifestyle, the culture of Kelantan people is somewhat different from the Malay culture of other parts of the peninsula. This is reflected in their cooking style. The availability of local ingredients made Kelantan dishes distinct from other states. Therefore, it is important to impart this knowledge to future generations in order to sustain the traditional cuisine.

### **Perception and Acceptance Traditional Food in Malaysia**

Every ethnic group in Malaysia has their own traditional food that symbolizes their unique ethnicity. Due to the diversity, people nowadays are more open in selling and buying food which is not originated from their ethnic. For example, the Chinese buy *Nasi Lemak* and Malay sell *Yong Tau Foo*, *Roti Canai* and so on. This proves that Malaysians can accept this traditional food without being racist. This kind of food is well received by the people of Malaysia (Md Ramli, Mohd Zahari, Abdul Halim, & Mohamed Aris, 2017).

In addition, consumer knowledge and trust have been identified as important determinants of their acceptance of traditional foods (Kaya, 2016). Acceptance of a type of food such as traditional food depends on whether it meets the needs, expectations and satisfaction of the consumer (Sadilek, 2019). Generally, the characteristics of traditional foods need to be practiced by the older generation to the younger generation so that the acceptance of traditional foods can be sustainable throughout the ages (Zahari, 2013).

### **Perception and Acceptance of Sambal Pijat in Kelantan**

*Sambal Pijat* is categorized in dry foods. It has a distinct stinky bug smell, but it can turn into a very delicious scent when cooked (Sumayah, 2011). The acceptance of this *Sambal Pijat* is very encouraging as they not only served as an accompaniment in Malay food, but also use this tree as a traditional after-birth treatment.

In addition, Jeli's traditional menu like *Gulai Sambal Pijat*, *Gulai Asam Rong* is a basic food to be served with *Sambal Pijat*. People in Jeli love *Sambal Pijat* so much. This is because most of them says "eating without *Sambal Pijat* cannot improve their appetite". Since *Sambal Pijat* is already known to the Jeli community, this food is a hereditary food from ancient times. They prefer *Sambal Pijat* compared to *Sambal Belacan*. Although it is spicy and sourish, *Sambal Pijat* proven to be one of the favourite sambal among Kelantanese and has become a special dish for any occasion.



Figure 1. *Sambal Pijat* freshly made in traditional way which is the *pepijat's* root was pounded using *lesung batu*. The ingredients consist chili, *asam keping* and *pepijat's* root

## METHODOLOGY

To achieve the research objectives, information about consumers' perception and acceptance toward *Sambal Pijat* collected. The sampling strategy adopted in this study is targeted at specific individuals or groups, and focuses on the criterion-based sampling techniques, namely purposive sampling. Typically, purposive sampling is intended to facilitate the work of the researcher as it depends on such situation as requiring a target for a fast sample. This method been selected because of it is effective only small number of participants. Participants were selected based on the criteria needed for the study for example, they are staying or had been staying in Kelantan, have or never tried of any *sambal* product, or have heard of the name of *Sambal Pijat*. This research offers the depth in understanding the traditional food, *Sambal Pijat*. By examining the factors that influence consumers' perception, the relationship between consumers' perception and acceptance, and challenges faced while introducing the *Sambal Pijat* to the market. This research has gathered 10 participants from different criteria such as students and housewives

### Data Collection Method

This research uses one type of interactions with the participants which is the semi structured in depth interview. The in-depth interview gives the participants a looser way of answering the question as the interviewer does not need to follow a rigid form. The participants are freer to express their opinion and sharing their own perceptions.

The data were collected in 3 days starting form 26th October until 29th October. On the first day interview, the researcher randomly chooses a total of 5 students from University of Malaysia Kelantan. On the second day interview, 3 participants were selected from different work background namely, a jewellery shop staff, flight officer and cleaner at University Malaysia

Kelantan. On the final day, another 2 participants were employed for the interviews. The onsite interviews were conducted in Kota Bharu which roughly took 20-30 minutes per participant to be interviewed.

Table 1: Summary of Total Number of Interviewees

<b>Individuals</b>	<b>Number of Interviewees</b>
Students of University Malaysia Kelantan, City Campus	5
Staff of a jewellery shop	1
Flight officer	1
Cleaner at the Universiti Malaysia Kelantan	1
Rubber Tapper	1
Housewife	1
Total	10

### **Data Analysis Process**

Researchers use thematic analysis which is a straightforward process for analyzing qualitative data. This method allows researchers to develop a deeper appreciation for the group or situation they are studying. There are several processes involved in analyzing the data. Researchers collected data from previous interviews. Next, coding was done line by line using an open coding. After that, the researcher divides all the codes into a sub-theme. The researcher should do open codes into sub-themes. Each code was interpreted and analysed. This process is for the researchers began to interpret and analyze the compiled code. Subsequently, all the codes were reviewed and the themes for each code was refined. A detail analysis for each theme were done in order to ensure that there is enough data to support the topics, the data is not too diverse, and to avoid the themes from overlapping.

The fifth process is to define and name the three key themes which associated with the sub themes. The researchers provide topic names and clear working definition that capture the essence of each topic in a concise and powerful way. Then, all identified themes were organized organized themes in present research report in to portray participants 'perspectives grounded within their own words within the themes that were defined. Finally, all the data that have been analyzed were transformed into an interpretable article.

## **FINDINGS AND DISCUSSIONS**

### **Factors Influencing Consumers' Perceptions towards '*Sambal Pijat*' in Kota Bharu**

Findings from this study has suggested four factors that influenced consumers' perceptions toward *Sambal Pijat*, which are taste and odour (1), business opportunity (2), innovation (3), and no skills to produce *Sambal Pijat* (4).

#### **1. Taste and odour**

Odour or scent preference, which is associated with specific memories and associations are often considered a personal choice. Participants shows that they consider smell as the first and

foremost requirement in purchasing and consuming *Sambal Pijat*. If food smell bad or unpleasant, there will be high possibility of rejection despite their image and appearance.

## **2. Business opportunity**

Based on participant's interview, most of them have perceptions that this *Sambal Pijat* has a potential to grow, well known all over the world and compete with other traditional dishes. Participant's perception had indicated that this *Sambal Pijat* have opportunity in business. With a rare smell, *Sambal Pijat* will attract people to purchase the products.

## **3. Innovation**

Innovation can influence the perceptions of consumers toward *Sambal Pijat*. Regardless of what industry you are in or what kinds of product and service you sell, customer is the most important part of the business. Thus, it is important to provide high quality and innovative products to cater to consumers' taste.

## **4. No skills to produce 'Sambal Pijat'**

According to the study conducted by Simons and Hall (2018), the belief of a consumer regarding a particular product has a positive outcome for acceptability of the product. Young generation are not very recognized *Sambal Pijat* due to the lack of exposure of *Sambal Pijat* to the young generation. By spreading knowledge about ingredients and functional properties to a new generation of young people, we can change their perception of traditional food and make this food successful in the young people market.

## **Relationship between Consumers' Perception and Acceptance toward 'Sambal Pijat'**

Findings from this study has suggested three reasons to explain the relationship between consumers' perception and acceptance toward *Sambal Pijat* in Kota Bharu, which include a unique product to capture the market (1), the modern modify of traditional food (2), and appearance (3).

### **1. A Unique Product to Capture the Market**

Even though the taste and smell may be not accepted by everyone, but it worth a try since it brings a very unique texture and different sense of feeling to people. Throughout our interview, we know that generation nowadays are more likely to experience new and exciting things, their acceptance is relatively large than the earlier generations.

### **2. The Modern Modify of Traditional Food**

Multiple methods and tests need to be conducted in ensuring acceptance of *Sambal Pijat*. This process consumes a lot of time, but it is crucial in knowing the feedback of the new innovation of *Sambal Pijat*. While in the process, the traditional food can be varied according to different people acceptance.

### **3. Appearance**

The appearance of a product influences consumer product choice in several ways. From their perception, we know that *Sambal Pijat* has same strong smell, hot and spicy taste, and similar texture with *Serundeng*. These are some reasons people who tried or heard about *Serundeng* before can easily accepted *Sambal Pijat* on their first try.

## **Challenges Faced Introducing ‘Sambal Pijat’ in Kelantan**

Findings from this study has suggested three challenges that faced by sellers while introducing *Sambal Pijat* in Kelantan, which are the bad smell (1), not being recognized by the young generation (2), and marketing is not widespread (3).

### **1. Bad smell**

*Sambal Pijat* is less popular due to its bad smell and unpleasant. However, it will turn into a very appetizing aroma when cooked. The aroma rises again when the dried leaves are used in cooking. But it is not a problem to try it even if it smells bad but when eaten with rice it will arouse more appetite and can turn into a side dish.

### **2. Young generation not recognized**

The increasingly modern age makes Malaysians, especially the younger generation did not have much knowledge about traditional food. This slowly affects the extinction of traditional food such as *Sambal Pijat*. Therefore, the role of the family is important in educating and introducing traditional food to children. This early introduction is able to make them appreciate the uniqueness of the tastes and appetites of the past.

### **3. Marketing is not widespread**

The difficulty of traditional Malaysian food in premium packages penetrating the local retail market is one of the reasons why small and medium enterprises face difficulties in growing their business. Therefore, marketing needs to be done so that the public knows about *Sambal Pijat* and could find it in other states.

## **FINDINGS**

This study seeks to explore the perception and acceptance of *Sambal Pijat* in Kota Bharu. To accomplish this purpose, the study examined result from analysis of in-depth interviews with the participants *in Kota Bharu area on the factors that influence consumers’ perceptions towards Sambal Pijat*, relationship between consumers’ perception and acceptance toward *Sambal Pijat* and challenges faced introducing *Sambal Pijat* in Kelantan.

### **The Factors That Influence Consumers’ Perceptions towards ‘Sambal Pijat’**

In analysing interview data, the factors that influence customers, perceptions towards *Sambal Pijat*, the taste and odour are among the most important predictors of food choice. The data revealed that, perceptions of food will be formed based on appearance, taste, odour, price, packaging and other cues. Researcher found that, with the different taste, the seller can get opportunity to run a business. If a product can offer distinct taste that are proprietary even for short period time, it can lead to a marketing advantages and also with the innovation, can deliver significant benefits. With innovation, in solving problems, generate profits, resulting increase in market share and able to gain competitive advantage. Based on this study, it is shown that most of the young generation are not aware on traditional food such as *Sambal Pijat*. In Malaysia, Malay modern society especially in the young generation has gradually ignored the Malay traditional food due to social transition and unlimited information technology. For instances, the young generation is too exposed to pre-prepared, packaged and convenience foods. Customer

perception plays an important role, from understanding the customers to communications and advertising, their buying decision, their loyalty, the extent to which they recommend a brand and, even more, their advocacy efforts.

### **Relationship between Consumers' Perception and Acceptance toward 'Sambal Pijat'**

Derived from the analysis of the interviews, there is relationship between consumers' perceptions and acceptance towards *Sambal Pijat*. It was clear from the results that respondents had a positive view on *Sambal Pijat*. Most respondents commented positively on the texture, followed by taste and aroma of *Sambal Pijat*. The respondents also reacted that even though the unpleasant smell of *Sambal Pijat* leave people with bad breath and may never be accepted by Westerners, but its smell is Malaysian foods' signature aroma, most respondents who consumed *sambal* everyday could accept *Sambal Pijat* as well. Additionally, respondents surveyed in this study suggest exploring supply and demand markets and marketing strategies can be used to increase the consumption of *Sambal Pijat*.

### **Challenges Faced Introducing Sambal Pijat in Kelantan**

Our findings also indicate that the process perception and acceptance towards *Sambal Pijat* also have three main challenges that have to be overcome. In introducing *Sambal Pijat* to the public, there are various obstacles and challenges. The popularity and taste of *Sambal Pijat* is expected to be clearly seen. Also, it has been noted that participants are very open when asked about new or additional requests for this dish. They show interest in getting flavours and creating more new variations. Market leaders in the industry should make some new choices that may attract more consumers to this product. So far, there is only one option offered in the market, but by adding additional flavour, customers will have more options when buying this *Sambal Pijat*. Furthermore, although the younger generation is not familiar with *Sambal Pijat*, it is not an obstacle for the local community to continue to maintain the tradition. The strongest challenge faced is that it stinks. This is one of the reasons people are not willing to consume *Sambal Pijat* because of the smell. Through the research done, many people do not know the benefits of this *Sambal Pijat*. Among the benefits obtained by using pijat's leaves is to get the best nutrition and quality. '*Sambal Pijat*' may not be popular among the local community but if all the challenges can be overcome it can create a name in the market due to its uniqueness and differences. Therefore, *Sambal Pijat* needs to be further expanded in the market for the future.

### **LIMITATION**

There are some limitations that can cause some obstacles in completing the research process such as difficulties in conducting the interview, time constrain and higher cost. One of the reasons is the COVID-19 pandemic, government has implemented restrict movement control order (MCO). So, the participants are not be able to give full commitment and cooperation, this makes our study difficult to complete.

### **Change the Recipe**

The seller must innovate a better recipe in order to reduce the unpleasant odour from the food by adding some other ingredients due to *Sambal Pijat* has use strong turmeric leaves that smell like bug insects. Most respondents do not like the smell of *Sambal Pijat* but resent the taste of the *sambal*. This smell caused customers to refuse to choose *Sambal Pijat* as their favourite *sambal* because Malaysians who have various types of *sambal* cause them to choose *Sambal Pijat* as

their last food. By changing the ingredients recipe to reduce the original smell of the *sambal*, the deliciousness of the *sambal* will be more prominent with a pleasant smell.

### **Government's Role**

The government plays important roles in supporting people with small business by organizing a campaign that encourages seller to remain successful in this industry such as "Importance Traditional Food' can help people realize in order to maintain a healthy and balanced life. People need to go back to the traditional ways of eating and obtaining food that's harmless to their bodies. Furthermore, with this campaign it enables to help traditional food sellers to compete with other traditional food.

### **Entrepreneur Knowledgeable**

Sellers should also acquire knowledge of new technology in the process of helping them to market their products. By using social media to market the product, the seller will get many customers because nowadays, people like to buy and find information in social media such as Facebook, Instagram, Twitter, and YouTube. This is an opportunity for sellers to ensure that their product is known-well. Furthermore, by using attractive advertising can also attract customers. People are more willing to buy goods and services if the marketing strategies are done well.

### **Parents' Role**

The role of parents is also important in ensuring that children know about traditional foods. Parents who do not introduce and practice traditional food intake at home caused children to have a shallow knowledge of this cuisine. It is important to know about traditional foods because these foods are nutritious and not harmful to health compared to today's food which has a lot of chemical mixtures caused society to have a dangerous disease at a young age. In Malaysia, Malay modern society especially in the young generation has gradually ignored the Malay traditional food due to social transition and unlimited information technology. Parents themselves should also know about these traditional foods and more advanced when parents know how to make it themselves and are able to teach their children how to make the dish.

### **Innovation**

The seller must also do some innovation towards product if it does not get a response from customers. Innovation in brand, package, taste and smell can change customer perception of the product sold. Innovation can increase chances who has small business to react to change and discover new opportunities. The seller has to believe that small improvements eventually lead to bigger and better ideas that may one day become revolutionary. Innovation capability is the key productivity that creates competitive advantage by perceiving or discovering the new or better way to compete in an industry and launch them into the market.

## **CONCLUSION**

In conclusion, each research project conducted has its own importance and objectives. The same thing happened for this *Sambal Pijat* project. Many weaknesses have been identified but objectives for this project has been achieved. This study provides an in-depth analysis of the perception and acceptance of *Sambal Pijat* in Kelantan. Also, this study is useful in improving the food industry in Malaysia even though it still in the infancy stage. In addition, this study also provides an overview of the perception and acceptance of *Sambal Pijat* among consumers in Kelantan. The popularity and taste of *Sambal Pijat* is expected to be clearly visible. They seem to



fall in love at first sight when they taste the *Sambal Pijjat* because the taste is unique, delicious and different from other foods. Researchers are satisfied when this *sambal* were well accepted by many. This acceptance in sustaining the traditional food is very crucial to impart the knowledge to future generations.

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# The Effects of Jay-Customer Behaviours on Job Stress Among Customer Service Employees in Hospitality Industry

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## ABSTRACT

The hospitality industry is growing rapidly as a result of high demands and needs of services among customers. However, dysfunctional customer is a phenomenon that occurs often in the food services sector where the industry puts considerable effort to control, manage, and prescribe this phenomenon. Jay-customer behaviours are the main concern as one of the effects on job stress among employees. Therefore, this study aims to identify the effects of jay customer behaviour on job stress among customer service employees. A quantitative approach has been applied in this study by distributing questionnaires through an online platform. This study targets customer service employees who are facing jay-customer behaviours in the workplace. The results showed significant relationships between customer incivility, customer aggression, and customer belligerence with job stress among customer services employees.

**Keywords: Hospitality, Jay-customers, Customer service, Job stress**

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## INTRODUCTION

Hospitality organisations and employees are required to fulfil the demands of their customers in order to achieve customer satisfaction and loyalty. Although customers are assumed to behave rationally (Kennedy, Goolsby, & Arnold, 2003), previous studies noted that some customers deliberately violate held norms in service exchanges (Fisk et al., 2010). The term jay-customer refers to a customer who deliberately disrupts service in a manner that negatively affects an organization, its employees, and other customers (Lovelock, 1994). Previous studies have discussed the existence of jay-customer behaviours in service encounters, typologies of these customers, and the drivers of customer misbehaviours (Fullerton & Punj, 1993; Lovelock, 1994; Harris & Reynolds, 2004; Berry & Seiders 2008; Yagil, 2008).

This study aims to understand the different types of jay-customer behaviours by providing empirical insights from both customer-contact employees and the effects of jay-customer behaviours on employee job stress. This study attempts to examine the three types of jay-customer behaviours, namely customer incivility, customer aggression, and customer belligerence and their impacts on employee job stress. This study may also help managers and employees to distinguish jay-customer behaviours from a service failure and suggest possible steps that managers can take to assist employees in dealing with jay-customers such as training, standardized procedures, and social support systems.

There are three objectives addressed in this study, as follows:

1. To identify the relationship between customer incivility and job stress among customer service employees.
2. To determine the relationship between customer aggression and job stress among customer service employees.
3. To examine the relationship between customer belligerence and job stress among customer service employees.

## **Significance of the Study**

### **Organizations**

This study would be able to provide a better understanding of jay-customer behaviours. The results of this study can be used by organizations to improve the managerial activity of their services in terms of how to manage the customers in becoming more civilized when communicating with the employees. More knowledge of jay-customer behaviours can help service organizations, especially in the field of hospitality to reduce the work pressure caused by such customer behaviours at the service centers.

### **Employees**

This study can broaden the knowledge of employees and provide new insight into the types of jay-customer behaviours. The study can also help the managers and employees to distinguish jay-customer behaviours from service failures. Besides, the managers can provide suggestions with possible steps to the employees on how to deal with jay-customer behaviours whilst increasing knowledge in terms of how employees can control job stress in the workplace.

### **Customers**

This study will also give beneficial information to the customers because the customers can gain information on how to communicate well with customer service workers. As such, the customers may behave and handle their attitude while dealing with customer service employees. Such mutual respect will result in the values of demonstrating friendliness, competence, responsiveness, honesty, and communication skills, whereby the values of trust, happiness, security, comfort, and self-esteem can be co-created and likewise benefit the customers.

## **LITERATURE REVIEW**

### **Jay-Customer**

Jay-customer can be described as a customer who behaves in a thoughtless or aggressive manner, creating problems for the company, its employees, and other customers (Lovelock, 2001, p.37). Some jay-customer behaviours are subtle and there is an indirect intent to harm an employee. Jay-customer behaviours are identified as infringing socially constructed expectations and harm-related behaviours that could be divided into three main types of jay-customer behaviours, namely customer incivility, customer aggression, and customer belligerence. The three behaviours represent diverse views and positions in terms of deviating habits for customers. Jay-customer behaviours in this study are categorized into two groups, namely the subtle and covert customer incivility misconduct and customer aggression, defined as physical and active misconduct. Lastly, customer belligerence represents customers who behave argumentatively or

aggressively towards service employees in a manner that expresses anger, obscenities, threats, and insults in the context of service encounters.

### **Customer Incivility**

Customer incivility can be described as a type of customer misbehaviour by failing to obey and comply with the tacit rules and standards of service encounters. According to Lovelock and Wirtz (2011) and Britner et al. (1994), the rule breaker category is best defined as the “problem customers” transmitting problems by having a behaviour called “breaking company policies and laws.” This study further defines incivility of customers as rude or discourteous behaviours that violate social norms of respect in service interaction (Sliter, Jex, Wolford, & McInerney, 2010; Andersson & Pearson 1999), which could include verbal or nonverbal aggression in subtle or passive forms from customers. In addition, the impacts of customer incivility on the overall business environment as well as employee reactions to the customers deserve more focus.

### **Customer Aggression**

Customer aggression is known as unacceptable opposite behaviour exhibited by a current or former customer of an organization towards an employee that creates a frightening or offensive situation. Customer aggression may result in injury management expenses and workers' compensation costs. Customer aggression in this study denotes the work stressor to an extent that the employees feel threatened by customer aggression, which is known as stress appraisal, while emotional exhaustion and absences represent psychological and behavioural forms of strain. Customer aggression may involve mild physical abuse such as kicking and slapping employees.

### **Customer Belligerence**

Customers' belligerent behaviour usually expresses resentment and abuse to service employees either verbally or physically. Customer belligerence can also be defined through actions such as screaming, insulting, threatening, and swearing in the service organization. Customer belligerence also refers to customers whose actions are extremely abusive in a manner that causes problems to employees, organisations, and other customers (Chand, 2015).

### **Job Stress**

Job stress refers to a physiological condition in which work-related duties and responsibilities become burdensome and overwhelming to the point that it imposes unhealthy effects on the mental and physical wellness of employees. Job stress has also been generally described as an unpleasant emotional experience associated with negative feelings such as anxiety, irritation, anger, and depression (Bolino & Turnley, 2005).

### **Research Hypotheses**

Three hypotheses were developed in this study, as follows:

H1: There is a significant relationship between customer incivility and job stress among customer service employees.

H2: There is a significant relationship between customer aggression and job stress among customer service employees.

H3: There is a significant relationship between customer belligerence and job stress among customer service employees.

### **Research Framework**

A conceptual framework has been constructed to investigate the connection between the independent variables and the dependent variable. The independent variables consist of three main elements, namely customer incivility, customer aggression, and customer belligerence, which are the elements of jay-customer behaviours. Meanwhile, the dependent variable of this study is job stress faced by customer service employees.

## **METHODOLOGY**

### **Research Design**

This study used a quantitative method where questionnaires were distributed to 322 customer service employees of hospitality establishments in Kuala Lumpur. Kuala Lumpur was chosen as the primary geographical area of the study because more than 100 services companies are located and serve as Headquarters for each of the services companies compared to other states in Malaysia. Using a quantitative method, the study could collect information more quickly and use randomized samples; besides, the possibility of result duplication is also possible.

A set of questionnaires was distributed to the population to collect data from the customer service employees of hospitality establishments in Kuala Lumpur. The questionnaire is divided into three main sections: A) demographic of respondents such as gender, age, race, work experiences in the customer service field, job status, and marital status; B) types of jay-customers (customer incivility, customer aggression, and customer belligerence); C) the effects of jay-customer behaviours on job stress among customer service employees. Questions related to causes and effects that lead to job stress among customer services employees were adopted and adapted from previous studies based on the information from the literature review. A five-point scale was used, ranging from strongly disagree, disagree, neutral, agree, and strongly agree.

### **Data Collection**

In the first stage, the data collection in this study was remotely conducted online on the customer service employees. Besides reducing the travel time, the online platform is more effective in maintaining health and safety since no face-to-face communication is involved, thus avoiding direct response sessions. A set of questionnaires was distributed to the respondents to collect the data online using Google Forms because this platform is more convenient, less time-consuming, easy to handle, and requires less interaction between the researchers and the respondents.

### **Sampling**

The sampling method used in this study is probability sampling, which is to determine the accuracy of the representative sample. Conversely, in non-probability sampling, not every individual has a chance to be selected because it is based on non-criteria. In general, the sample size that will be used to conduct this study includes a total of 322 customer service employees of hospitality establishments in Kuala Lumpur. To achieve a reliable and valid sample for this study, the researchers used the equation proposed by Krejcie & Morgan (1970)

to determine the sample size, as follows:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### **Data Analysis**

Four types of data analyses were used in this study, namely frequency analysis, descriptive analysis, Pearson's correlation coefficient, and reliability test using SPSS version 26.

## **FINDINGS**

### **Respondents' Profile**

The total frequency of the customer service employee respondents is 322, with a total of 129 male respondents and 193 female respondents. Table 1 shows that 40.1 percent of male respondents and 59.9 percent of female respondents represent the population of customer service employees. In terms of work experience, most of the respondents have 1 to 5 years of experience as customer service employees (247 respondents; 76.7%), followed by 6 to 10 years (59 respondents; 18.3% and 15 years (16 respondents; 5%). The respondents are mostly full-time employees (165 respondents; 51.2%), followed by part-time employees (157 respondents; 48.8%).

### **Descriptive Analysis**

Table 2 shows the number of respondents, mean, and standard deviation for both the independent variables (IV) and the dependent variables (DV). In terms of the independent variables (IV), customer incivility has the highest mean score of 2.74, followed by customer aggression (2.64), and lastly customer belligerence (1.96). Meanwhile, the mean score for the dependent variable (DV) of job stress among customer service employees is 2.77. Besides, the highest standard deviation value for the independent variables (IV) was obtained by customer incivility (0.20), followed by customer aggression (0.20) and customer belligerence (0.17), while the standard deviation value for the dependent variable (DV) is 0.39.

**Table 2: Descriptive Analysis**

<b>Variable</b>	<b>Mean</b>	<b>Standard Deviation</b>
Customer Incivility	2.74	0.20
Customer Aggression	2.64	0.20
Customer Belligerence	1.96	0.17
Job Stress among Customer Service Employees	2.77	0.39

### **Reliability Test**

Reliability analysis was used to measure the reliability of the questionnaires that were distributed to 322 respondents through an online survey method. Cronbach's alpha coefficient was used to measure the association between the independent variables (IV) and the dependent variable (DV). Each independent variable consists of 5 questions. The Cronbach's alpha value for customer incivility is 0.917, which is considered excellent; thus, the coefficient is reliable.

Next, the Cronbach's alpha values for customer aggression and customer belligerence are 0.905 and 0.971, respectively, which are considered excellent; thus, the coefficient values are both reliable. Lastly, the dependent variable of job stress among customer service employees was measured using 9 questions and the Cronbach's alpha value is 0.926, which is excellent; thus, the coefficient is also reliable.

### **Pearson's Correlation Coefficient**

Table 3 shows Pearson's correlation coefficient results involving 322 respondents. Evidently, the relationship between customer incivility and job stress is moderate and positive with 0.69. The p-value is 0.00, which is less than the significance level of 0.01 and this specifies a significant relationship between customer incivility and job stress among customer service employees. Therefore, this study rejects the null hypothesis H<sub>0</sub> for Hypothesis 1. Next, the relationship between customer aggression and job stress has shown a high positive correlation with 0.71, and the p-value is 0.00 is less than the significance level of 0.01. This implies a significant relationship between customer aggression and job stress among customer service employees; therefore, this study rejects the null hypothesis H<sub>0</sub> for Hypothesis 2. Lastly, with a p-value of 0.00, which is less than the significance level of 0.01, a moderate positive relationship was indicated between customer belligerence and job stress with a coefficient of 0.64. This further suggests a significant relationship between customer belligerence with job stress among customer service employees; therefore, this study rejects the null hypothesis H<sub>0</sub> for Hypothesis 3.



## DISCUSSION & RECOMMENDATIONS

This study makes several contributions to the hospitality management literature. The effects of jay-customer behaviours on job stress among customer service employees have shown that each jay-customer behaviour gives a different effect on employee job stress. In this study, customer incivility and customer belligerence both acquired moderate positive correlations, while customer aggression acquired a high positive correlation. This indicates that customer service employees tend to be more stressed when they are faced with customer aggression behaviour.

Due to customer incivility behaviour, it may be hard for the customer service employees to handle these customers because they will not give their best cooperation or comply with the rules. Such behaviour will also decrease the confidence of the employees to face customers due to such aggression. Besides, the customer belligerence behaviour might also discourage employees from working ethically as a result of being provoked verbally or physically by the customers.

Several directions can be taken by future researchers relevant to the effects of jay-customer behaviours on job stress among customer service employees. Firstly, they should add more information about jay-customer behaviours in their questionnaire so that the respondents will have a better understanding of the topic, making it easier for them to answer. Communication will also become easier and the information given is clearer. Lastly, future studies should not only focus on the effects of jay-customer behaviours on job stress, but they can also add other dependent variables such as job quality and individual performance in the workplace.

## CONCLUSION

This study was carried out to explore the effects of jay-customer behaviours on employee job stress. The purpose of the study is to help the employees identify the cause of stress while working, in terms of whether the stress was affected by jay-customer behaviours. Hence, it can be concluded that significant relationships exist between customer incivility, customer aggression, and customer belligerence with employee job stress. This study has also provided several limitations and recommendations that can be used as guidance for future researchers. Thus, it is hoped that all information provided in this study can help related parties such as employers and employees to recognize the cause of stress while working.

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# TOURISM

# The Motivation to Visit Film-Induced Tourism Destination Among Youth Travelers In Malaysia

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## ABSTRACT

This study's objective is to identify the factors that influence the youth traveler's decision to visit film-induced tourism destination. Three influencing factors were investigated in this paper namely; unique experience, scenery and celebrity factor. Data were collected using online survey, for the ease of approaching and reaching a wide range of respondents among youth travelers in Malaysia. The respondents were reached via the convenience sampling method. The target population of this study is Malaysian youth travellers with a total 5, 430,430 people. A total number of 385 respondents were selected as sample for this study. Their responses were collected, and recorded using are five-point Likert scale that ranges from 1 (strongly disagree) through 5 (strongly agree). The result shows that unique experience has a strong relationship towards youth travellers' motivation to visit a film-induced destination. This research is expected to expand the body of knowledge in film-induced tourism related literatures.

**Keywords: film induced tourism, push and pull, motivation, young traveler**

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## INTRODUCTION

Film-induced tourism is a recent appearance in the tourism industry, where tourist motivation to visit certain places is derived from the film had watched by tourist (Macionis, 2004). Movie-induced tourism or film-induced tourism is defined as travellers, who travel to a particular destination because the destination has been featured in film, television, or video games (Hudson & Ritchie, 2006). The definition of youth traveller, includes those who are above 30 years old (Yunus & Landau, 2019). However, different countries have different practices and the concept of youth traveller is different among the limits of age. In Malaysia, according to Malaysian Youth Policy, the range of age for Malaysian youth is among 15 to 30 years old (Yunus & Landau, 2019). According to UNWTO (World Tourism Organization, 2013), youth travelers are growing market, representing more than 23% among tourists who travel internationally every year. The economic value of youth travelers lies in this industry's unique character because young people are more adventurous, looking for new culture and developing their knowledge.

As mentioned by Šimková and Holzner (2014), tourism motivation is linked and related to psychological patterns because it examines the motivation of traveling, needs, and individual satisfaction. Maslow's hierarchy of needs theory is the most cited and widely used to explain tourist behaviour and travel motivations, followed by sociopsychological motivations to travel by Crompton (1979) and push and pull theory (Dann, 1977). According to Richard and Wilson (2003), young people are looking for different experiences on their travel and film-induced tourism is about engaging in movie-related experiences that can attract young people to join any activity from this kind of tourism.

Surprisingly, many Malaysians aren't aware of the existence of film-induced tourism. This is because film-induced tourism isn't familiar around Malaysia (Hamzah, Aminuddin, Mustapha, & Ismail, 2016). Malaysian films are locally produced and targeted mainly for local consumption (Rosnan, Ismail, & Daud, 2010). Besides that, there are many international movies that portray the beauty of Malaysia but for Malaysia's films, it is a rare sight (Hamzah et al., 2016). This is because only a small number of films/movies/dramas are produced to show the beauty and attractiveness of Malaysia that can attract people, especially local people, to visit certain places. Thus, this study aims to explore the factors that influence the youth travellers' motivation to visit a film-induced destination.

There are three objectives for this research:

1. To examine the relationship between unique experience and motivation to visit film-induced tourism destinations among youth travellers in Malaysia.
2. To examine the relationship between scenery/physical icon and motivation to visit film-induced tourism destinations among youth travellers in Malaysia.
3. To examine the relationship between celebrity and motivation to visit film-induced tourism destinations among youth travellers in Malaysia.

### **Significance of the Study**

There are a few significances of the study for researchers, film director and travellers. As for the researchers, the finding from this research can be implemented in future academic researchers. This study can be used to study the motivation to visit of film-induced tourism destination among youth travellers in Malaysia. Next, this study may also provide new knowledge to the film directors in terms of understanding the need for Malaysian touch that could induce tourism activity. Besides, identifying and prioritizing motivations is key to understanding the tourist decision making process and potentially understanding future traveler trends. The result also helps the travelers to find out what are the main reason to choose their destination to visit film-induced tourism and meets their expectations.

## **LITERATURE REVIEW**

### **Motivations to Visit Film-Induced Tourism Destination**

Motivation refers to reasons that underline behavior that is characterized by willingness and volition (Macionis, 2004). A constellation of closely associated beliefs, attitudes, principles, interests and behavior are involved in motivation (Gjorgievski & Trpkova, 2012). Film film-induced tourism is defined as tourist visits to the destination featured on television, video, or cinema screens (Hudson & Ritchie, 2006). Several studies found that push and pull factors of destination is related to the youth travel decision making (Gjorgievski & Trpkova, 2012; Khan, Safri, & Pazil, 2014; Pesonen, 2012). According to Macionis (2004), people who visit film-induced tourism destination have their own motivation to visit, such as exploring by themselves and feel it. Personal experience also shapes the tourist decision making. While, Khan et al. (2014) found the importance of gaining new knowledge that motivates people to visit a particular destination. Gjorgievski and Trpkova (2012) also revealed that places seen in the film attract the audience to visit the destination. Pearce and Lee (2005) said that the visitors enjoy the activity and recreation shown in the film. Besides that, the scenery, strategic location and the culture also attract tourist to visit a particular destination.

### **Unique Experience and Motivation to Visit**

Unique experience can be experienced in many ways. As stated by Hamzah et al. (2016), tourists visit the film-induced sites to escape their ordinary life, to add something extraordinary and remarkable memories to their holidays, to enjoy the film location, something new and unique during their journey and to gain valuable experience with the film itself. According to Riley and Doren (1992) and Kim and Richardson (2003), unique experiences are motivated by vicarious participation and location recognition by a film plot that gives the gaze's beholders a more profound significance. It indicates a visceral feeling about someone else's life that enables and person to engage in someone or something else's 'motions, posture and sensations' of someone or something else. The empathy concept can grasp this idea of 'momentary experience'. Thus, the study has proposed the following hypothesis:

H1 = There is a significant relationship between unique experience on motivation to visit Film Induced Tourism destination among youth travellers in Malaysia.

### **Scenery and Motivation to Visit**

Destinations need to better understand the potential of their location and work with film industries more productively and extensively to ensure that every aspect of the site is portrayed effectively on-screen (Rajaguru, 2014). Then, once a worldwide audience has viewed the footage, they can work on the long-term revenue by adopting numerous strategies to promote the destination (Maudlin, 2012). The scenery, landscape, culture and pleasant people are vital to attract youth travellers and gain their attention to visit film-destination (Tessitore, Pandelaere and Kerchlove, 2014).

Besides that, some researchers also mentioned that motion pictures plays a leading role in enhancing the consumers' awareness of tourism destinations and inspiring their motivation to visit destinations (Rajaguru, 2014). For instance, "Hallyu" (Korean Wave), a platform of Korean cultural exports, has changed the Korean tourism industry and attracts travellers from around the world. The Korean Tourism Organization uses the success of the Korean Wave to promote Korean tourist attractions through motion pictures, including Korean film, TV drama shows, music and K-pop. Thusly, the study has proposed the following hypothesis:

H2 = There is a significant relationship between scenery/physical icon and motivation to visit Film-Induced Tourism destinations among youth traveller in Malaysia.

### **Celebrity and Motivation to Visit**

Film stars, actors and celebrities are great ingredients of mass media and they can be the important roles they assume in their movie or television characterization (Gjorgievski & Trpkova, 2012). This is recognized in the public relations, advertising and celebrity endorsement literature. Till and Shimp (1998) stated that feelings towards a celebrity are expected to transfer any endorsed brand through their power status and the recurring association. This is because celebrity traits can influence a destination image as shown through potential tourists, thereby enhancing their ability to visit the destination (Glover, 2009). According to Gjorgievski and Trpkova (2012), tourists are also influenced to visit a destination where famous actors played memorable scenes. Thusly, the study has proposed the following hypothesis:

H3 = There is a significant relationship between celebrity and motivation to visit Film-Induced Tourism destinations among youth traveller in Malaysia.

### Conceptual Framework

Based on the background and extensive literature review, the following conceptual model has been formed (Fig. 1). The operationalization of the research construct considers three independent variables that contribute to the motivation to visit film-induced tourism destinations.

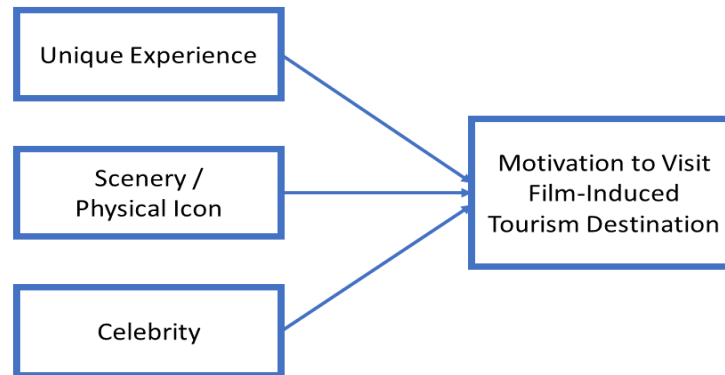


Figure 1: Conceptual Framework

Source: Macionis (2004)

## METHODOLOGY

### Research Design

This study used the quantitative approach as suggested by Hamzah et al. (2016). Descriptive research design can be used to explain the young population's characteristics. It can be used to provide a summary of the samples and measures done on a study. It also analyzes the motivations or factors that trigger the young population in Malaysia to travel to film-induced tourism destinations. According to Department of Statistics Malaysia (2019), the total population for domestic tourists in Malaysia, which is 29.4 million citizens. Young people who are the age range between 15 to 30 years old was selected as the target population of this study.

### Sampling

The sampling method used for this study is a simple random sampling from the probability sampling method. The respondents will be selected by using a random selection. According to Dan Fleetwood (2020), probability sampling is defined as a sampling technique that uses a method based on probability theory to select samples from a larger population. The sample size is determined by using the sample size determination table of Krejcie and Morgan (1970). According to Krejcie and Morgan (1970), based on the rule of thumb, the number of the sample size required is 385 respondents.

## Data Collection

Secondary data has been used primarily to support the formation of research framework. We had attained numerous applicable data from multiple sources such as online journal databases from Science Direct, Emerald Insight, Google Scholar and others. The purpose is to acquire more information about the study's scope, which is film-induced tourism.

The second stage of data collection involves first-hand data collection. A set of questionnaires was distributed to the population for data collection purposes. The data will be primary data because the data not been published yet by anyone, so it is reliable, objective and authentic (Kabir, 2016). The data is collected using online survey in order to reach the respondents easily due to Covid-19 phenomenon. The google form link has been snowballed through Instagram, Facebook, Twitter, WhatsApp and Telegram.

## Data Analysis

The data obtained were analysed by using Statistical Package for the Social Science (SPSS) version 25. Descriptive analysis, reliability test and Pearson Correlation Coefficient Analysis were used in this study.

## FINDINGS

### Respondents' Background

This study aims to study the relationship between unique experience, scenery and celebrity to visit film-induced tourism destinations among youth travellers in Malaysia. Table 1 summary summarizes the background of respondents.

Table 1: Demographic profile of respondents

Demographic	Categories	Frequency	Percent (%)
Gender	Male	135	35.1
	Female	250	64.9
Race	Malay	226	58.7
	China	75	19.5
	Indian	73	19.0
	Others	11	2.9
Age Range	15 – 19 years old	50	13.0
	20 – 24 years old	242	62.9
	25 – 30 years old	93	24.2
Personal Income	Less than RM1,000	78	20.3
	RM1,001 until RM2,000	81	21.0



	RM2,001 until RM3,000	82	21.3
	More than RM3,001	36	9.4
	No Income	108	28.1
Status	Single	319	82.9
	Married	66	17.1
Employed Status	Unemployed	18	4.7
	Student	184	47.8
	Government	66	17.1
	Non-Government	71	18.4
	Self-employ	46	11.9
Educational Level	SPM	75	19.5
	Diploma	104	27
	Degree	189	49.1
	Master	15	3.9
	PhD	2	0.5
Frequency of Travelling	Once a year	168	43.6
	Twice a year	137	35.6
	More than twice a year	80	20.8
"Film-induced Tourism" Term	Yes	207	53.8
	No	178	46.2

Based on Table 1, 250 female respondents and 226 male respondents have responded to this study with 64.9% represents female respondents while 58.7% represents male respondents. Based on the table 1 226 respondents or 58.7% of the respondents are Malay followed by Chinese with 19.5% of the respondents or 75 respondents. 19% or 73 respondents were Indians and the minor category was other races with 11 respondents or 2.9%. Most of our respondents are aged between 20 to 24 years old with a result of 242 respondents or 62.9% followed by 24.2% or 93 respondents who are aged between 25 to 30 years old. The least was among those aged between 15 to 19 years old which is equivalent to 13% or 50 respondents.

In terms of respondent's income level, 28.1% or 108 respondents were among those who do not have any income followed by 21.3% or 82 respondents who earn between RM2,001 to RM3,000, RM1,001 to RM2,000 with 21% or 81 respondents and 20.3% or 78 respondents among those who has income less than RM1,000. The least are those who have income of more than RM3,000 and is represented by 9.4% or 36 respondents. Result also shows that 319 respondents or 82.9% are single while 66 respondents or 17.1% are married 184 respondents or 47.8% of the respondents are students followed by 18.4% or 71 respondent who works in non-government agencies, 17.1% or 66 respondent who works in government agencies, 46 respondents or 11.9% who are self-employed and the remaining 4.7% or 18 respondents are unemployed.

On one hand, it is notable that 49.1% or 189 respondents from this research are bachelor degree holder followed by 27% or 104 respondents who are Diploma holder, 75 respondents or 19.5% who have completed their *Sijil Pelajaran Malaysia* (SPM), 15 respondents (19.5%) are master's degree holder and 2 respondents or 0.5% are PhD holders. It is also notable that, 168 respondents, 43.6% of respondents travel once a year followed by 137 respondents or 35.6% who travel twice a year and the remaining 20.8% respondents travels more than twice a year. Moreover, 207 respondents (53.8%) are familiar with the film-induced tourism term while the remaining 46.2%, aren't.

### Factors influencing the youth travellers' motivation to visit a film-induced destination

Pearson's Correlation was used in this study to describe the relationship between two variables in terms of strength of the relationship. The reliability test was conducted on the independent variables to check the internal consistency of the instrument. The result of Cronbach Alpha for all variables scales was in the range of 0.811 to 0.914. As recommended by Sekaran and Bougie (2016) the minimum acceptable range has been set to be 0.70, The result of hypothesis testing has been in Table 2.

Table 2: Pearson Correlation Coefficient

		UNIQUE EXPERIENCES	MOTIVATION
UNIQUE EXPERIENCES	Pearson Correlation	1	.767**
	Sig. (2-tailed)		.000
	N	385	385
		SCENERY	MOTIVATION
SCENERY	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	385	385
		CELEBRITY	MOTIVATION
CELEBRITY	Pearson Correlation	1	.500**
	Sig. (2-tailed)		.000
	N	385	385
**. Correlation is significance at the 0.01 level (2-tailed).			

Table 2 shows the strength of the relationship between variable tested in this research., The result indicates that unique experiences have a strong relationship with youth travellers' motivation to visit a film-induced destination ( $r=0.767$ ,  $n=385$ ,  $p<0.01$ ) followed by scenery ( $r=0.652$ ,  $n=385$ ,  $p<0.01$ ), and celebrity ( $r=0.500$ ,  $n=385$ ,  $p<0.01$ ) with a moderate relationship.

## **DISCUSSION**

This research aims to examine the relationship between unique experiences, scenery and celebrity towards youth travellers' motivation to visit a film-induced destination. The result shows that there is a strong influence from unique experiences received towards the youth traveler's motivation with a result of  $r = 0.767$ ,  $n = 385$  and  $p < 0.01$ . This result were supported by Hamzah et al. (2016) that young travellers are mostly influenced by the push factors to fulfill their desire to gain unique experience and to add something special to their holiday.

As for scenery relationship with youth traveller's motivation also came out moderate with  $r = 0.652$ ,  $n = 385$  and  $p < 0.01$ . This result is in line with Hamzah et al. (2016) that the beauty and attractiveness of location can be the contributing factor for them to visit the film site. Pearce and Lee (2005) also agreed that most youth travelers enjoy the beautiful scenery to take a photograph with as what they saw in film.

The strength of relationship between celebrity and motivation to visit film-induced tourism among youth travellers' in Malaysia turn out to be moderate at  $r = 0.500$ ,  $n = 385$  and  $p < 0.01$ . The finding is in line with Gjorgievski and Trpkova (2012) that youth travelers are influenced to visit a film-destination, where famous actors or their celebrity played memorable scenes.

## **CONCLUSION**

In conclusion, film factors cannot be isolated to make the tourism industry more colorful and vibrant with a variety of tourism products, because this is to be considered as one of the strong marketing tools. The filmmakers and government should corporate and collaborate to present the best attraction in the country in the local film as a way to promote Malaysian tourism destination. As for researchers, the result of this study will help them better understand the motivation of youth travellers to visit film-induced tourism destination. Future researchers should firstly consider a well-balanced sample from the population. An unbalanced sample will lead to an inconsistent result where the result will only be leaning to one category. Next, researchers should increase the sample size in order to obtain precise, accurate and consistent results. Researchers should also consider including in more variables in order to find more factors that could influence the Malaysian youth travellers' motivation to travel to film-induced tourism destination. Lastly, researchers might also want to consider incorporating different data collection method in order to obtain accurate result from the respondents. Therefore, to make tourism industry more colourful with a variety of tourism product, filmmakers, DMOs and local authorities should have a good co-operation among themselves and to give a full commitment to producing a high-quality film.

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# Factors Influencing Local Tourists' Travel Destination Choice: A Case of Malaysia

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## ABSTRACT

This research aims to analyze the factors influencing local tourists' travel destination choices in Malaysia. Three influencing factors were investigated in this paper namely; destination image, price, and accommodation and facilities. Quantitative approach was used to reach 384 respondents among local tourists in Malaysia. The target population for the study has been set to be Malaysian local tourist. 384 online surveys were distributed to the respondents aged between 20 – 50 years old. The questionnaire is divided into three sections; Section A reflects the demographic profile of tourists; Section B is about factors influencing local tourists' travel destination choices and Section C consists of items related to tourists' destination choices. The results show that destination image has a stronger relationship with tourists' destination of choice as compared to other variables. The study found that destination image, price and accommodation and facilities are the important attributes for local tourists in choosing tourism destination. In conclusion, relevant discussions, recommendations, and limitations of the study Relevant discussion and recommendation were proposed in this study to boost Malaysia's position as the preferred destination of choice.

**Keywords:** Destination choice, Local tourist, Tourism destination

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## INTRODUCTION

The tourism industry has been one of the fastest-growing segments. According to Martins (2015), tourism can be considered as an industry that sells fantasies and feeds upon dreams, hopes, beliefs, expectations, and people's imagery, which turn into consumer goods or experiences.

For over a decade, tourism has led the Malaysian economy. In the first half of year 2019, the tourism industry contributed RM41.69 billion to the Malaysian economy and the number of international tourist's arrival reached 13.35 million (Tourism Malaysia, 2019). Rogerson (2015) noted that domestic tourism receives less attention than international tourism, even though the former is the driving force behind a nation's tourism industry's structure and nature. Besides, there is a lack of research in examining the actions and decision-making of Malaysian tourists that would enable local government and business owners to address difficulties in meeting and productively attracting consumer needs, as attracting tourists to the destination is a major concern of destination marketers (Hussain, 2017).

Environment, products and services, culture, society, foodstuff, heritage, buildings, events, and activities are the essential factors that attract tourists to choose their favorite travel destinations (Fu, Ye, & Xiang, 2016). These factors may be easily affecting the behavior of tourists in the destination of choice. This shows that the behavioral intentions of visitors' behavioral intentions have causal relationship with source of information, motivation, perception, and satisfaction (Fu et al., 2016; Paudel, 2016; Micić, Denda, & Popescu, 2019). However, this

research aims to specify the important factors that tourists consider when choosing a travel destination in terms of destination image, price and accommodation, and facilities. There are three objectives included in this research:

1. To examine the relationship between destination image and local tourists' travel destination choice.
2. To examine the relationship between price and local tourists' travel destination choice.
3. To examine the relationship between accommodation and facilities and local tourists' travel destination choice.

### **Significance of the Study**

This research would help stakeholders in the local tourism industry and encourage the government to upgrade or transform a range of domestic tourism destinations. Understanding the findings from this study will assist the respected parties elevate poverty and engage local communities in tourism development despite generating income. The government should facilitate local community access to the tourism market. This study will help the government and local community, especially to improve domestic tourism development in order to cater the demand of tourist.

This research would open the reader to a broader worldview, new concept, new perspectives, and new ways of thinking. Tourism knowledge and awareness are beneficial as it helps tourist to make a wise choice and plan a holiday.

## **LITERATURE REVIEW**

### **Factors Influencing Tourists' Destination of Choice**

Understanding why people travel and what influence their travel motivation to choose a travel destination is important to the tourism industry (Lam & Hsu, 2005). Travel motivation is dependent on personal attitude and behavior, while the factors that affect the destination of choice are related to what the destination could offer. According to Baniya and Paudel (2016) travel decision making involves pull and push factors. Travel motivation represents the needs or wants of the tourists, as well as the push and pull factors that influence tourists' decision-making. The push factor (psychological factor) according to Maslow's hierarchy of needs, are the intangible and inner desires (internal or emotional aspects) of an individual traveler related to the origin (Micic, et al. 2019). In contrast, pull factors are attributes associated with a particular destination (Baniya, et al., 2017). This relates to the existing attractions in the destination that attract tourists to visit, view, and experience (Subadra, et al., 2019). Seyidov & Adomaitienė (2016) considered few factors, such as social, cultural, personal, and psychological factors, the number of tourist attractions, available amenities, prices, human resources, and various types of tourist destinations in tourists' decision-making. There are many factors that will influence the motivation to choose a travel destination. As such, three prime factors will be investigated in this paper.

### **Destination Image**

Destination image is the key element to successfully attract tourists to travel to a destination. Even when the tourists have not visited a particular destination, their thoughts can still reflect the destination's image (Sergio & Lopes, 2011). So, the image of a destination has the power to influence the tourists' destination of choice. Destinations with a positive image and good view

could improve visitors' expectations before traveling, thereby enhancing the tourism experiences and make visitors feel the value proposition of travel. A good and positive destination image will eventually lead to an actual visit to the destination. So that destination image can be said to be the decisive factor for tourists to choose the destinations.

H1: There is a significant relationship between destination image and local tourists travel destination choice.

## **Price**

According to Merriam-Webster (2020), price is the amount of money given or set as consideration for the sale of a specified thing. It is used to measure the value of the products or services. Most tourists prefer to travel on a budget, especially in terms of transportation. Tourists do not like to spend a lot of money on transportation, so they will choose convenient and cheaper means of transportation to reach a specific destination. Vanhove (2011), highlighted that price is related to the cost of transport to and from the destination and the cost on the ground such as accommodation, attractions, food, and tour services.

H2: There is a significant relationship between price and local tourists' travel destination choice.

## **Accommodation and Facilities**

Accommodation can be described as a base for travel and a place for tourists to rest and spend the night. According to Provotorina et al., (2020), the combination of accommodation and supporting facilities act as the vital element of the tourism industry. Accommodation directly affects consumers' choice of destination. The decision to choose a particular destination will begin as early as the tourist choose the accommodations as hotels do offer facilities and packaged activities (Anas et al., 2020). Accommodations and facilities are essential as it provides a safe place for travellers to rest, sleep, and relax. A good rest can reduce travellers' fatigue, thus keeping up the spirit and continuing to conduct their activities. Besides, the facilities offered in an accommodation will basically define their image in the eye of tourist. Pantry, elevators, 24 hours' front office and security, canteen, meeting room, resting areas, car parks, and free connected Wi-Fi are the most common facilities provided by hotels.

H3: There is a significant relationship between accommodation and facilities and local tourist's travel destination choice.

## **Destination Choice**

Destination choice is one of the key elements in tourists' travel decision (Filimonau & Perez 2018). Destination choice is conceptualized as a tourist's selection of a destination from a set of alternatives (Ahn, Ekinci, & Li, 2013). Studying tourists' destination choice and identifying factors affecting tourists' destination decisions is of critical importance for destination marketers in order to attract tourists to visit and revisit the destinations. Based on the previous research, destination choice has always been one of the popular research topics in the tourism (Ahn et al., 2013). Destination selection is the choice that tourists make and decide to go to a specific tourist area.



In general, the choices made by tourists depend on the characteristics of the destination and its attractions. There are two factors that affecting the tourist choice to travel, which are 1) internal factors include a desire for escape, rest, relaxation, reputation, health and fitness, adventure, and social interaction, and 2) external factors are concentrated on the attractiveness of the destination, price, facilities, and others (Hsu et al., 2009). Thusly, this study will only be focusing on the external factors that influence the tourists' destination of choice.

### Research Framework

The research framework has been formed to investigate the relationship between the independent variables and dependent variable. Figure 1 shows the relationship between destination image, price, accommodation, and facilities towards local tourist's travel destination choice.

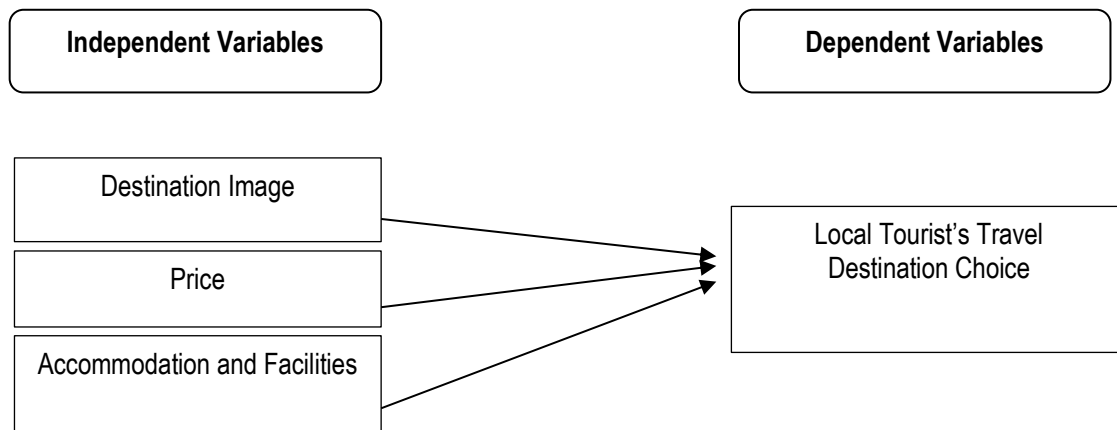


Figure 1: Research Framework.

Source: Victora, et al., (1997)

## METHODOLOGY

### Research Design

The employed quantitative approach to investigate the objective of the study. According to Pritha Bhandari (2020), quantitative research is a process of collecting and analyzing numerical data. Additionally, the design of research requires three methods of description, exploration, and design of causal research. In his research, we only collect data once during this research period. Based on the Department of Statistics Malaysia (2019), Malaysia's population is projected at 32.6 million in 2019, with 29.4 million (90.2 %) residents and 3.2 million (9.8%) non-citizens. The target population is domestic tourists in Malaysia, which is 29.4 million citizens.

### Sampling

Simple random sampling which is part of the probability sampling has been adopted in this study to reach the respondents. According to Dan Fleetwood (2020), probability sampling is defined as a sampling technique that uses a method based on probability theory to select samples from a larger population.

The number of 384 samples have been set to be targeted for this research based on the sample size calculation formula by (Krejcie & Morgan 1970), The formula is as follow:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### **Data Collection**

First stage of data collection involves collecting primary data from targeted respondents through a predefined sampling technique. Total of 384 questionnaires have been distributed among the targeted respondents who are the local tourist aged between 20 to 50 years old. The questionnaire was equipped with three sections which represents the objective of the study. Section A reflects the demographic profile of tourist, Section B is about factors influencing local tourists' travel destination choices and Section C consists of items related to tourists' destination choices. The questionnaire was distributed to respondents via a web-based survey which is a Google form in order to reach the respondents easily due to Covid-19 phenomenon. The google form link has been snowballed through Instagram, Facebook, Twitter, WhatsApp and Telegram.

### **Data Analysis**

Data collected has been analysed by using Statistical Package for the Social Science (SPSS) version 25. Reliability test followed by descriptive analysis and correlation analysis can be conducted to meet the objective of the study.

## **FINDINGS**

### **Demographic profile of respondents**

Based on the finding, there are 384 respondents, 56.5 % were female and 43.5 % were male. Majority of the respondents belong to the following age groups: 21 years old to 30 years old (69.3 %), 31 years old to 40 years old (11.7 %), below 20 years old (8.9 %), 51 years old and above (7.65 %) and 41 years old to 50 years old (2.6 %). As for races, most of the respondents are Chinese (71.1 %), followed by Malay (22.1 %), Indian (4.9 %) and others (1.8 %). As for the employment status, majority of the respondents are students (45.1 %), followed by employee (44.0 %), unemployed (7.0 %), self-employed (2.6 %) and retired (1.3 %). As for marital status, majority of the respondents are single (77.9 %), followed by married (21.9 %) and the rest are divorced (0.3 %). As for monthly salary, majority of the respondents have no salary (36.2 %), followed by RM 2001 to RM 3000 (26.8 %), RM 1000 and below (18.2 %), RM 3001 to RM 4000 (5.5 %), RM 5001 and above (1.3 %) and RM 4001 to RM5000 (0.3 %). Most of the respondents spend RM 500 and below (79.1 %) on local tourism activities, followed by RM 501 to RM 1500 (14.1 %), RM 1501 to RM 2500 (5.7 %), RM 2501 to RM 4500 (0.3 %) and RM 8001 and above

(0.3 %). Considering the purpose of visiting, most respondents visit a particular destination for travel purpose (89.6 %), followed by meeting friends and relatives (5.5 %), business (2.1 %), studies (2.1 %), and others (0.8 %). 69.5% agreed that they use tourism services yearly, followed by not using any tourism service (19.0 %) and the rest are monthly (11.5 %). As for their main interests in choosing a destination, majority of the respondents choose their intention to just rest (56.5 %), followed by culture (13.5 %), adventure (13.3 %), nature (9.4 %), visiting places seen on television (4.2 %), nightlife (1.8 %), and religion (1.0 %).

### Factors Influencing local tourist travel destination choice.

Reliability test has been conducted to measure the instrument's reliability and reliability value is higher than 0.6 are read as acceptable and more than 0.9 is excellent value. The overall result shows the Cronbach's Alpha value of 0.8 and above. Individually, destination scored (0.874), and price (0.888) are considered as good value and accommodation and facilities has scored (0.975), which is an excellent value. While Pearson's Correlation was used in this study to describe the strength of relationship between two variables. The reliability test was conducted on the independent variables to check the internal consistency of the instrument. The result of hypothesis testing has been in Table 1.

Table 1: Hypothesis tests.

Hypothesis	r-value	p-value	N	Results
H1: There is a significant relationship between destination image and local tourist's travel destination choice.	.589	.000	384	Supported
H2: There is a significant relationship between price and local tourist's travel destination choice.	.599	.000	384	Supported
H3: There is a significant relationship between accommodation and facilities and local tourist's travel destination choice.	.662	.000	384	Supported

Note: Significant at  $p < 0.01$ .

Table 1 shows the result of hypothesis testing based on significant value and strength of relationship between variables. The result proves that, all the independent variables are having significant relationship with the dependant variable at ( $p < 0.01$ ). Hence, all the hypotheses were accepted.

## DISCUSSION

The study aimed to investigate the relationship between destination image, price, and accommodation and facilities towards destination choice among Malaysian local tourists. The result shows that there is a significant relationship between all the variables. Firstly, the result indicates a significant relationship between destination image and tourists' destination choice with a moderate strength at ( $r = 0.589$ ), and significant at ( $p < 0.01$ ). Thus, H1 can be accepted with the fact that there is a significant relationship between destination image and destination choice. The results are consistent with previous study by Abdullah et al. (2019) that there is a significant relationship between destination image towards responsible environment behavioural intention at ( $\beta = 0.439$ ,  $p < 0.01$ ).

Secondly, the price is reported to have a positive relationship with destination choice. The strength of association between price and destination choice is moderate at ( $r = 0.599$ ), and statistically significant at ( $p < 0.01$ ). Hence, H2 can be accepted with the fact that there is a significant relationship between price and destination choice. This results in line with the moderating role of motivations in the relationship between prices and destination choice by (Nicolau and Mas, 2006). According to Nicolau and Mas (2006), the direct impact of price is significant at the level below 0.001 in all equations (such as climate, tranquility, cultural interest, etc.), and shows a negative sign, indicating that tourists tend to choose intra-country (provinces) destinations at lower prices.

Lastly, accommodation and facilities are reported to have a positive relationship with destination choice. The strength of association between destination image and destination choice is strong at ( $r = 0.662$ ), and statistically significant at ( $p < 0.01$ ). Thus, H3 can be accepted with the fact that, there is a significant relationship between accommodation and facilities and destination choice. The results are consistent with the study by Nedelea (2017), which presents the significant correlation coefficient between accommodation and tourist satisfaction at 0.334.

## CONCLUSION

In conclusion, this research has proven the significant relationship between destination image, price, and accommodation and facilities and the tourists' destination choice. Based on the data analysis, the finding shows that the factors such as destination image, price, and accommodation and facilities have positive influence towards tourists' destination choice. This paper has also described in the detail on how people are making travel decision based on their demographic profile. Considering the limitation of this study, future researchers should focus not only on local tourists but also on international tourists' choice of destination which might produce a different outcome. Future researchers might also want to explore the relationship between tourism experience satisfaction and the desire to revisit a particular destination as it might benefit both tourism marketers and tourists. Tourism in Malaysia needs to be well-tailored, and stakeholders should be aware of the factor affecting tourists' destination choice in order to fulfill the tourists' needs and wants. Thus, the challenges faced by a particular destination can be reduced and tourist arrival can be sustained.

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# Factors Influencing Destination Preferences Among International Tourists in Malaysia

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## ABSTRACT

This study was conducted to examine the factors influencing the destination preferences of international tourists in Malaysia, particularly the relationship between psychological factors, social interaction, and exploration with destination preferences among international tourists in Malaysia. A quantitative research method has been selected and questionnaires were used as the research instrument to collect the data through Google Forms. A simple random sampling method was also used in this study and a total of 124 respondents were evaluated. The results revealed that the independent variables (psychological factors, social interaction, exploration) have significant relationships with the dependent variable (destination preferences among international tourists in Malaysia). This study will provide an insight into the factors influencing destination preferences as well as a better understanding and knowledge of the factors that affect tourist behavior.

**Keywords: Psychological, Social interaction, Exploration, Destination Preferences,**

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## INTRODUCTION

In the economic world, tourism is a crucial part of businesses that continues to grow globally (Baker, 2014). Everyone in every group likes to travel, but what influences their destination for holiday travel is worth identifying. Hence, this study aims to analyze the factors that affect destination preferences among international tourists for holidays in Peninsular Malaysia. This study is expected to increase awareness among tourists of the growing importance of the tourism industry worldwide. In an exploratory study by Mohamad, Jamil, and Sciences (2012), tourist strength is divided into three separate groups: psychological needs, social interaction, and exploration. Psychological needs include relief from everyday routine and self-actualization, while social contact includes communicating with family and friends or meeting new people. Finally, exploration involves searching for novelty, discovering culture, enjoying the nightlife and shopping experience, as well as exploring adventure.

Thus, this study is carried out with the aim to examine the relationships between psychological factors, social interaction, and exploration with destination preferences among international tourists in Malaysia. The findings of this study should enlighten the behavior of individuals in terms of how the tourists think and decide their destination.

This study consists of three objectives:

1. To examine the relationship between psychological factors and destination preferences among international tourists in Malaysia.
2. To examine the relationship between social interaction and destination preferences among international tourists in Malaysia.

3. To examine the relationship between exploration and destination preferences among international tourists in Malaysia.

## **Significance of the Study**

### **Researchers**

The research findings will help the researchers evaluate the relationships between psychological factors, social interaction, and exploration with destination preferences among international tourists in Malaysia. The findings will also help the researchers understand how individuals choose their destination and the factors that can influence their destination preferences.

### **Business Owners**

This study provides information about how individuals choose their destination by evaluating the psychological factors, social interaction, and exploration in order to identify the type of behavior involved in selecting a destination. This will enlighten the behavior of tourists and the decision-making of individuals or groups when choosing a destination. The gathered data may help business owners understand the factors influencing tourists' destination preferences.

### **Tourism Sector**

The data in this study provide information to the tourism sector regarding how people decide a destination and the factors influencing their destination preferences. The findings of this study will enable the tourism sector to improve management in terms of persuading people to choose a destination and understanding the important elements in selecting the destination. This study also helps in the advancement of tourism planning in the tourism sector.

## **LITERATURE REVIEW**

### **Destination Preferences**

A previous study by Kara (2016) on the demographic factors and travel activity preferences among tourists in Tanzania has identified the preferences for travel activities in the context of demographic factors such as between single and married tourists, employed and unemployed tourists, and lastly, tourists with a big family and those with a small family. In summary, the result showed that employed and unemployed local tourists prefer to go to the beach and the island compared to employed and unemployed international tourists.

### **Psychological Factors**

Many variables can influence tourist preferences in selecting a destination. A study on the demanding determinants of cruise tourists in competitive markets by Chen, Neuts, Nijkamp, and Liu (2016) focuses on identifying the motivation, preference, and intention of cruise tourists in Mainland China, Hong Kong, Taiwan, Japan, and the rest of the global regions. Based on their results, escaping is the best motive used as a marketing factor in Taiwan because the tourists are interested in escaping from their daily life.



## **Social Interaction**

A previous study on traveling for Umrah based on destination attributes, destination image, and post-travel intentions by Gannon et al. (2017) focuses on the motivation of tourists towards Umrah. Based on the findings, social interaction has a positive relationship with perceived destination image because Umrah allows tourists to meet like-minded people who share the same faith.

## **Exploration**

Seyidov and Adomaitienė (2016) investigated the factors influencing local tourists' decision-making on choosing a destination in the Azerbaijan context by analyzing the factors influencing the behavior and decision-making of local tourists in choosing Azerbaijan as a destination. However, in this case, the variables of meeting new people and exploring the country were less selected as the tourists' destination preferences.

## **The Relationships between Psychological Factors, Social Interaction, and Exploration with Destination Preferences among International Tourists in Malaysia.**

The relationship between psychological factors and destination preferences affects the behavior of tourists. Psychological factors include freedom from everyday routine and self-actualization. Sarwar and Afaf (2016) defined psychological factors as internal with strong effects on decision-making because they tend to make us like or dislike something. Meanwhile, the relationship between social interaction and destination preferences also affects the decision-making of tourists. Social interaction is an interpretation of host-tourist interaction between tourists and residents in the tourist destination as hosts (Smith, 2012), and While Hall (2018) believed that social interaction requires dialogue partners to recognize each other as unique individuals. Finally, the relationship between exploration and destination preferences affects the tourism industry. Exploration refers to learning and creativity, such as the quest for and acquisition of new ideas (Gupta, Smith, & Shalley, 2006). According to Yu and Goulden (2006), understanding the satisfaction level of tourists and reaction based on their experience in the destination is essential to destination managers for improving products and services as well as effectively promoting the destination to new and repeat tourists.

## **Research Hypotheses**

A hypothesis must be testable and realistic, taking into consideration the current knowledge and techniques. Thus, the study proposed the following hypotheses:

H1: There is a relationship between psychological factors and destination preferences among international tourists in Malaysia.

H2: There is a relationship between social interaction and destination preferences among international tourists in Malaysia.

H3: There is a relationship between exploration and destination preferences among international tourists in Malaysia.

## Research Framework

Figure 1 shows the research framework that consists of the relationships between the independent variables (psychological factors, social interaction, and exploration) and the dependent variable (destination preferences among international tourists in Malaysia).

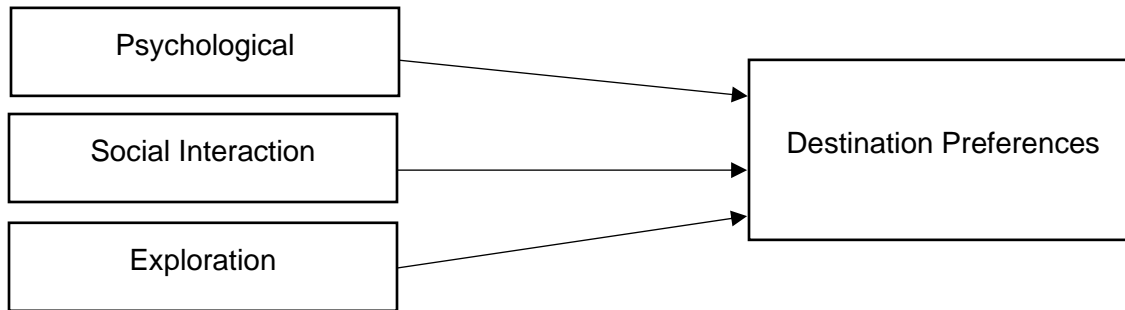


Figure 1: Research Framework of the Factors Influencing Destination Preferences among International Tourists in Malaysia

## METHODOLOGY

### Research Design

A quantitative approach has been applied in this study and the data were collected using self-administered questionnaires distributed to the respondents. A descriptive research design was employed to investigate the relationships between psychological factors, social interaction, and exploration with destination preferences among international tourists in Malaysia.

### Data Collection

The data collection method used in this study includes an online survey or an online questionnaire that requires the respondents to answer through Google Forms. The researchers used this technological platform due to the current Covid-19 pandemic. Besides, it is also user-friendly and allows the researchers to collect data from international tourists (Melo, 2018).

### Sampling

The probability sampling method, particularly the simple random sampling was chosen as a sampling design. According to Ghauri, Gronhaug, and Strange (2020), the simple random sample means that every population has an equal probability of inclusion in the sample. In this study, the simple random sampling method was chosen because its advantages include ease of use and accurate representation of the larger population (Depersio, 2018). Therefore, the respondents were selected randomly from the population of international tourists who visited any state in Malaysia in order to achieve the research aim, which is to investigate the factors influencing destination preferences among international tourists in Malaysia.

## Population and Sample Size

In 2019, Malaysia had received 26.1 million international tourist arrivals from all over the world. This study, therefore, focuses on each Malaysian state that obtained different tourist arrivals owing to the different attractions in each state. Briefly, the target population of this study involves international tourists in Malaysia. Krejcie and Morgan (1970) had outlined an effective method to determine the sample size required to represent a specific population. In this study, the exact amount of sample size for the population is 384; however, only a total of 124 respondents had answered and returned the questionnaires for data collection purposes.

## Research Instrument

The items used for measuring the chosen research constructs were adopted from prior literature related to destination preferences.

Table 1: Measurement of items

Measurement	Number of Items in the Questionnaires	Scale	Author
Section A: Demographic Information	8	Adapt	Fontanella (2019)
Section B: Destination Preferences	5	Adopt	Seyidov and Adomaitienė (2016)
Section C: Psychological Factors	5	Adopt	Van Vuuren and Slabbert (2012)
Section C: Social Interaction	5	Adopt	Othman (2011)
Section C: Exploration	5	Adopt	Hou, Lin, and Morais (2005)
Total	28		

## Data Analysis

Data analysis is a way of evaluating information using scientific reasoning to examine each piece of information provided. Three types of data analysis were used in this study, namely frequency analysis, descriptive analysis, and reliability analysis. The data obtained were analyzed using Statistical Package for the Social Sciences version 24 (SPSS).

## FINDINGS

### Demographic Profile of Respondents

Table 2: Demographic Profile of Respondents

Characteristic		Frequency	%
Gender	Male	38	30.6
	Female	86	69.4
Age	18-20	7	5.6
	21-30	104	83.9
	31-40	10	8.1
	41-50	3	2.4
Race	Malay	80	64.5
	Chinese	24	19.4
	Indian	4	3.2
	Others	16	12.9
Religion	Buddha	16	12.9
	Christian	10	21.0
	Hindu	4	24.2
	Islam	92	98.4
	Others	2	1.6
Marital Status	Single	112	90.3
	Married	11	8.9
	Divorced	1	0.8
Citizenship	Brunei	7	5.6
	China	10	8.1
	Egypt	1	0.8
	Indonesia	10	8.1
	Saudi Arabia	4	3.2
	Singapore	17	13.7
	Thailand	12	9.7
	US	1	0.8
	Others	62	50.0
Number of Visits to Malaysia	1-2 Times	30	24.2
	3-4 Times	21	16.9
	5-6 Times	12	9.7
	More than 6 Times	61	49.2
Travelling Partner	Alone	11	8.9
	Friends	58	46.8
	Kids	1	0.8
	Parents	37	29.8
	Spouse	12	9.7
	Others	5	4.0

The respondents' profile is summarized in Table 2. The total number of male respondents is 38, while the number of female respondents is 86. The highest percentage of respondents includes those within the age range of 21-30 years old (83.9%), followed by 31-40 years old with 8.1%, 18-20 years old with 5.6%, and lastly 41-50 years old with 2.4%. Based on the responses, the overall 124 respondents consist of Malays (80 respondents), Chinese (24 respondents), Indians (4 respondents), and others (16 respondents). Therefore, the highest percentage of respondents in terms of race is Malay with 64.5%, followed by Chinese with 19.4%, "Others" with 12.9%, and Indian with 3.2%.

Subsequently, in terms of religion, the overall 124 respondents consist of Buddhists (16 respondents), Christians (10 respondents), Hindus (4 respondents), Muslims (92 respondents), and others (2 respondents). Based on the table, the highest percentage of respondents in terms of religion is Islam with 74.2%, followed by Buddha with 12.9%, Christian with 8.1%, and "Others" with 1.6%. About 50.0% (62 respondents) of the respondents include other citizenships, where 13.7% (17 respondents) of the respondents are from Singapore, 9.7% (12 respondents) are from Thailand, and 8.1% are from China (10 respondents) and Indonesia (10 respondents), equivalently. Meanwhile, 3.2% of the respondents are from Saudi Arabia (4 respondents), whereas the lowest recorded citizenship with 0.8% of the respondents is from the US and Egypt, each with only 1 respondent.

In terms of the number of visits to Malaysia, 24.2% (30 respondents) of the respondents have visited Malaysia 1-2 times, whereas the highest was recorded at 49.4% (61 respondents) with more than 6 times, followed by 16.9% (21 respondents) about 3-4 times, and the least with 9.7% (12 respondents) about 5-6 times. Lastly, 8.9% (11 respondents) of the respondents preferred to travel alone, while the highest includes traveling with friends with 46.8% (58 respondents), followed by 29.8% (37 respondents) with family, 4.0% (5 respondents) who travelled with others, and the lowest with kids with 0.8% (1 respondent).

### Reliability Test

A reliability test is used to measure a system's stability and overall performance over the given period and with different specific sets of testing conditions. A pilot study was conducted on 30 respondents before commencing the actual study on 384 respondents using an online survey.

Table 3: Reliability Test Results

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Destination Preferences	5	0.838	Very Good
Psychological Factors	5	0.814	Very Good
Social Interaction	5	0.826	Very Good
Exploration	5	0.908	Excellent
Overall variables	20	0.949	Excellent

Table 3 shows the overall Cronbach's alpha coefficient values for the independent and dependent variables. Based on the table, all of the variables were above the value of 0.8, and the value for the overall variables was 0.949. Therefore, the variables are reliable and can be accepted for this study. Five questions were used to measure the personal variable influencing international

tourists in Malaysia and the Cronbach's alpha value for this section was 0.838, which is considered very good. Thus, the coefficient value obtained for the questions in terms of the destination preferences variable is reliable.

Next, the Cronbach's alpha values for psychological factors and social interaction were 0.814 and 0.826, respectively, which are considered very good while the value for exploration was 0.908, which is considered excellent. This shows that the respondents understood the questions well; hence, the questionnaires were approved for this analysis.

### Descriptive Analysis

This study has analyzed the mean and standard deviation for the variables of destination preferences, psychological factors, social interaction, and exploration (see Table 4).

Table 4: Descriptive Statistics

Variable	N	Mean	Standard Deviation
Destination Preferences	124	8.5081	1.55284
Psychological Factors	124	8.5081	1.46646
Social Interaction	124	8.6145	1.58369
Exploration	124	8.8323	1.58312

Table 4 displays the independent variables and the dependent variable based on the mean and standard deviation analysis. Psychological factors, social interaction, and exploration are the independent variables of this study, whereas the dependent variable is destination preferences. The highest mean value was recorded by the exploration variable with 8.8323, which was agreed more by the respondents, and followed by social interaction with 8.6145 and psychological factors with 8.5081 while the mean for the dependent variable was 8.5081.

### Pearson's Correlation

Pearson's correlation analysis is an important analysis that measures the linear relationship between two variables. The objectives of this analysis are to determine whether correlations exist between the independent variables (personal, social, and exploration factors) and the dependent variable (destination preferences). If the relationship is significant, the researchers must decide whether the level of strength of the association is acceptable.

### Hypothesis 1

H<sub>1</sub>: There is a relationship between psychological factors and destination preferences among international tourists in Malaysia.

Table 5 illustrates Pearson's correlation coefficient based on the significant value and the number of cases with 124. The p-value was 0.000, which is below the significance level of 0.01. The correlation coefficient of 0.813 indicates a high positive correlation between psychological factors and destination preferences among international tourists in Malaysia.

Table 5: Correlation Coefficient for Psychological Factors and Destination Preferences among International Tourists in Malaysia

		Destination Preferences	Psychological Factors
Destination Preferences	Pearson Correlation	1	0.813**
	Sig. (2-tailed)		0.000
	N	124	124
Psychological Factors	Pearson Correlation	0.813**	1
	Sig. (2-tailed)	0.000	
	N	124	124

## Hypothesis 2

H<sub>2</sub>: There is a relationship between social interaction and tourist destination preferences among international tourists in Malaysia.

Table 6: Correlation Coefficient for Social Interaction and Destination Preferences among International Tourists in Malaysia

		Destination Preferences	Social Interaction
Destination Preferences	Pearson Correlation	1	0.809**
	Sig. (2-tailed)		0.000
	N	124	124
Social Interaction	Pearson Correlation	0.809**	1
	Sig. (2-tailed)	0.000	
	N	124	124

Table 6 illustrates Pearson's correlation coefficient based on the significant value and the number of cases with 124. The p-value was 0.000, which is below the significance level of 0.01. The correlation coefficient of 0.809 suggests a high positive correlation between social interaction and destination preferences among international tourists in Malaysia.

### Hypothesis 3

H<sub>3</sub>: There is a relationship between exploration and destination preferences among international tourists in Malaysia.

Table 7: Correlation Coefficient for Exploration and Destination Preferences among International Tourists in Malaysia

		Destination Preferences	Exploration
Destination Preferences	Pearson Correlation	1	0.841**
	Sig. (2-tailed)		0.000
	N	124	124
Exploration	Pearson Correlation	0.841**	1
	Sig. (2-tailed)	0.000	
	N	124	124

Table 7 illustrates Pearson's correlation coefficient based on the significant value and the number of cases with 124. The p-value was 0.000, which is below the significance level of 0.01. The correlation coefficient of 0.841 suggests a high positive correlation between exploration and destination preferences among international tourists in Malaysia.

Table 8: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion	Conclusion
1	0.000	Accepted	0.813	High	Positive
2	0.000	Accepted	0.809	Correlation	Positive
3	0.000	Accepted	0.841	High Correlation	Positive Correlation

To measure the linear relationship between two variables as per the research objectives, a correlation analysis was conducted. Table 8 shows a summary of correlation analysis, which indicates high positive relationships between psychological factors, social interaction, and exploration with destination preferences among international tourists in Malaysia.



## DISCUSSION AND RECOMMENDATIONS

Since this study only focuses on foreign tourists in Malaysia, the current study suggests that further studies can also be carried out on both international and local tourists to see any similarities in the findings. This study can produce different results if the study had included all tourists in Malaysia, both international and local. Therefore, other tourists can also be selected to answer the questionnaires instead of focusing only on international tourists.

Next, the current study only focuses on three factors, namely psychological factors, social interaction, and exploration, which are believed to influence destination preferences among international tourists in Malaysia. However, this study might have ignored other significant factors that also play an important role in influencing destination preferences among international tourists in Malaysia. Therefore, future researchers can employ other variables such as physical factors to obtain new findings related to this context.

## CONCLUSION

As a conclusion to this study, it can be deduced that the researchers have delivered the aim of this study with regard to the issue highlighted in the study. Briefly, this study aims to examine the relationships between psychological factors, social interaction, and exploration that influence international tourists' destination preferences in the context of Malaysia. A total of 124 respondents had participated in this study and the results showed that the relationships between psychological factors, social interaction, and exploration with destination preferences among international tourists in Malaysia are accepted.

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# Factors That Attract Local Tourists to Visit Kelantan

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## ABSTRACT

Kelantan is one of the most popular local tourist destinations in Malaysia; hence, the purpose of this study is to examine the factors that attract local tourists to visit Kelantan. The independent variables used in this study are the local food, local culture, and Islamic values, while the dependent variable is the factors that attract local tourists to visit Kelantan. This study used a quantitative method and convenience sampling technique to collect data from a total of 150 respondents who have been to Kelantan and intend to visit Kelantan in the future using an online questionnaire survey (Google Forms) through social media. The data were analyzed quantitatively using SPSS, whereby the statistical tests used in this study include the Reliability Test, Descriptive Test, and Hypothesis Testing (Pearson's Correlation). Based on the findings, local food, local culture, and Islamic values are proven to be positively correlated to the factors that attract local tourists to visit Kelantan. This study has further strengthened the claim of previous research on how local food, local culture, and Islamic values influence the current dependent variable. Lastly, this study significantly contributes to academia and the industry in Kelantan based on local food, local culture, and Islamic values as the contributing factors.

**Keywords: local food, local culture, Islamic values, local tourist arrivals**

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## INTRODUCTION

Tourism is the key driver in contributing to a country's gross domestic product, which reduces unemployment and improves the social development of the locality. Undoubtedly, there are various unique local cultures and attractions in Kelantan, which play an important role in boosting the state and the country's economy. Hence, the objective of this study to examine the factors that attract local tourists to visit Kelantan, namely local food, local culture, and Islamic values. Kelantan is known as the 'Cradle of Malay Local culture' and this study will observe whether the cultural factor affects local tourists' intention to visit Kelantan. The development of local and regional cuisines has been identified as a platform for local tourist attractions by various researchers. Culinary tourism, or travel for local food, has become a trend in Kelantan and this study will prove if local food indeed influences local tourist motivation. The religious conservative concept for Islamic tourism is also based on the conservative interpretation and understanding of Islam, which includes merging elements of Islamic lifestyle with the modern tourism industry that could indeed present a new tourism experience.

Therefore, the following objectives have been developed in this study:

1. To investigate the relationship between local food and local tourist motivation to visit Kelantan.
2. To investigate the relationship between local culture and local tourist motivation to visit Kelantan.

3. To investigate the relationship between local Islamic values and local tourist motivation to visit Kelantan.

## **Significance of The Study**

### **Academic Contribution**

This study will fill the literature gaps and simultaneously increase the knowledge about the factors that attract local tourists to visit Kelantan. Generally, local tourists will gain more knowledge of local food, local culture, and Islamic values in Kelantan and further promote this knowledge to others.

### **Industrial Contribution**

The results of the study will show the significance of local food, local culture, and Islamic value to the tourism industry in Kelantan. Since local tourists contribute to the state of Kelantan in terms of income, sales, profits, tax revenues, and jobs, this will positively and directly help improve the industry in Kelantan such as the local food industry, besides contributing to the development of Kelantan and increasing the local economy.

## **LITERATURE REVIEW**

### **Motivation**

According to Fodness (1994), local tourist motivation is the driving force behind people's behavior in traveling. As such, in line with this study, there must be reasons for why the local tourists choose Kelantan as a travel destination. The theories used in this study are Maslow's Hierarchy of Needs Theory, Theory of Planned Behavior (TPB), and Dann's Theory.

### **Local food**

One of the central functions of tourism is to provide a local food experience. According to Hobsbawn and Ranger (1983), cuisines that are highly known for their taste and quality can be developed into tourism products. By applying Maslow's Hierarchy of Needs theory to the context of Kelantan tourism, physiological needs are the basic that can be related to the behavior of the travelers during their trip, including clean water and a good restaurant, besides the public facilities and accommodation provided. On the other hand, Perceived Behavioral Control in TPB refers to the potential constraints of intended actions, such as available resources (Liska, 1984) and opportunities (Sarver, 1983). Dann (1997) also shared his opinion about how the push factor influences local tourist decision-making such as money and time. This proves that the availability of resources in Kelantan relatively affects local tourist motivation to visit a destination in gastronomy tourism.

### **Local culture**

The local culture has a complex definition from the way of life to historical inheritance, knowledge, the transmission of values, or other descriptions and it can be described as the way of life of a country or society (Gyekye, 1998). In this regard, cultural attributes refer to Kelantan's history, traditional occasion, historical sites, architecture, arts, museums, multicultural regions, linguistic

diversity, local people, and local food (Cheang, 2011). For instance, Kota Bharu is rich in various local cultural attributes; however, the local tourists' perception of these attributes remains unclear. Hence, the TPB explains the relationship between people's attitude and their behavior in choosing their travel destination, besides measuring the extent to which an individual has a favorable or unfavorable evaluation of the behavior. Kelantan cultural tourism will describe the local identity and local tourists' evaluation with regard to its local culture.

### **Islamic values**

Islamic values might be one of the factors attracting local tourists to visit Kelantan since it is known as "Kota Serambi Mekah". As reported by Hashim et al. (2007), only Kelantan state's homepage includes Muslim prayer schedules, while no other homepages contain information on halal local food or Muslim tips or practices for non-Muslims. This will indeed serve as a good experience to the local tourists of the Islamic environment. Fatima, Naeem, and Rasool (2016) in their study on the perception of individuals or local tourists with regard to religious tourism measured the safety and security dimension. In fact, the second need in Maslow's (1943) pyramid includes safety as the need to be considered because a safe and secure environment can attract more visitors to the destination as they will feel protected from any threats during their stay. According to Dann (1997), the push factors can be explained as intrinsic factors or internal drives that urge an individual to travel such as longing for religious needs of factors that encourage people to travel, specifically with regard to an individual's socio-psychological needs that should meet the local tourists' expectations in terms of the level of Islamic values in Kelantan such as Islamic buildings and practices.

### **Research Hypotheses**

Based on the discussion above, the following hypotheses were formulated in this study:

H1: Local food has a relationship with local tourist motivation to visit Kelantan.

H2: Local culture has a relationship with local tourist motivation to visit Kelantan.

H3: Islamic values have a relationship with local tourist motivation to visit Kelantan.

### **Research Framework**

Figure 2.1 shows the research framework used to study the relationships between local food, local culture, and Islamic values (independent variables) and local tourist motivation to visit Kelantan (dependent variable). A conceptual framework is a structure that will hold and support a theory in a research study, which introduces and describes the theory that explains the existence of the research problem.

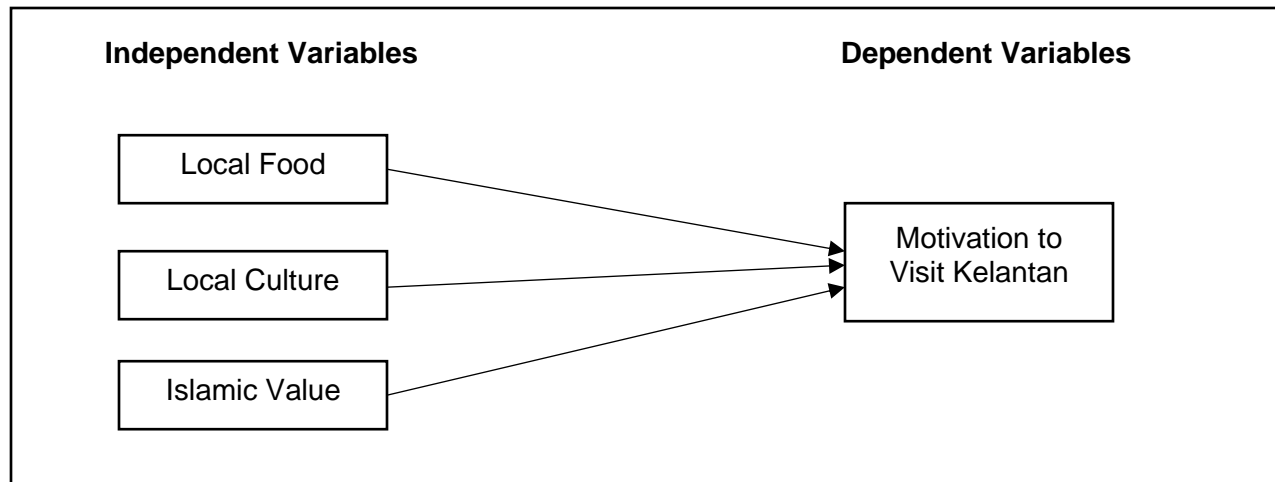


Figure 1: Conceptual Framework of Local Tourist Motivation to Visit Kelantan

## METHODOLOGY

### Research Design

This study employed a quantitative research design using a cross-sectional survey, which allows this study to obtain evidence or test hypothesis regarding the relationships between the independent and dependent variables (Kumar, Talib, & Ramayah, 2013). The data for this study were gathered using an online questionnaire, which was collected from the respondents at one time. Convenience sampling was utilized in this study to choose the participants and the items in the questionnaire were measured using the Rosenberg Self Esteem Scale.

### Data Collection

In order to distribute the questionnaires effectively, the researchers had agreed to use Google Forms to reach the respondents. The questionnaire consists of three sections, namely Section A, Section B, and Section C. In the first section, the respondents were required to fill in their demographic information. Subsequently, the next section discusses the independent variables, namely local food, local culture, and Islamic values in Kelantan. In the last section, the respondents' opinions regarding the dependent variable, namely local tourist motivation to visit Kelantan will be asked and measured. The sample was chosen based on the set of predetermined criteria, particularly those who have been or have the intention to travel to Kelantan. The questionnaires were distributed online using social media platforms such as WhatsApp, Facebook, and Instagram.

### Sampling

Sampling in quantitative research is aimed at achieving representativeness (Saunders et al., 2009). The main goal of convenience sampling is to discover which travel motivation (local food, local culture, and Islamic values) is most positively correlated with the local tourists' intention to visit Kelantan. The unit of analysis includes individuals who have been to are planning to go to Kelantan. Since online questionnaires were used, the number of questionnaires distributed could not be fixed; however, only a total of 150 returned questionnaires were usable in this study.

## Data Analysis

Three types of data analyses were used in this study, namely descriptive, reliability, and correlation analyses. The data obtained were analyzed using Statistical Package for the Social Sciences (SPSS). Descriptive analysis is a process to determine or to identify the frequency of respondents choosing the same answer. This analysis provides all data such as the respondents' demographic details, frequent distribution, and so on. The reliability test functions to ensure that the distributed questionnaires can measure the variables proposed in this study, namely local food, local culture, Islamic values, and motivation to visit Kelantan. The measurement determines whether all of the items in each variable in the questionnaire are related or reliable. Meanwhile, correlation analysis is a statistical tool used in the study to define the relationship between two variables or datasets, as well as to investigate the strength of the relationship.

## FINDINGS

### Demographic

A total of 150 respondents were selected and the results based on the collected data were summarized. 136 respondents (90.7%) had travelled to Kelantan, while 14 respondents (9.3%) have no experience traveling to Kelantan. The detailed results for the demographic profile of the respondents are shown in Table 4.1 below.

*Table 1: Demographic Profile of Respondents (N=150)*

	Frequency (n)	%
<b>Gender</b>		
Male	76	50.7
Female	74	49.3
<b>Race</b>		
Malay	117	78.0
Chinese	17	11.3
Indian	12	8.0
Bumiputera	1	0.7
Sabah	2	1.3
Sarawak	1	0.7
<b>Marital Status</b>		
Single	91	60.7
Married	43	28.7
Divorced	16	10.7
<b>Occupation</b>		
Government	32	21.3
Private	18	12.0
Self-Employed	17	11.3
Student	68	45.3
Unemployed	12	8.0
Statutory Body	1	0.7
Retired	2	1.3

<b>Reason for Traveling</b>		
Leisure	80	53.3
Business	13	8.7
Meeting Friends or Relatives	52	34.7
Family Vacation	1	0.7
Peace	1	0.7
More Money	1	0.7
Strengthening Family Ties	1	0.7
More Money and Time	1	0.7

### **Reliability Analysis**

Reliability analysis was carried out using Cronbach's alpha output. Generally, Cronbach's alpha is widely used to evaluate the internal consistency of a psychometric instrument, and its popularity is largely based on a straightforward interpretation in terms of correlations, its ease of calculation, and the guidance it gives to building a single-dimensional scale. Reliability analysis measures the internal consistency between items within a scale. Table 4.2 presents the results based on Cronbach's alpha values of the variables.

*Table 2: Reliability Analysis Results based on Cronbach's Alpha Value*

Variable	Number of Items	Cronbach's Alpha
Local food	4	0.9
Local culture	4	0.8
Islamic values	5	0.9
Local tourist motivation	3	0.9

Table 4.2 indicates the Cronbach's alpha values of the variables in the questionnaires, which range from the lowest acceptance level (0.8) to the highest acceptance level (0.9). Four variables have been tested using reliability Cronbach's alpha output. Based on the results, local food was found to have very high reliability (4 items;  $\alpha = 0.9$ ), followed by Islamic values (5 items;  $\alpha = 0.9$ ) and local tourist motivation (3 items;  $\alpha = 0.9$ ). Meanwhile, local culture was found to have high reliability in terms of correlation strength (4 items;  $\alpha = 0.8$ ).

The variables of local food, local culture, Islamic values, and local tourist motivation were maintained. The existing variables that remain with four items include local food and local culture, while the variable of Islamic values comprises five items since the Cronbach's alpha results were above the acceptance level, and the local tourist motivation variable entails three items. Therefore, the overall data were considered suitable for further analysis.

### **Hypothesis Testing**

Table 4.3 indicates the correlation analysis results for the factors that influence local tourist attraction to visit Kelantan with regard to local food, local culture, Islamic values, and travel motivation. Table 4.4 indicates a summary of the hypothesis testing in this study.



Table 3: Pearson Correlation Analysis Results

	Local food	Local culture	Islamic values	Travel motivation
Local food	1	.440**	.469**	.475**
Local culture	.440**	1	.697**	.579**
Islamic values	.469**	.697**	1	.677**
Travel motivation	.475**	.579**	.677**	1

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

Table 4.3 indicates that Islamic values and travel motivation were significantly correlated with  $r = 0.677$ ,  $p < 0.01$ , and the correlation coefficient shows the strength of correlation between Islamic values and travel motivation. This proves that the Kelantan state is well-known as a state that is very concerned about Islamic values.

There was a statistically significant correlation between local culture and travel motivation with  $r = 0.579$ ,  $p < 0.01$ , indicating a moderate relationship between local culture and travel motivation. Besides, there was also a statically significant correlation between local food and travel motivation with  $r = 0.475$ ,  $p < 0.01$ , and the correlation coefficient showed a weak relationship between local food and travel motivation.

According to Hanan and Hamid (2017), Kelantan's local food image is the real Malay local food image preserved from generation to generation. Meanwhile, Kota Bharu, the capital city of Kelantan, is known as a 'cultural city' based on its vernacular Kelantanese Malay local culture (Harun, Ali, & Zawawi, 2011).

In conclusion, Islamic values and travel motivation were significantly correlated with a significant relationship; however, there were moderate and weak relationships between local culture and local tourist recommendation, as well as between local food and travel motivation. Table 4.4 indicates a summary of hypothesis testing in this study.

Table 4: Summary of Hypothesis Testing

	Hypothesis	Pearson's correlation result	
H <sub>1</sub>	There is a positive relationship between Islamic values and local tourist travel motivation.	$r = 0.677$ , $p < 0.01$	Supported
H <sub>2</sub>	There is a positive relationship between local culture and travel motivation.	$r = 0.579$ , $p < 0.01$	Supported
H <sub>3</sub>	There is a positive relationship between local food and travel motivation.	$r = 0.475$ , $p < 0.01$	Supported

Based on Table 4.4, all hypotheses were accepted at a 0.01 significance level. In this study, Pearson's correlation analysis was used to test the hypotheses and the significant relationships between variables (local food, local culture, and Islamic values with travel motivation).

## **DISCUSSION AND RECOMMENDATIONS**

To improve the quality of the study, the researchers have identified some limitations and come up with several recommendations for a better study. The limitations include technical problems such as poor Internet connection that interrupted the survey process and gadget breakdown. Other than that, dishonest responses might affect the study due to social desirability bias. In this case, future researchers can limit only one response for one account and ask them to fill their email to avoid any fake entries. Next, since there are only three independent variables in the current study, other variables such as Islamic education and geographical factor can be included in the future. Another limitation is the convenience sampling technique, which has limited the generalization of the study. Lastly, in terms of practical recommendations, the government should play a role in promoting tourism in Kelantan, such as by considering the ways to allocate a greater share of tourism revenue to the provincial government in order to provide better public facilities and security for the tourism industry in Kelantan.

## **CONCLUSION**

This study examined local tourist intention to visit Kelantan, particularly Malaysians who have already travelled to Kelantan and those who will visit Kelantan in the future. Based on the research findings, the independent variables of local food, local culture, and Islamic values were found to influence the dependent variable, which is local tourist intention to visit Kelantan with positive correlations between variables. The research objectives and questions have also been achieved and answered. Furthermore, the theories used in the study also play a role in influencing local tourist motivation to choose Kelantan as a travel destination. Limitations such as technical, methodological, and other related problems have been identified and a few recommendations were provided to improve future research, such as by considering other variables and sampling methods. Overall, the researchers have successfully proven the efficiency of the study with regard to the factors that attract local tourists to visit Kelantan.

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# Factors That Influence Tourist Satisfaction Towards Heritage Museums in Kelantan

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## ABSTRACT

This study investigates the factors that influence tourist satisfaction towards heritage museums in Kelantan, particularly the factors seen by tourists when visiting museums. This study focuses on improving tourist satisfaction and deciding whether these variables could be better managed between travel environment, accessibility, infrastructure, heritage attraction, and tourist satisfaction towards heritage museums in Kelantan. In this context, tourist satisfaction is the main attraction in ensuring that tourists are happy after visiting the museums. A quantitative method was used in this study through online surveys with a sample size of 376 respondents who have already visited Kelantan heritage museums. Reliability test and Pearson's correlation would be used for data analysis and the results showed a moderate correlation between travel environment and tourist satisfaction. This study offers knowledge that might help the tourism industry improve the museum's quality in Kelantan.

**Keywords: Museums, Tourist Satisfaction, Travel Environment, Accessibility, Infrastructure, Heritage Attraction**

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## INTRODUCTION

Heritage tourism is one of the growing tourism products in Malaysia; thus, good marketing will increase the demand for heritage tourism and benefit the Malaysian tourism industry, which is booming at the moment because Malaysia is one of the countries most favoured by foreign tourists as well as domestic tourists who contribute to the country's income. As such, most of the country's revenue comes from the tourism sector. Based on an annual research report by The World Travel and Tourism Council (WTTC) with their strategic partner Oxford Economics, Travel, and Tourism in 2013, the tourism industry contributed to 9.5% of the world's Gross Domestic Product (GDP) (USD 7 trillion) (Langkawi et al., 2015). Malaysia is a unique country owing to the different races and ethnicities of its people with different cultural heritage and religion, living peacefully in a peaceful country. Malaysia also has various tourism concepts such as eco-tourism and agro-tourism that can attract tourists to Malaysia. For instance, local and foreign tourists are eager to visit the museums in Malaysia. In fact, Malaysian heritage museums are tourist attractions; hence, to determine the satisfaction of visitors who visited the museums, the researchers intended to conduct this study.

This study aims to investigate the factors that influence tourist satisfaction towards heritage museums in Kelantan. Cultural and heritage tourism is the fastest-growing segment of the tourism industry because there is a trend towards increased specialisation among tourists, which is evident in the increased volume of tourists who seek adventure, culture, history, archaeology, and interaction with local people (Huh, Uysal, McCleary, & Marketing, 2006).

Among the unique attractions in the state of Kelantan include heritage tourism, such as historical museums.

There are many historical museums in Malaysia; however, there are only nine museums in Kelantan, making this the main reason why Kelantan can attract tourists to come to the state that is located on Malaysia's east coast. Among the museums available in Kelantan are state museums such as *Muzium Adat Istiadat (Istana Jahar)*, *Muzium Diraja (Istana Batu)*, *Muzium Kraftangan*, *Muzium Islam*, *Muzium Perang (Kerapu Palace)*, *Muzium Kuala Krai*, *Balai Seni Lukis Kelantan*, and *Muzium Wau*. Kelantan is also known as a state with many traditions that have been hereditary to this day. Kelantan is also strongly associated with various cultures, which further enriches and enhances the state's uniqueness.

However, due to technological advancement, heritage museums are becoming obsolete. Researchers around the world have proven that museums are an economic generator that helps promote local economic development through tourist visits (Smith, 1994). This shows that despite the advanced technology around us, museums still need a physical appearance to fill the technology's content. Four objectives are addressed in this study:

1. To identify the relationship between travel environment and tourist satisfaction towards heritage museums in Kelantan.
2. To analyse the relationship between accessibility and tourist satisfaction towards heritage museums in Kelantan.
3. To determine the relationship between infrastructure and tourist satisfaction towards heritage museums in Kelantan.
4. To investigate the relationship between heritage attraction and tourist satisfaction towards heritage museums in Kelantan.

## **Significance of The Study**

### **Researchers**

This study will indicate the factors that influence tourist satisfaction towards heritage museums in Kelantan. This study is critical in delving into the techniques that have yet to be studied in prior literature in the Malaysian context. Hence, it is significant for the tourism industry's growth, especially the museums in the heritage tourism market. This can provide many benefits to heritage museum tourism, especially to travel marketers. Segmenting the heritage museum tourism market can let the travel planners understand more about their market.

### **Owners**

Firstly, understanding what tourists are looking for in the heritage attractions or museums can help travel marketers better understand their customers and they can benefit from the detailed analysis of the demographic part to understand their customers. Secondly, determining visitors' attractiveness to heritage destinations or museums can help travel planners develop strategies to attract customers. Thirdly, knowing the satisfied customers can reduce the costs of marketing their product or services. As such, this can also provide effective enhancement to the sustainability of heritage museums.

## **Consumers**

This study contributes to the knowledge system in satisfaction research. The study results should strengthen the understanding of the relationship between satisfactory travel factors and the purchase of heritage museum products.

## **LITERATURE REVIEW**

### **Tourist Satisfaction towards Heritage Museums**

The concept of tourist satisfaction is particularly relevant and challenging to deal with since tourist product is “complex” by definition (Smith, 1994). Customer satisfaction can be referred to as customer experience after they have visited the museums. In this regard, the researchers will survey their expectations of the museums prior to their visits. This is important because it can help the museum staff to suitably improve customer expectations. Besides, feedback satisfaction is vital for the researchers to study in terms of whether or not the customers gain the best experience in heritage museums, which should be improved if there are any flaws.

Moreover, the tourists that the researchers are focusing on are the young generation. Thus, tourist satisfaction is essential to measure whether heritage museums can attract the young generation. This will affect the odds of success towards providing “a positive image of the destination, loyalty to tourist destination (tour desk), and in further stage satisfaction perceived by themselves to be increased via such variables” (Getz et al., 1999; Coban, 2012; Rajesh, 2013; Zweegers, 2018).

### **Travel Environment**

The travel environment is one of the most important elements that tourists will remark when visiting a heritage museum. According to Oxford Learner's dictionary (2020), travel means going from one place to another, especially over a long distance. For example, travelling all over the world. Meanwhile, the environment refers to the condition in which a person, animal, or plant lives or operates, where an activity occurs. In this study, the researchers will discover the factors that influence tourist satisfaction towards heritage museums in Kelantan. Ashworth (2009) suggested that local heritage tourist experience is short, with visits to particular towns measured in hours and to a specific site or exhibit better measured in minutes or even seconds.

### **Accessibility**

Norhasimah Ismail, Tarmiji Masron, and Azizul Ahmad (2014) mentioned that accessibility in heritage museums in Kelantan is important to be addressed as ‘heritage’ is valued as a significant aspect of Malaysian tourism industry. Besides, heritage is seen as a catalyst for the Malaysian tourism industry's growth locally and globally (Ministry of Tourism and Culture Malaysia, 2015). Thus, excellent accessibility will influence tourist satisfaction to revisit heritage museums in Kelantan. Accessibility can entail many different fields such as transport, education, and arts. However, Mr. Damjan TATIC (2015) indicated that accessibility in the context of culture is defined as the adaption, measures, and welcoming actions that provide welfare and access to cultural activities for people with disabilities and other audiences.

## **Infrastructure**

Infrastructure is an important aspect in determining the development of an area. According to Gunn (2002) and Inskeep (1991), a tourist destination's potential attractiveness is the country's necessary infrastructure. Crouch and Ritchie (1999) stated that tourism development plans would not succeed without essential infrastructures such as roads, ports, electricity, and water. Meanwhile, heritage tourists concentrate on the story of a community and the places of interest through interpretations of cultural landscapes and the conservation and preservation of historical appearance (National Association of Tribal Historic Preservation Officers, 2011).

## **Heritage Attraction**

Heritage attractions present one's legacy and are, therefore, logically, not another (Tunbridge and Ashworth, 1996: 21). However, the world of heritage attractions invokes strong feelings and elicits many tourist visits (Timothy, 1997). In Malaysia, the government provides RM 6 billion for the tourism industry to upgrade and improve three tourist locations to attract more tourists, and most importantly to retain the locations for future use. However, despite some suggestions published by Davice and Prentice (1995) in investigating visiting behaviours, most studies continued with researching people at the gates of the heritage attractions rather than looking for those who avoid such attractions, wherever they may be (Prentice et al., 1998).

## **Research Hypotheses**

The following four hypotheses have been discussed in this study:

H1: There is a significant relationship between travel environment and tourist satisfaction towards heritage museums.

H2: There is a significant relationship between accessibility and tourist satisfaction towards heritage museums.

H3: There is a significant relationship between infrastructure and tourist satisfaction towards heritage museums.

H4: There is a significant relationship between heritage attraction and tourist satisfaction towards heritage museums.

## **Research Framework**

Based on the literature review, a conceptual framework has been developed, which includes four independent variables and one dependent variable. The independent variables are travel environment, accessibility, infrastructure, and heritage attraction, while the dependent variable is tourist satisfaction towards heritage museums (see Figure 1).

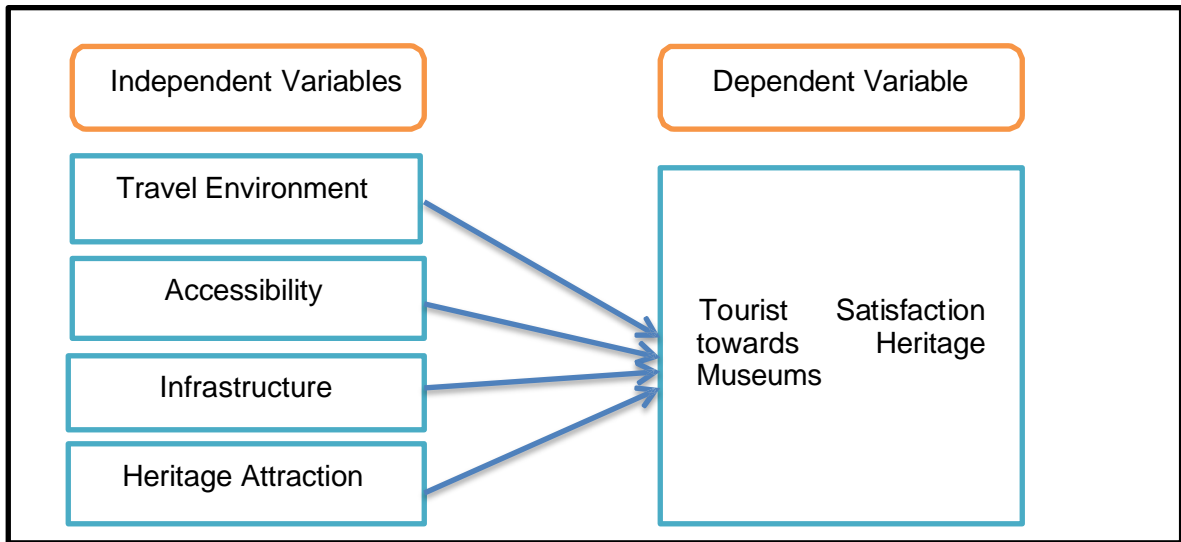


Figure 1: Research Framework

## METHODOLOGY

### Research Design

The research design includes a quantitative method. Quantitative research can be defined as the study of systematic phenomena by collecting measurable data and performing statistical, mathematical, or statistical techniques (Adi Bhat, 2020). It is also used to quantify behaviours, opinions, attitudes, and other variables and make generalisations from a larger population (Formplus, 2019). Researchers prefer to use a quantitative method rather than a qualitative method because it involves a large amount of data to be collected and analysed statistically. Next, the researchers have more control over how the data would be collected, and external perspectives can also be obtained through this quantitative research method. Finally, quantitative research is focused on the design, which is determined priorly, and the analysis used to test a theory in terms of either it will ultimately support or reject the research hypotheses.

### Data Collection

In the first stage, the researchers collected primary data from first-hand sources using methods such as surveys, interviews, or experiments. The second stage of data collection includes fieldwork; however, this was conducted through an online platform. The researchers used questionnaires through Google Forms to be distributed to the young generation who visited the museums in Kelantan. In the questionnaires, the researchers will set one particular question to identify whether or not the respondents meet the criteria before answering the survey.

### Sampling

In this study, a non-probability sampling will be used to determine the number of respondents. Non-probability sampling is defined as a sampling technique where the odds of any member being selected for a sample cannot be calculated (Stephanie, 2015). Besides, a snowball



sampling, which is also called a snowball sampling method or chain-referral-sampling of a hidden population begins with a convenience sample of the initial subject. If a random sample could be drawn, the population would not restrict as hidden (Etikan I, 2015). He also stated that this sampling method generates biased samples because only certain respondents with a significant number of social connections can provide investigators with a higher proportion of other respondents with characteristics similar to those of initial respondents.

To achieve a reliable and valid sample for this study, the researchers used the following equation proposed by Krejcie & Morgan (1970) to determine the sample size:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95%

(3.841) p = proportion of population (if unknown, 0.5)

### Data Analysis

Data analysis refers to a process or attempts to process data into new information so that the data characteristics are easier to understand and useful for solving problems, especially those related to research. Data analysis can also be defined as an activity undertaken to transform data from research into new information that can be used to draw conclusions. In general, data analysis aims to explain data for a more realistic understanding and further generates a conclusion. A decision from data analysis is derived from a sample that is generally based on hypothesis testing or the research hypotheses. In this study, the researchers would analyse the data through descriptive statistics, reliability test, and Pearson's correlation coefficient using Statistical Package for the Social Sciences (SPSS) software.

### FINDINGS

In this study, a reliability test was performed based on the data gathered from 376 respondents through the online survey process, measured using Cronbach's alpha coefficient values that range from 0.658 to 0.807. This indicates that the results range from good to very good where the infrastructure component has the maximum Cronbach's alpha value of 0.884, followed by accessibility with 0.829, tourist satisfaction with 0.802, and travel environment with 0.738. Thus, it can be deduced that all variables have fulfilled the minimum reliability criterion as the Cronbach alpha coefficients of all variables were greater than 0.6.

As for the descriptive analysis of the independent variables, the maximum mean value was 4.49 for heritage attraction, followed by travel environment with 4.37 and accessibility with 4.32. However, infrastructure has the lowest mean value with 4.14. Overall, the total mean value was 4.05. Therefore, this study concludes that heritage attraction has the biggest effect on the happiness of the heritage museum visitors.

Table: Correlation

		Tourist Satisfaction
Travel Environment	Pearson Correlation	.611**
	Sig. (2-tailed)	.000
	N	376
Accessibility	Pearson Correlation	.480**
	Sig. (2-tailed)	.000
	N	376
Infrastructure	Pearson Correlation	.294**
	Sig. (2-tailed)	.000
	N	376
Heritage Attraction	Pearson Correlation	.566**
	Sig. (2-tailed)	.000
	N	376

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

\* . Correlation is significant at the 0.05 level (2-tailed)

The researchers further carried out a correlation analysis to calculate the linear association between two variables as defined by the purpose of this study. The correlation analysis results indicated a moderate correlation between travel environment and tourist satisfaction with 0.611, while heritage attraction and tourist satisfaction have a moderate correlation with 0.566, followed by accessibility and tourist satisfaction with a moderate correlation with 0.480, and the lowest correlation between infrastructure and tourist satisfaction with only 0.294. The correlations between these variables are shown in the table below.

## DISCUSSION & RECOMMENDATIONS

### Travel Environment

Based on Pearson's correlation results, the researchers identified a moderate, significant relationship between travel environment and tourist satisfaction towards heritage museums. Hence, the travel environment can positively influence tourist behaviour such as exploring specific environments around heritage museums (Bonn, 2007). Particularly, most of the respondents were satisfied with the museums' safe and secure environment, thus influencing their satisfaction.

### Accessibility

Based on the results of this study, there was a moderate, significant relationship between accessibility and tourist satisfaction towards heritage museums. Thus, it can be said that the museum design including its strategies and practices, especially the appropriate indoor design and logical arrangement of the places have satisfied the tourists' demand. According to Sarraf and Bruno (2017), accessibility in museums can be understood as the right to reach, perceive, use, and participate in everything offered for general visitors with respect and dignity.

## **Infrastructure**

The results indicated a low significant relationship between infrastructure and tourist satisfaction towards heritage museums. The tourists are more focused on the heritage museum sites and not paying attention to infrastructures such as restaurants, shop facilities, and accommodation. However, not all infrastructure elements have more satisfaction levels than tourist expectations. There is no clear list of infrastructures needed in the world's heritage site (Jamil et al., 2012).

## **Heritage Attraction**

Based on the above findings, the researchers identified a moderate, significant relationship between heritage attraction and tourist satisfaction towards heritage museums. The respondents agreed that museums are filled with historical elements and this influences them to visit the museums. According to Tunbridge and Ashworth (1996: 21), heritage attraction presents one person's legacy and is, therefore, logically not another.

## **RECOMMENDATIONS**

Based on the research results, the researchers would like to point out several recommendations for future works. Firstly, future studies should know the target respondents and decide where, when, and how to meet them. This does not only assist in selecting the right respondents for the survey but also in gaining more valuable feedback. Furthermore, this creates a well-designed study to generate more participation from the respondents. The questions should also be strategically organised, short, descriptive, and adequately evaluated so that the respondents do not have any issues with the survey. Apart from that, the researchers also think that this study should not be done simply by surveying everyone. The manual survey can be made more accessible by reaching out to the respondents and explaining the survey beforehand. Finally, future researchers need to ensure that the application and the survey are mobile-optimised so that the respondents will not be confused with the data and can complete the survey properly.

## **CONCLUSION**

The results in this study are limited to current understanding only because the study mainly focuses on the factors that increase tourist satisfaction. Besides, the researchers must deliver this study in line with the problem addressed in this study. Briefly, this study examines the factors influencing tourist satisfaction towards heritage museums in Kelantan, and the four main factors influencing tourist satisfaction towards heritage museums in Kelantan are travel environment, accessibility, infrastructure, and heritage attraction. The research framework is also focused on the literature review; hence, the researchers decided to examine the relationship between each independent variable factor and the dependent variable.

Other than that, this study offers knowledge that may be useful for the tourism industry in terms of developing the museums' quality in Kelantan to attract more visitors to visit these heritage museums. Several factors need to be underlined and improve best in the future. This is because the younger generation nowadays is not interested in visiting museums because, to them, such places are boring and do not entertain them compared to other tourism destinations.

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# Factors Influencing Tourists' Food Preferences at Georgetown, Pulau Pinang

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## ABSTRACT

The government of Malaysia (2015) reported that Malaysia's tourism industry is the second major economic contributor after manufacturing. Malaysia also is one of the countries that is popular for food culture or gastronomy tourism. The research aims to identify the factors that influences tourist's food preference towards travel destination. The t predetermined factors that is expected to influence tourists' food preferences are motivation, culture and religion, exposure effect and experience factor. The data collection has been done through a structured questionnaire and analysed with SPSS data analysis software.

**Keywords: Food tourism, Gastronomy Tourism, Food Preference, Travel Destination**

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## INTRODUCTION

United Nation World Tourism Organization (UNWTO) (2008) describes travel as an activity done by a traveller. A visitor is a traveller taking a trip from outside of their normal environment to a destination for less than a year for some main purpose (business, leisure or other personal purpose) other than being employed by an individual in the country or place visited. From the definition given above, it is understandable that many people are struggling to see much of differences between the tourism industry and the travel industry. People travel for various purpose namely; business, religious activity, medical facilities and experience the nature. The main purpose of travel determines the types of travel that one engages in, such as, medical tourism, ecotourism, cultural tourism, religious tourism, food tourism (Gastronomic) and many more. There are also some who travel for leisure and experience.

According to Everett & Slocum (2013), food tourism refers to physical activities influenced by a passion to get involved with local food. In other words, 'food tourism' engages with the physical body and sensual experience of a traveller. Whereas, 'culinary tourism' refers to the cultural information gained through the physical experience. Researches related to food tourism has increased dramatically in recent years, with most studies focusing on food destinations, food tourists and hygiene concerns (Lee and Scott, 2015). Food tourism involves visitation to primary and secondary food producers, food festivals, restaurants and specific food tasting location and/or tasting the dishes of a particular chef (Hall & Mitchell, 2001; Kim, Duncan & Jai, 2013). Gastronomic tourism involves, visiting food producers, eating at festivals, restaurants and special places connected to a specific food along with tasting of a special dish by observing its creation and preparation processes from the hands of a very popular chef, as well as observing how a certain dish is being prepared (Hall et al. 2003; Hall & Mitchell, 2005). The purpose of this research is to examine the factors influencing tourist's food preferences at Georgetown, Pulau Pinang. Meiselman, R. Bell (2003), stated that food preferences are the evaluative attitudes shared by people towards food which includes the qualitative evaluation of food or how much people like and dislike it. In the context of tourism, Mak et al. (2012) defined food consumption as making

references to the tourists in selecting and consuming food in a particular tourism destination. Food and tourism have a very close relationship and food is the primary tourism resource (Henderson, 2004; Quan and Wang, 2004).

It is common to see restaurants; snack bars and street/hawker food stalls in Malaysia, where the tourist could discover various type of food. In this study, food tourism is defined as 'the act of visiting primary or secondary food producers, events, restaurants and unique location with good food taste and/or advanced food production area that serves as motivation for travel'. However, Elish and Ashleigh, (2018) highlighted that there is a lack of attempt to systematically address the factors affecting tourists' food preference. The Covid-19 phenomenon may affect the tourist's food preferences while travelling because the government only allows food delivery services instead of dine-in. Therefore, a thorough assessment is needed to determine the factors influencing tourist's food preference at travel destinations and to determine the most influential factor that influence tourist preference.

This study aims to investigate the factors that influence tourist's food preferences at Georgetown. This research has targeted on tourists who have already visited Penang for at least once in their life before. This research precisely aimed for the responses from both local and international tourists about their food preferences at Georgetown. Online surveys have been circulated by targeting several age groups for the best result.

There are four objectives in this research:

1. To examine the relationship between motivational factor and tourist's food preferences towards travel destination in Georgetown.
2. To examine the relationship between cultural and religious factors and tourist's food preference towards travel destination in Georgetown.
3. To examine the relationship between exposure effect and past experience factor that influence tourist's food preference towards travel destination in Georgetown.
4. To purpose the best factor in influencing tourists' food preferences towards travel destination in Georgetown.

## **Significance of the Study**

### **Academic Researcher**

Academician may refer this research to explain the concept of gastronomy tourism to the tourism industry and students from other institutes.

### **Restaurant Industry**

The restaurant managers may use this study to understand the tourists' food preferences while traveling.

### **Future Tourist**

This research may provide first-hand knowledge to the tourist on what to look for while selecting a destination to travel for a gastronomic experience.



## **LITERATURE REVIEW**

### **Definition of Food Tourism**

Currently, food has gained recognition from local government, tourism service providers, destination management associations, local authorities and researchers as an essential part of the tourism commodity, as well as enhancing the means to build competitiveness in the destination (Andersson, Mossberg & Therkelsen, 2017; Steinmetz, 2010). The terms 'food tourism,' 'culinary tourism,' or 'gastronomy tourism' have been used interchangeably in tourism context to describe the significance of people traveling to a particular destination for food and associated culinary activities (Ab Karim & Chi, 2010). Food is an influential factor in many destinations and has great potential to enhance the tourist experience (S. Kim & Iwashita, 2016; Long, 2004; Son & Xu, 2013). Food tourism in this research context is referred to tourists who aim to visit a particular destination to discover food experience based on the influence of the motivation, culture and religion, exposure and personal experience towards travel destination in Georgetown, Penang.

### **Tourist's Food Preferences**

Mak et al. (2012) explains that food choice is referred to the decision on food selection, and food intake is the amount of food consumed. Torres (2002), has scientifically justified that food consumption includes two primary dimension including food consumption habits and food preference, as it gives a more realistic and easier way to check on food consumption. Logue (1991) summarized that food liking, preferences; choice and intake aren't the same and is not associated with the behaviour of food consumption). Malaysian Culinary Food and Malaysian Street Food have three primary ethnic food tastes namely; Malay, Chinese and Indian. These current food consumption patterns are categorized based on food type, place and other customer groups (Ali & Abdullah, 2012).

### **Factors influencing Tourist's food preferences**

The symbolic dimension implies the motivators that indicate to the tourist the representative meaning of food consumption and include factors such as the discovery of community, experience and status (Mak, Lumbers, Eves & Chang, 2013). Although several researchers are beginning to draw attention to the motivational relationship and its influence on tourist food preferences, it has still been overlooked while exploring the relationship between tourist food preferences and food tourism.

The food tourist seeks local identity and authenticity, as food tourism also involves learning from various cultures. Packard and McWilliams, (1993) argued that religious beliefs have an impact on food consumption when certain foods are prohibited (e.g., Islam, Judaism), particular preparation methods are mandated (e.g., halal, kosher), or fasting or feasting practices are observed (e.g., Ramadan). Pizam and Sussmann (1995) imply that international tourists have been seen refusing local food in the host destination and often prefer to eat on their own and have no restrictions while eating street food at their base destination. ; Tourists are more likely to consider changes in 'secondary' foods that are eaten widely and not regularly and in daily basis, 'peripheral' foods that are consumed sporadically during vacation, and prefer to remain faithful to the 'core' foods which are consumed daily.

Literatures on food consumption acknowledge that exposure for such food appears to increase the desire. (Luckow et al., 2006; Stein et al., 2003). The exposure of tourists to a destination's food tourism, gained through previous visits, will increase their knowledge about the food and improve their preferences.

**Dann’s Theory of Push and Pull Motivations**

According to Dann (1997), multiple factors motivate tourists and/or travellers to visit specific places or destinations, and these factors can be classified as either push or pull motivations at the most basic level., As per the author, push factors can be explained as the internal drive which urge people to travel.

Based on the review over previous studies, this research adapted factors such as motivational factors, cultural and religious factor, and exposure effect and past experience factor as the independent variable and tourist’s food preference towards travel destination as the dependent variable to study the research context.

**Research Hypothesis**

Three hypotheses have been tested in this study, namely;

H1: There is a significant relationship between the motivational factor and food preference among tourists towards travel destinations in Georgetown.

H2: There is a significant relationship between the cultural and religious factor and food preference among tourists towards travel destinations in Georgetown.

H3: There is a significant relationship between the exposure effect and past experience and food preference among tourists towards travel destinations in Georgetown.

**Research Framework**

The following research framework has been formed to examine the relationship between independent variables (motivational, cultural and religious, exposure effect and past experience factors) and dependent variable (food preference). Besides, this framework can determine which of the factors appear to be the best influential factor influencing tourists’ food preference towards travel destination.

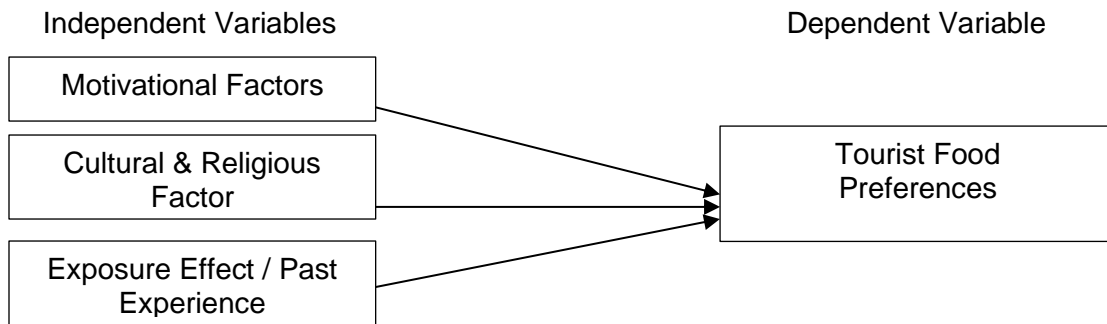


Figure 1: Factors affecting tourist food preferences in tourism

## **METHODOLOGY**

### **Research Design**

Quantitative approach has been employed in this research and this research is exploratory in nature. A set of questionnaires has been developed based on the information derived from previous studies. Questions set within the questionnaire is expected to assist the researcher in answering the research objectives and research.

According to Hair, Black, Babin, Anderson and Tatham (2007), a self-administered questionnaire is a set of data in which the questionnaires are distributed to the respondents, instead of an interviewer, to record their own response Pilot test allows the researcher to know what is the weakness or strength of the questionnaires by distribute the questionnaires to a few respondents according to the specific respondent that the researcher intend to use as a respondent so that they can save time and money to make the adjustment before the main distribution.

There are many possible mistakes and error in the questionnaire such as leading questions, assuming prior knowledge or understanding, asking two questions in one, too many open-ended questions, ambiguous questions, or to test whether the respondent fully understand the terminology used. Meanwhile, pilot testing provides the opportunities for the researchers to find out and remedies a wide range of the potential problems that will occur in preparing the questionnaire and correct it before the actual questionnaire is conducted (Pratt, 2008).

### **Sampling**

Probability sampling method has been used in this study. This sampling method allow every member of the population has the equal opportunity to be selected. The target population in this research are the domestic tourists who travel to Georgetown. The sample size is a term used in market research for defining the number of subjects included in a research. In achieving a reliable and valid sample for this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. Based on Krejcie and Morgan (1970) the appropriate sample size for this study is 384 people from a total of 1,124,823 domestic tourists. The total number of populations have been derived from the statistic released by (New Straits Time, 2019) on domestic tourists who visit Georgetown Simple random sampling is a sampling technique where each individual in the population has the same opportunity and probability to be selected as sample. Simple random sampling is a basic sampling method that can easily be part of a more complex sampling method.

### **Data Analysis**

There were four data types of data analysis used in this study, that were frequency analysis, descriptive analysis, reliability analysis and, correlation coefficient. The data obtained were analysed by using IBM SPSS Software version 25. According to Sekaran (2003), the objective of data analysis includes checking on the central tendency and the dispersion of the respondents (descriptive analysis), test the reliability and validity of the measures (scale measurement) and testing the hypotheses developed for the research (inferential analysis).

Descriptive analysis was used to describe the basic features of the data in a study. Descriptive analysis helps to simplify bulks of data into a feasible form (Trochim, 2006). Hence, the descriptive statistics summarize the data into maximum, minimum, mean, standard deviations and variance through descriptive analysis for the interval-scaled independent and dependent

variables (Sekaran & Bougie, 2010). Descriptive analysis will help the researcher to simplify the whole data in a sensible way with accurate and easy-to-understand graphics analysis. Reliability means the degree to which measures are free from error and therefore yield consistent results. The relation between the independent variable and dependent variable has been established in research.

Pearson's correlation is used to measure the strength of the linear relationship between two variables. The value of Pearson's correlation coefficient ( $r$ ) plays an indicator of the correlation between two variables. It has a value in the range  $-1 \leq r \leq 1$ , so the closer the value to 1, the stronger, the closer to the relationship. Another while, the closer the value to the -1, the relationship between the variable is weak. According to Jim Higgins (2012) stated, a single summary of numbers gives you a good idea about how closely one variable is related to other variables.

## FINDINGS

Table 1 shows the number of respondents, mean ranking and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean is recorded for motivational factor at 4.1648 followed by exposure effect and past experience at 4.1159 and cultural and religious factor at 4.0793. The mean for dependent variable is at 4.3331.

Table 1: Descriptive Analysis Result

Variables	N	Mean	Standard Deviation	Level
Motivational	290	4.1648	0.71601	High
Cultural and Religious	290	4.0793	0.75344	High
Exposure Effect and Past Experience	290	4.1159	0.67713	High
Tourist's Food Preferences	290	4.3331	0.50225	Very High

Table 2: Reliability Test.

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Motivational	5	0.919	Very strong
Cultural and Religious	5	0.865	Strong
Exposure Effect and Past Experience	5	0.858	Strong
Tourist's Food Preferences	5	0.811	Strong
Overall Variables	20	0.930	Very Strong

Furthermost, in measuring the exposure effect and past experience variable that influenced food preference among tourist towards travel destination in Georgetown, five questions were used. Lastly, in measuring the food preference among tourist towards travel destination in Georgetown, five questions were used and the Cronbach's Alpha result for this section's question was 0.811 which indicated strong and very strong strength. Therefore, the coefficient obtained for this question in measuring the food preference among tourist towards travel destination in Georgetown were also reliable.

Table 3: Pearson Correlation.

Variable		R- Value		Level
<b>Cultural and Religious</b>	Pearson Correlation	-0.029	1	Small
<b>Exposure Effect and Past Experience</b>	Pearson Correlation	-0.007	1	Slight
<b>Motivational</b>	Pearson Correlation	-0.014	1	Slight

The objective of this analysis was to determine whether there are correlations between independent variables (motivational, cultural and religious and exposure effect and past experience factor) and the dependent variable (tourist's food preferences). As can be seen in Table 3, the Pearson correlation coefficient, significant value and the number of cases used in this research was 290. The p-value was 0.809, which was less than significant level of 1.0. The correlation coefficient of -0.014 suggested a slight correlation between motivational and tourist's food preference. Meanwhile, the p-value was 0.626, The correlation coefficient of -0.029 suggested a small correlation between cultural and religious and tourist's food preference. Lastly, the p-value was 0.902, which was less than significant level of 1.0. The correlation coefficient of -0.007 suggested a slight correlation between exposure effect and past experience and tourist's food preference.

## DISCUSSION & RECOMMENDATION

The finding from this study shows that there is a significant relationship between the motivational factor and tourist's food preferences towards travel destinations in Georgetown at (p-value=0.809 r=-0.014). Therefore, the result supports the first hypothesis in this study. This is in-line with the finding from Hall et al. (2003) and Quan and Wang (2004) who claimed that people nowadays travel because they are motivated by food.

Secondly, the result indicates significant relationship between the cultural and religious factor and tourist's food preferences towards travel destinations in Georgetown at (p-value=0.626 r=-0.029). Therefore, the result is less significant, and it has slight correlation between the variables. Wolf (2006) stated that food is a cultural manifestation that helps countries and regions to identify what they are and what it means to be from there. To conclude, culture and religious factor affect travelers' intention to travel, while food can be considered as a way for travelers to experience local culture and religion.

The finding also indicates a significant relationship between the exposure effect and past experience and tourist's food preferences towards travel destinations in Georgetown at (p-value=0.902 r=-0.007).). Kivela and Crotts, (2005) claimed that gastronomy refers to enhancing the value of the tourism experience and quality of the trip. To conclude, past experience is not a factor that affects tourists' preferences to travel to a particular destination, but gastronomy remains as one of the crucial factors that can improve the tourism quality and travelers' satisfaction. Based on the finding in data analysis and previous case study above it can be conclude that all of the independent variables do slightly influence the tourist's food preference towards destination in Georgetown but the best influential factor is the level of cultural and religious.

As in every research, this study also has its own limitations. The researchers' movement from place to place is limited due to movement control order by the government which delays the progress of data collection. Reaching the right source of secondary data has been a challenge for the researchers and issues are also encountered with respondents' capacity to understand the research questionnaire.

Future researchers are recommended to widen the scope of the study to a different location and increase the number of samples for better results. Future researchers are also recommended to target on both local and international tourist.

## CONCLUSION

This research aims to identify the relationship between the motivational factor and tourist's food preference, cultural and religious factor and tourist's food preference, exposure effect, and experience factor and tourist's food preferences preference towards travel destination in Georgetown, and to propose to the purpose the best factor in influencing tourists' food preference towards travel destination in Georgetown. This finding provided extension information to some prediction antecedents that significantly affect tourist's food preferences in travel destinations in Malaysia. Accordingly, this result has proved that all independent variables slightly affect the dependent variable, and the best influential factor is culture and religious. As for the implications for policymakers, the information is critical in the decision-making process to ensure the tourism industry's sustainability.

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# Human Resource Management Practices and Job Performance Study Among Employees in Travel Agency Services

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## ABSTRACT

This study was conducted to examine the relationship between human resource management practices and job performance among employees of travel agencies in Peninsular Malaysia. The independent variables of this study comprise recruitment, performance appraisal, and training, whereas the dependent variable of this study is job performance. A quantitative method was employed in this study involving 260 respondents and questionnaires were used as a data collection tool. A probability sampling technique was also used in the study. The data were collected using online questionnaires through Google Forms and analyzed using Statistical Packages for Social Sciences Version 25 (SPSS Version 25) software through descriptive statistics, reliability test, and correlation analysis. Based on the results, all of the independent variables (recruitment, performance appraisal, and training) in this study have significant relationships with the dependent variable (job performance among employees of travel agencies in Peninsular of Malaysia). This study enlightens human resource management practices and provides a better understanding of the factors affecting job performance among employees.

**Keywords: Recruitment, Performance Appraisal, Training, Job Performance, Human Resource Management Practices**

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## INTRODUCTION

Tourism entails the freedom of traveling and it contributes to getting acquainted with different cultures. The main advantages of tourism include creating jobs, attracting foreign currency to a certain area, developing other sectors that are closely related to tourism, and developing infrastructure without any tourist destinations that could not be known and through limited access of tourists (Alsarayreh, Jawabreh, & Helalat, 2010).

Malaysia is a popular tourism destination in Asia. According to Tang and Tan (2013), Malaysia was ranked second most visited destination in Asia and was the second top-most visited destination in Asia, with 24.6 million international tourist arrivals in 2010. Tourism has also been the second foreign exchange earner for Malaysia since 2000. Based on the achievement reports from the official portal of the Ministry of Tourism, Art, and Culture (MOTAC), Malaysia received 20.1 million foreign tourists and reported RM66.1 billion tourist revenue from January to September 2019. Further, a total of 5,086 travel agency companies registered in Malaysia was recorded. Based on a report from the Department of Statistics Malaysia (DOSM) (2018), the third quarter's labour productivity in the services sector had increased by 5.1 percent; the value-added growth expanded further at 7.2 percent, while the hours of work rose to 2.0 percent. Labour productivity expressed as the ratio of value-added to employment posted a better performance of 3.9 percent as employment grew 3.2 percent during the quarter.

Three primary activities that affect employee job performance consist of recruitment, performance appraisal, and training. In general, job performance is a way to achieve the aims of an organization and accomplishments within a job, position, or organization, but not the real results of the activities carried out within a job (Nazir & Islam, 2017). Many studies have shown that the intention to leave a company is correlated with low work satisfaction and this has become a key predictor of employee turnover (Abbasi & Hollman, 2000; Ghosh et al., 2013). Dissatisfaction with wages and benefits, job climate, supervision, and co-workers are the contributing factors to acquisition objectives (Zainol, Nordin, Tazijan, & Ab Rashid, 2015).

This study particularly aims to examine the relationships between recruitment, performance appraisal, and training with the job performance of travel agency employees in Peninsular Malaysia in order to understand the job performance of employees and how human resource management activities impact employee job performance. This paper is, therefore, organised as follows: introduction; literature review; methodology; results; and discussion, recommendations, and conclusion.

This study addresses three objectives as follows:

1. To examine the relationship between recruitment and job performance among the employees of travel agencies in Peninsular of Malaysia.
2. To examine the relationship between performance appraisal and job performance among employees of travel agencies in Peninsular of Malaysia.
3. To examine the relationship between training and job performance among the employees of travel agencies in Peninsular Malaysia.

## **Significance of the Study**

### **Researchers**

The research results can help the researchers evaluate the relationship between three HRM practices: recruitment, performance appraisal, and training with job performance among the employees of travel agencies in Peninsular Malaysia. The results can further help the researchers understand how these HRM practices can affect employee job performance.

### **Owners**

This study provides information about the extent to which HRM practices influence job performance among travel agency employees. This study evaluates three factors, namely recruitment, performance appraisal, and training. Hence, the data gathered could help the owners understand the factors that influence employee job performance.

### **Consumers**

The collected data provide information to the tourism sector in terms of the importance of HRM practices in ensuring good job performance among travel agency employees. The results would enable the human resource departments of many travel agencies to consider these management practices in order to increase their employees' job performance. This study also helps in the advancement of future tourism planning.

## **LITERATURE REVIEW**

### **Job Performance**

Job performance refers to how well employees responsibly perform a given task in their duties (Caillier & James, 2010). According to Hassan (2016), job performance is one of the factors that affect organizational performance. Thus, employee performance is an important criterion for determining organizational outcomes and the success of a firm. Based on a study by June (2020), the knowledge of employee job performance is important because it can help managers to make the right decisions ranging from compensation, promotion, and training as a basis for increasing employee performance up to the extent of termination. According to Jayaweera (2015), job performance is the most influential factor that may affect the profitability of an organization. Further, as stated by Viswesvaran (2017), job performance reflects measurable behaviour, which refers to action, behaviours, and outcomes that employees can improve and cooperate in order to achieve organizational goals.

### **Recruitment**

According to Qaya et al (2017), recruitment refers to the finding of potential or appropriate candidates to fill the required managerial vacancies according to the job specification. Recruitment refers to the overall process of identifying, attracting, screening, shortlisting, and interviewing suitable candidates for jobs, either permanent or temporary, within an organization. As asserted by Santos et al. (2020), recruitment is the first level that becomes the gateway for new employees; therefore, mistakes in recruitment activities may cause new problems for the organization in the future. Based on a study by Ibrahim, Eprianti, and Yusup (2020), human resource management is directed towards how to turn a human resource into optimized company assets to maximize profitable companies in this globalization era.

### **Performance Appraisal**

According to Sopiah (2016), performance appraisal is a process of knowing the achievements of employees in each leadership period where their job performance is documented and evaluated. It is a part of career development and consists of regular reviews of employee performance within the organization. Rubin and Edwards (2018) believed that the employee performance appraisal system is a key tool for ensuring that employees are always accountable in their work. Based on the results of their study, the private sector is most active in the question of the utility of the employee performance appraisal system, whereas most systems involving the government staff require precision in evaluating the performance of each employee.

### **Training**

Training is a concerted attempt to teach specific skills and attitudes to serve a particular function and expertise, aimed not only at enhancing employee knowledge and skills but also increasing such values and attitudes such as diligence, willingness, and loyalty (Dabale, Jagero, & Nyauchi, 2014). As such, organisations must train individuals to increase their knowledge, skills, and abilities, besides having creative ideas in problem-solving decisions. Training is most required to implement specific actions in order to change employee behaviour through organizational procedures whilst improving efficiency and performance, especially in the highest management training in all sectors (Alomari, Awawdeh, and Alolayyan, 2017).

## Research Hypotheses

A hypothesis must be testable, realistic, and consider the current knowledge and techniques. In addition, a hypothesis is defined as a prediction or explanation of the relationship between two variables, and a hypothesis also implies a systematic relationship between an independent variable and a dependent variable. Thus, the study has proposed the following hypotheses:

- H1: There is a significant relationship between recruitment and job performance among the employees of travel agencies in Peninsular Malaysia.
- H2: There is a significant relationship between performance appraisal and job performance among the employees of travel agencies in Peninsular Malaysia.
- H3: There is a significant relationship between training and job performance among the employees of travel agencies in Peninsular Malaysia.

## Research Framework

Three independent variables (recruitment, performance appraisal, and training) are expected to have a significant relationship with the dependent variable (job performance).

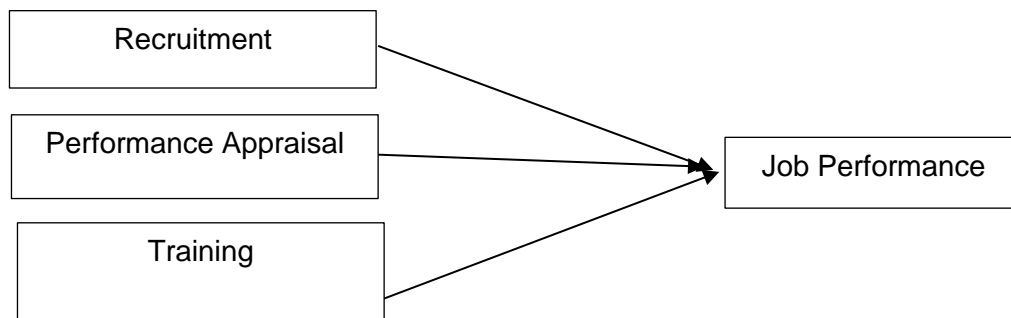


Figure 1: Research Framework of the Relationships between Recruitment, Performance Appraisal, and Training with Job Performance

## METHODOLOGY

### Research Design

This study used a quantitative method to examine the relationships between Human Resource Management practices and job performance among the employees of travel agencies in Peninsular Malaysia. By using a quantitative method, accurate data can be generated for this study and the overview inquiries can also be gathered.

### Data Collection

The data were collected in this study through questionnaires that include three aspects mentioned in the research framework above in terms of their associations with employee job performance. To obtain data from the respondents, scales were included in the questionnaires. This study also

used an online survey (Google Forms) to approach the respondents, the travel agency employees to answer the questionnaires through their mobile phones or computers.

### Sampling

There are about 8,838 registered travel agencies around Peninsular Malaysia (MOTAC, 2020). The population of this study includes travel agency employees in Peninsular Malaysia of various positions. Probability sampling was used to select 368 target respondents and every respondent would have the odds of 1 to 100 for getting selected. Random employees from several travel agencies around Peninsular Malaysia were asked to answer the questionnaires in terms of their opinions regarding human resource management practices towards employee job performance.

To achieve a reliable and valid sample for this study, the researchers used the equation proposed by Krejcie & Morgan (1970) to determine the sample size. The target population of this study includes a total of 368 travel agency employees; however, out of 368 respondents, the researchers were only able to successfully obtain a sample size of 260 respondents.

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + (x^2 P(1 - P))}$$

S = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

$$S = \frac{3.841(8838)(0.5)(1 - 0.5)}{(0.05)^2(8838 - 1) + 3.841 (0.5)(1 - 0.5)}$$

$$S = \frac{8486.6895}{23.05275}$$

S = 368.142

S = 368

### Data Analysis

Three types of data analyses were used in this study, namely frequency analysis, descriptive analysis, and reliability analysis using Statistical Package for the Social Sciences (SPSS).

## FINDINGS

### Demographic Profile of Respondents

Table 2 shows the demographics profile of the respondents who participated in the survey. Based on the overall results, the majority of the respondents are females (54.6%), Chinese (39.6%),

aged 21-30 years old (47.7%), SPM holders (36.9%), single (55.4%), private-sector workers (61.9%), from Penang (15.4%), and having 2-5 years of work experience (27.7%).

Table 2: Demographic Profile of Respondents

<b>Characteristic</b>		<b>Frequency</b>	<b>%</b>
Gender	Male	118	45.4
	Female	142	54.6
Race	Malay	84	32.3
	Chinese	103	39.6
	Indian	73	28.1
Age	Below 20 years old	1	0.4
	21-30 years old	124	47.7
	31-40 years old	82	31.5
	41-50 years old	30	11.5
	Above 51 years old	23	8.8
Education Level	PMR/PT3	31	11.9
	SPM	96	36.9
	STPM/Diploma/Matriculation	55	21.2
	Degree	68	26.2
	Master's	2	0.8
	Others	8	3.1
Segmentation	Single	144	55.4
	Family	116	44.6
Occupation	Public-sector Worker	10	3.8
	Private-sector Worker	161	61.9
	Self-employed	39	15.0
	Other	50	19.2
State	Perlis	10	3.8
	Kedah	16	6.2
	Penang	40	15.4
	Perak	29	11.2
	Kelantan	15	5.8
	Terengganu	14	5.4

	Pahang	27	10.4
	Selangor	34	13.1
	Putrajaya	3	1.2
	Negeri Sembilan	19	7.3
	Melaka	18	6.9
	Johor	24	9.2
	Federal Territories of Kuala Lumpur	11	4.2
Work Experience	Less than 1 year	39	15.0
	2-5 years	72	27.7
	6-10 years	52	20.0
	11-15 years	39	15.0
	20 years and above	58	22.3

### Reliability Test

The data were tested using Cronbach's alpha analysis to ensure the reliability and internal reliability of the information through the overall accuracy of the dependent variable and the independent variables (pilot test). A pilot test was conducted on 30 respondents before carrying out the actual study using an online survey method.

Table 3 shows the values of Cronbach's alpha coefficient for the independent and dependent variables of this study. Based on the table, it can be concluded that all of the variables were above the value of 0.5 and the overall variables were recorded at 0.883; hence, the variables are reliable and acceptable. Five questions were used to measure the job performance variable and the result was 0.836, while the recruitment variable was recorded at 0.887, the performance appraisal variable was recorded at 0.864, and the training variable was recorded at 0.822. The strength of association between all variables is considered very good; therefore, all of the coefficient values were deemed reliable.

Table 3: Reliability Test Results

Variable	Number of Items	Cronbach' Alpha Coefficient	Strength of Association
Job Performance	5	0.836	Very Good
Recruitment	5	0.887	Very Good
Performance Appraisal	5	0.864	Very Good
Training	5	0.822	Very Good
Overall Variables	20	0.883	Very Good

## Descriptive Analysis

Table 4 shows the number of respondents, the mean, and standard deviation of the independent and the dependent variables. In terms of the independent variables, the highest mean value was obtained by the training variable with 6.9100 and followed by performance appraisal with 6.8119. The least mean value was obtained by the recruitment variable with 6.5777, while the mean value for the dependant variable was 6.6623. More dispensing values are shown in the data set with a standard deviation of more than 1 out of 260 respondents.

Table 4: Descriptive Statistics

Variable	n	Mean	Standard Deviation
Job Performance	260	6.6623	1.95429
Recruitment	260	6.5777	1.96706
Performance Appraisal	260	6.8119	1.69502
Training	260	6.9100	1.99932

## Pearson's Correlation

The analysis aims to determine whether the independent variables and the dependent variable are correlated. If the relationship is important, the researchers, therefore, need to determine if the degree of intensity of the association is appropriate.

Table 8: Summary of Correlation Analysis

Hypothesis	Significant Value (p-value)	Conclusion	Correlation Value (r-value)	Conclusion
H1: There is a relationship between recruitment and job performance among the employees of travel agencies in Peninsular Malaysia.	0.000	Accepted	0.899	High positive correlation
H2: There is a relationship between performance appraisal and job performance among the employees of travel agencies in Peninsular Malaysia.	0.000	Accepted	0.387	Moderate positive correlation
H3: There is a relationship between training and job performance among the employees of travel agencies in Peninsular Malaysia.	0.000	Accepted	0.200	Slight, almost negligible correlation



Table 8 shows a summary of the correlation analysis. Three independent variables (recruitment, performance appraisal, and training) have significant relationships with the dependent variable (job performance). The highest Pearson's correlation value was 0.899 between recruitment and job performance, while the lowest value was recorded between training and work performance with 0.200. Furthermore, Pearson's correlation value between performance appraisal and job performance was 0.387. Therefore, it can be deduced that recruitment, performance appraisal, and training have significant relationships with the job performance of travel agency employees in Peninsular Malaysia.

## **DISCUSSION AND RECOMMENDATIONS**

A travel agency is a business in the tourism sector that largely contributes to a country's economy (Tsai & Bui, 2020). In order to maintain a business, efficient management is vital, especially in Human Resource Management. The quantity and effectiveness of health staff and the rise in human capital contribute to all human resource management aspects, including planning, monitoring, and performance management.

In acquiring quality employees, travel agency management can improve the work quality of employees, especially during this Covid-19 crisis because the ideas and contributions from the employees are very important in revitalizing the tourism industry. To improve employee work quality, management needs to know other factors that can affect job performance such as the motivation factor. Thus, the management can support employees physically and emotionally, including the needs and wants of the employees as well as how they think. Therefore, this investigation has given comprehension of the factors impacting employee job performance in terms of recruitment, performance appraisal, and training in order to recognize a person's character, demeanor, culture, and current circumstance.

Besides, this study is constrained to 260 samples, which can be estimated as little markets. As indicated by Krejcie and Morgan (1970), the sum would be adequate and reasonable, and bigger sample sizes could be utilized to systematize a huge number of employees in Malaysia. In this manner, future analysis ought to grow their sample size to expand the precision and unwavering quality of the study. In the future, a talk with a strategy or some open-finished inquiries for respondents can be performed rather than answer scaling polls on the web. Through such a meeting technique, analysts can get a high reaction rate, while ambiguities can be explained, and deficient answers can be followed up right away. Hence, this methodology can diminish the misconception and produce better aftereffects of the study.

## **CONCLUSION**

In obtaining quality employees, business management can improve the work quality of employees, especially during this Covid-19 crisis because the ideas and contributions from the employees are very important in revitalizing the tourism industry. This study aims to examine the relationships between HRM practices such as recruitment, training, and performance appraisal with job performance among travel agency employees in Peninsular Malaysia. Based on the overall results, significant relationships were found; hence, the research hypotheses were accepted. Furthermore, these results can also be foretold with regard to the factors of recruitment, training, and performance appraisal that influence the job performance of travel agency employees in Peninsular Malaysia.

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# Motivation That Triggers Adventure Tourism Participation Among Youths in Malaysia

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## ABSTRACT

Adventure tourism is one of the tourism sectors that provide participants with valuable experiences and self-satisfaction. Adventure tourism is currently popular among youths around the world including Malaysia. Therefore, the objective of this study is to discover the motivation that triggers youths to participate in adventure tourism. This study used the motivation theory of push and pull factors and the perceptions of the participants after joining adventure tourism activities. This is a quantitative study using cross-sectional field surveys through online questionnaires. A total of 230 respondents answered the survey using a convenience sampling method through an online platform. The respondents were chosen randomly; however, only youths categorized within the age of 18-30 years old were analyzed based on their demographic information. Based on the data analysis using SPSS, the results of this study indicated that both pull and push factors are significant, but the pull factors showed a stronger relationship with adventure tourism motivation. This study will contribute to future researchers and participants in acquiring more knowledge of adventure tourism motivation.

**Keyword: adventure tourism, motivation, push and pull theory, youth participation**

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## INTRODUCTION

Adventure tourism is a growing tourism trend in Malaysia, especially among youths and this tourism segment could attract both local and international tourists. Basically, adventure tourism offers a tailor-made, individualized scope visitor administration to top-of-the-line travelers (Robinson & Novelli, 2005; Fatt et al., 2020; Nik Hashim et al., 2020). However, adventure tourism has been familiarly discussed in terms of participation motivation, satisfaction, and behavioural intentions in previous research. As adventure tourism has been widely growing in Malaysia, people in the industry themselves must understand the motivation of tourists to participate in adventure activities. Based on the thrillophilia.com website, there are 20 top adventure activity spots in Malaysia including tandem skydiving in Kuala Lumpur, paragliding Kuala Kubu Baru, parasailing in Langkawi, bungee jumping in Kuala Lumpur, and caving in various cave locations in Malaysia, especially Batu Caves, Gua Kelam, Gunung Reng, Perak Tong Cave Temple, Gua Tempurung, and Gua Charas. There are three problem statements related to this study. First, the lack of information and understanding of current demands and motivation that triggers the tourists to participate in adventurous activities. Secondly, the lack of exposure to the community about the relaxing and enjoyable nature of adventurous tourism. Finally, the lack of organization of adventurous activities due to costs and risk that must be taken to manage the activities. Therefore, this research intent to answer the following research questions:

1. To determine the relationship between pull factors and motivation that triggers youth participation in adventure tourism.
2. To determine the relationship between push factors and motivation that triggers youth participation in adventure tourism.
3. To determine the most triggered factor that motivates youth participation in adventure tourism.

### **Significance of the Study**

This study will give more understanding of the current needs and demands of adventure tourism in the market. This basically shows the potential of adventure tourism. In terms of the industry, this study will help adventure tourism to be well-known among the community members by helping people to see adventure tourism from a good perspective.

In this study, the service providers of adventure tourism can understand more about adventure tourism and it is easier for them to detect the part that they must improve in order to match the current needs and demands.

As for the researchers of adventure tourism, this study will cover the factors related to youth participation in adventurous activities; hence, the data from the study could be used by future researchers as adventure tourism references as well as for comparison and improvement.

### **LITERATURE REVIEW**

According to the United Nations World Tourism Organization (UNWTO), tourism entails the movement of people to countries or places outside their usual environment for personal or business and professional purposes. What constitutes adventure tourism is highly contested (Mueller & Pell, 2016); nevertheless, most scholars agreed that risk to life and limb is the defining feature of adventure such that adventure is definitely something different from ordinary everyday life but also fun and exciting (Fletcher, 2010; Gstaettner et al., 2016). Based on UNWTO's global report on Adventure Tourism (2014), adventure tourism is defined as "a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion. While the definition of adventure tourism only requires two of these components, trips incorporating all the three tend to afford tourists the fullest adventure travel experience – for example, a trip to Peru that involves trekking (physical activity) through the Machu Picchu trail (natural environment) and genuine interaction with local residents and/or indigenous peoples (cultural immersion)" (UNWTO, 2014: 10).

Thus, in terms of definition, it could be said that adventure tourism is the sale of a guided adventurous trip or activity where some risks, uncertainty, and challenges are involved. Clients are actively and physically involved, and most people would experience strong emotions such as fear and excitement whilst participating (Mckay, 2014a).

One of the types of adventure tourism is accessible tourism, which is the ongoing endeavor to ensure that tourist destinations, services, and products are accessible to all people, regardless of their physical limitations, age, or disabilities. This encompasses privately and publicly owned tourist locations. The term was defined by Darcy and Dickson (2009). Accessible tourism enables people with access requirements, including mobility, hearing, vision, and cognitive dimensions of access to function independently and with equity and dignity through the delivery of universally designed tourism products, services, and environments. This definition is also inclusive of all people including those travelling with their children in prams, seniors, and people with disabilities.

Other than that, extreme tourism is a niche in the tourism industry that involves travelling to dangerous places like the mountains, jungles, deserts, caves, canyons, or participation in dangerous events. Extreme tourism is also often referred to as shock tourism, although both concepts do not appear strictly similar. Besides, extreme tourism overlaps with extreme sport; the two shared the main attraction, “adrenaline rush” caused by an element of risk, which differs mostly in the degree of professionalism and engagement. Another type of adventure tourism is jungle tourism, a subcategory of adventure travel defined by active multifaceted physical means of travel in the jungle regions of the earth. Although similar in many respects to adventure travel, jungle tourism pertains specifically to the context of culture, region, and activity. According to the Glossary of Tourism Terms, jungle tours became a major component of green tourism in tropical destinations and are a relatively recent phenomenon.

The fourth type of adventure tourism is overland travel. Overlanding refers to self-reliant overland travel to remote destinations where the journey is the principal goal. Typically, but not exclusively, overland travel is accomplished with mechanized off-road capable transport (from bicycles to trucks) where the principle form of lodging is camping, often lasting for an extended length of time (months to years) and spanning international boundaries. According to Usamah and Anuar (2017), adventure tourism is one of the niche tourism concepts that has recently attracted a substantial number of travelers. This kind of tourism is more likely related to high-level activities from which individuals draw personal satisfaction from some unusual sight, activity, or accomplishment. Forbes Asia (2016) suggested that youths nowadays are more into adventure tourism activities, which contributes about 86% of new experiences in a new destination when they were traveling. Hence, implications of the results suggested that the key attributes to be investigated need to understand the motivation towards participating in adventure tourism activities, especially among youths.

The concept of travel motivation includes factors that influence the intention to participate in adventure tourism, which indicates that people travel because they are pushed and pulled to do so by some forces (Crompton, 1979; Dann, 1981). Research by Wang (2016) highlights that people travel because they are pushed into making travel decisions by internal and psychological forces and pulled by external forces such as destination attributes. Push motivation is regarded as the psychological needs that drove an individual to travel, while pull motivation attracts the individual to a specific destination after the push motivation has been initiated (Mohammad & Som, 2010; Che Aziz et al., 2020). Examples of push factors include escape, rest, relaxation, prestige, and self-esteem (Crompton, 1979; Nik Hashim et al., 2019), while the pull factors include climate, historical sites, scenic beauty, and accessibility.

Furthermore, Giddy (2018) investigated the influence of these changes by analyzing the motivations of tourists who had engaged in adventure tourism across a range of commercial activities. The results showed the increasing influence of experiences with nature in motivations, particularly in the context of pull factors. Adventure tourism experiences were also found to be dynamic with an increasing number of significant factors influencing decision-making. Hence, understanding travel motivation becomes a key requisite to understand tourist destination choice and their entire decision-making process (Reihanian, 2015; Omar et al., 2020). This also demonstrates notable differences in the motivations or participants based on the type of activity in which they engage.

### **Motivation Theory for Tourism**

Push factors are defined as internal motives or forces that cause tourists to seek activities to reduce their needs, while pull factors are destination-generated forces and the knowledge that

tourists hold about a destination (Gnoth, 1997). Most push factors are intrinsic motivators, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure, and social interaction. Pull factors, on the other hand, emerge due to the attractiveness of a destination including beaches, recreation facilities, and cultural attractions (Uysal & Jurowski, 1994). Traditionally, push factors are considered important in initiating travel desire, while pull factors are considered more decisive in explaining destination choice (Crompton, 1979; Bello and Etzel, 1985). Hence, this study is related to the motivation that triggers adventure tourism participation among youths in Malaysia. The internal motives of forces that cause tourists to seek activities are also related to push factors such as novelty, enjoying nature, and the environment. However, the destination-generated forces and knowledge are related to the pull factors, namely the environment and attraction. According to Crompton (1979) and Bello and Etzel (1985), the relationship between push factors and pull factors can affect the motivation of adventure tourism.

### Research Hypotheses

In this study, three hypotheses were proposed to identify the relationships between novelty, enjoying nature, environmental, education and attraction, facilities, and the environment with adventure tourism motivation.

H1: There is a significant relationship between pull factors and motivation that triggers youth participation in adventure tourism.

H2: There is a significant relationship between push factors and motivation that triggers youth participation in adventure tourism.

### Research Framework

A research framework was formulated to investigate the connections between pull factors (environment, attraction, and facilities) and push factors (novelty, enjoying nature, and environment education) towards the motivation to participate in adventure tourism. The independent variables include the push and pull factors, while the dependent variable includes adventure tourism motivation among youths in Malaysia. Figure 1 shows the conceptual framework for this study.

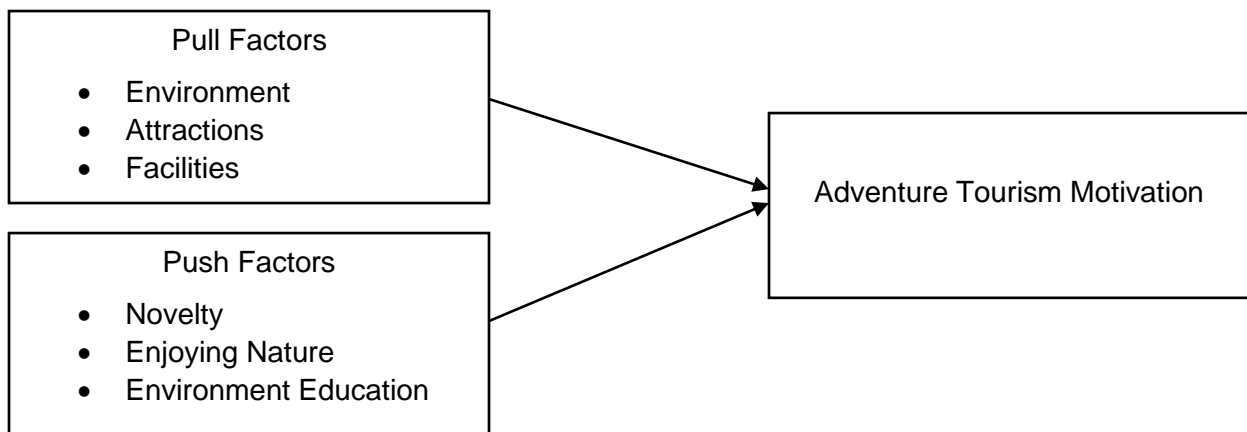


Figure 1.0: Research framework showing proposed relationships between different variables

## METHODOLOGY

### Research Design

This study discusses the motivation that triggers adventure tourism participation among youths in Malaysia. The researchers employed a quantitative technique using cross-sectional online questionnaires, which is easy and clear. A set of questionnaires was distributed to the respondents, particularly the Malaysian youths for data collection. The questionnaires are divided into 4 sections, Sections A, B, C, and D. Section A provides the general information of youth demographics such as gender, age, the reason for joining adventure tourism, and how many times have they participated in adventurous tourism. In Sections B, C, and D, the questions elaborate more on the dependent and independent variables of pull factors, push factors, and customer satisfaction. Online questionnaires were distributed using convenience sampling through Facebook and WhatsApp. A total of 162 data were gathered and analysed.

### Data Analysis

Three types of data analyses were used in this study, namely frequency analysis, descriptive analysis, and reliability analysis using Statistical Package for the Social Sciences (SPSS). Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon being studied.

## FINDINGS

### Frequency Analysis

Table 1.1 shows the frequency and percentage of respondents by gender. The number of female respondents is 112 with 69%, while the number of male respondents is 50 with 31%. The percentage of females is higher than the male, and this shows that females are more willing to share their experience regarding participating in adventure tourism.

Table 1.1: Demographic Profile

Gender	Frequency	Percentage (%)
Male	50	30.9
Female	112	69.1
Total	162	100.0

Table 1.2: Age of Respondents

Age	Frequency	Percentage
18-30	151	93.2
31 and above	11	6.8
Total	162	100



Based on Table 1.2, the number of respondents aged 18-30 years old is 151 with 93%, while the number of respondents above 31 years old is only 11 with 7%. This shows that youths aged 18-30 years old are the main respondents with adventure tourism experience, even once.

Table 1.3: Reason for Joining Adventure Tourism

Answer	Frequency	Percentage
From friends or family	84	51.9
Social media	34	21.0
Educational trip	44	27.2
Total	162	100

Based on Table 1.3, 84 respondents (52%) started joining adventure tourism because of friends and family, whereas 34 (21%) and 44 respondents (27%) joined adventure tourism owing to social media and educational trips, respectively.

Table 1.4: Frequency of Respondent Participation in Adventure Tourism

Answer	Frequency	Percentage
Once	11	6.8
2-3 times	92	56.8
More than 3 times	59	36.4
Total	162	100

Table 1.4 shows the frequency of respondent participation in adventure tourism. Based on the results, 11 respondents had only participated in adventure tourism once, while 92 respondents had participated 2-3 times and the remaining 59 respondents had participated more than 3 times. Evidently, the respondents who participated in adventure tourism for 2-3 times recorded the highest percentage of 57% compared to once (7%) and more than 3 times (36%).

### **Descriptive Analysis Push Factors**

Table 2.1: Push Factors (A)

Variable	Item	Mean	Standard Deviation
A1	Nature-based environments attract me to join adventure tourism.	4.41	0.718
A2	A relaxing environment motivates me to join adventure tourism.	4.42	0.741
A3	Other tourist attractions attract me to join adventure tourism.	4.30	0.723
A4	The facilities provided at the location attract me to join adventure tourism.	4.20	0.706
A5	Secure facilities that guarantee safety encourage me to join adventure tourism.	4.36	0.648

Table 2.1 shows five items listed under push factors. Based on the table, A2 has the highest mean value of 4.42 and a standard deviation value of 0.741; however, A4 has the lowest mean value of 4.20 and a standard deviation value of 0.706.

### Descriptive Analysis Pull Factors

Table 2.2: Pull Factors (B)

Variable	Item	Mean	Standard Deviation
B1	Desire to enjoy the novelty value encourages me to join adventure tourism.	4.32	0.627
B2	Desire to enjoy nature attracts me to join adventure tourism.	4.37	0.755
B3	The need to have self-relaxation with nature encourages me to participate in adventure tourism.	4.40	0.615
B4	Environmental education encourages me to join adventure tourism.	4.09	0.703
B5	The desire to appreciate nature through environmental education encourages me to join adventure tourism.	4.28	0.662

Table 2.2 also shows five items listed under pull factors. Based on the table, B3 has the highest mean value of 4.40 and a standard deviation value of 0.615. On the other hand, B4 has the lowest mean value of 4.09 and a standard deviation value of 0.703.

## Reliability Test

Based on Table 3.1, all the independent and dependent variables recorded alpha coefficient values greater than 0.7 with a moderate association strength. Specifically, Cronbach's alpha shows a value of 0.768 for 5 items under the pull factors, 0.797 for 5 items under the push factors, and 0.833 for 5 items under the satisfaction variable. All three variables have the same strength of correlation; thus, based on the results, we can conclude that all of the independent and dependent variables are nearly constant and reliable as they are within the range of good to very good in terms of association strength as stated by Taber (2017).

Table 3.1: Internal Reliability Test

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Pull Factors	5	0.768	Good
Push Factors	5	0.797	Good
Satisfaction	5	0.833	Good

## Pearson's Correlation Analysis

Table 4.1: Pearson's Correlation between Pull Factors and Tourist Satisfaction

		PULL FACTORS	SATISFACTION
PULL FACTORS	Pearson Correlation	1	.660**
	Sig. (2-tailed)		.000
	N	162	162

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

Table 4.1 indicates the interactions between the pull factors and tourist satisfaction towards adventure tourism motivation. Based on the results, the pull factors are significant at the 0.01 level or a 1% level. This shows a positive relationship between pull factors and tourist satisfaction towards adventure tourism motivation, with a correlation coefficient of 0.660, in addition to a small but definite relationship. The pull factors also explained 66.0% of the variable of tourist satisfaction towards adventure tourism. Hence, the first hypothesis is accepted. Based on Table 4.1, the pull factors also recorded a significant value of 0.000, which is less than 0.05; thus, overall, it can be deduced that the pull factors have a significant positive relationship with tourist satisfaction.

Table 4.2: Pearson's Correlation between Push Factors and Tourist Satisfaction

		Push Factors	Satisfaction
Push Factors	Pearson Correlation	1	.598**
	Sig. (2-Tailed)		.000
	N	162	162

\*\*Correlation is significant at the 0.01 Level (2-Tailed).

Table 4.2 shows the relationship between the push factors and tourist satisfaction towards adventure tourism motivation. The results showed that the push factors are significant at the 0.01 level or a 1% level. This displays a positive relationship between push factors and tourist satisfaction towards adventure tourism motivation, with a correlation coefficient of 0.598 and a moderate relationship between the two variables. The push factors also explained 59.8% of the variable of tourist satisfaction towards adventure tourism. Hence, the second hypothesis is accepted. Based on Table 4.2, the push factors also obtained a significant value of 0.000, which is lower than 0.05; hence, overall, it can be deduced that the push factors have a positive relationship with tourist satisfaction.

## DISCUSSION AND RECOMMENDATIONS

The objective of this study is to identify the motivation that triggers youth participation in adventurous activities and the study has found a relationship between the independent variables and tourist satisfaction towards adventure tourism in terms of motivation among youths in Malaysia. The next section shows a specific discussion based on the recapitulation of the findings, limitations of the study, and recommendations for future studies.

The researchers would like to give a few suggestions for further researchers. Firstly, future studies can make a balance in terms of travel companions such as family and family, family and friends, friends and acquaintances, and institutional package so that the findings could be more reliable. This is because there are different individuals who participate in adventure activities who could have different viewpoints from another. Besides, future research can investigate visitor satisfaction levels with regard to the adventure activities so that the frequency of visits can be balanced, and the questionnaires could be answered more relevantly.

## CONCLUSION AND FUTURE RESEARCH

In sum, this study aims to examine the motivation that triggers adventure tourism participation among youths in Malaysia. The researchers intended to identify the relationships between environment, attraction, and facilities with tourism motivation. A research framework was also developed based on the literature reviewer; hence, the researchers investigated the relationship of each element in the independent variables with the dependent variable. In general, this study is useful for future research, academics, and the industry. Future research can use the current study as a reference for motivation research owing to the pull factors and push factors that can trigger various age groups. Future researchers can also refer to this study to further examine adventure tourism among youths in any state of Malaysia.

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# The Factors That Affect Tourist Satisfaction towards Keluang Hill

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## ABSTRACT

Keluang Hill is one of the tourism destinations that are increasingly popular among tourists. Keluang Hill is a gazetted place in Terengganu with the aim of protecting and preserving the flora and fauna. This study aims to examine the relationships between social value, destination image, and emotional value with tourist satisfaction towards Keluang Hill. The data were obtained from a satisfaction survey that was developed and distributed randomly to the tourists who visited Keluang Hill, which is the case study area. The quantitative data were analyzed using the questionnaires distributed at Keluang Hill to identify the significant factors influencing tourist satisfaction. A total of 200 questionnaires were distributed to the visitors at Keluang Hill who come from various states. The results revealed an extent of correlations between destination image, social value, and emotional value with tourist satisfaction.

**Keywords: Tourist Satisfaction, Social Value, Destination Image, Emotional Value**

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## INTRODUCTION

Tourism has been considered as one of the most well-known industries that drives a lot of positive impacts on the economy in many countries worldwide. Normally, tourism is temporary, short-term to any destination that is not a regular place or usual residence of tourists such as for leisure, business, and other significant purposes (Camilleri, 2018). Tourist satisfaction at a hill destination refers to admiring and feeling the atmosphere of the destination positively as per his/her expectations (Aliman, Hashim, Wahid, & Harudin, 2016). Accordingly, a few problems exist in this study due to the deterioration of environmental quality that has affected the image of tourist destinations at Keluang Hill as well as other neighborhoods, such as the rubbish left scattered around the place that can make a bad impression on the image of Keluang Hill. Furthermore, the place also lacks peace awareness and knowledge by which tourists come to climb and perform activities that expose them to danger. This study optimally aims to investigate the factors that affect tourist satisfaction towards Keluang Hill. To understand this study, three factors that influence tourist satisfaction were proposed, namely social value, destination image, and emotional value.

To achieve the aim of the study, the following three research objectives were addressed:

1. To identify the relationship between destination image and tourist satisfaction towards Keluang Hill.
2. To identify the relationship between social value and tourist satisfaction towards Keluang Hill.
3. To identify the relationship between emotional value and tourist satisfaction towards Keluang Hill.

## **Significance of The Study**

This study provides investors with information related to the factors affecting tourist satisfaction towards Keluang Hill. This section provides a brief description of this study for the literature, tourism industry, and future researchers. In terms of the literature, this study provides an opportunity to practically apply the theoretical knowledge by running and producing research papers instead of merely accepting answers generated by the internet. The exact nature of the problem is also solved by investigating particularly on the factors that affect tourist satisfaction among tourists at Keluang Hill, Terengganu. Moreover, this study is very helpful for the body of knowledge and makes more acknowledgment of other factors affecting tourist satisfaction in terms of social value, destination image, and emotional value. In the context of the tourism industry, tourism has become an important sector in generating income for continuous economic growth at the global level after undergoing continuous expansion and diversification (UNWTO). Furthermore, the tourism industry is a fast-growing business that receives global attention; hence, by recognising the factors that impact tourist satisfaction among foreign or local visitors, the current study makes it possible for destination tourism managers or authorities to significantly understand how to create successful marketing and management techniques for tourism and build up the motivation for travelling to attract tourists.

## **LITERATURE REVIEW**

### **Tourist Satisfaction towards a Destination**

Tourist satisfaction refers to the long-term relationship involving the customer or tourist and is always evaluated through the characteristics of its element (Dmitrovic et al., 2009). The relationship of tourist satisfaction is based on the tourists' first impression and also evaluation at the destination based on the involvement of tourists in the destination itself (Nguyen Viet, Dang, Nguyen, & Management, 2020; Trung & Khalifa, 2019). Tourists make the overall satisfaction outcome simply by being there (Salleh, Omar, Yaakop, & Mahmmod, 2013). Besides, consumer satisfaction or tourist satisfaction is not only cognitive but emotional (del Bosque & San Martín, 2008). Tourist satisfaction influencing tourist behavioural intentions in the future has also been evidenced in many studies in the tourism field (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Several researchers explored the effect of travelling satisfaction experience on the intention of the tourist to return in the future (Assaker, Vinzi, & O'Connor, 2011). Thus, with regard to this paper, three factors influencing tourist satisfaction towards visiting Keluang Hill were examined.

### **Destination Image and Tourist Satisfaction**

The majority of past researchers have agreed that a destination image is a compilation of experiences, concepts, emotional thoughts, and expectations an individual has of a particular place (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). Destination image includes all knowledge of an individual's or group of people's objective, impression, prejudice, imagination, and emotional thinking about a special place (Y. Li, Xu, Song, & He, 2020). Besides, the destination image refers to the number of individuals' or groups' beliefs, attitudes, and impressions to travel to a certain tourist destination or the destination aspect (Stylidis & Cherifi, 2018). Consequently, the destination image can be described as the consumers' perception of the destination as the driving force in decision-making. In fact, in the decision-making process of travellers, the destination image is deemed significant and effective (Bruwer, Pratt, Saliba, & Hirche, 2017).



H1: Destination image is positively related to tourist satisfaction.

### **Social Value and Tourist Satisfaction**

Social value is defined as a tourist's perceived utility in relation to the geographic, demographic, socioeconomic, political, and cultural dimensions in recognizing the product attributes within the social group in which the user is located (Gan & Wang, 2017). The concept of social values has been influenced by theory and research in several related areas. Furthermore, developing and transferring value to the individual is a competitive advantage in an environment identified by global competition and individuals with more demands (Ministry of Tourism, 2015). This shows the importance of social values in consumer choice as a result of interpersonal communication and the dissemination of information. Moreover, social relationship is one of the motivating factors for travellers that create and measure the level of tourist satisfaction (Huang, Shen, & Choi, 2015). Hence, this study suggests the following hypothesis:

H2: Social value is positively related to tourist satisfaction.

### **Emotional Value and Tourist Satisfaction**

Huang et al. (2015) provided strong evidence that in tourism, emotions achieve validity that differs from place arrangement; however, they did not explicitly investigate the structural relationship between emotional responses and tourist satisfaction with place placement. Patwary and Rashid (2016) showed a positive effect of destination attribute performance on tourist emotions in their study, while Tlili and Amara (2016) showed a significant effect of the emotional involvement of tourists on their level of satisfaction. Besides, past investigations have also found an effect of commendable destination attribute performance on positive or negative emotions of visitors (Prayag et al., 2017), including the effect of destination attribute performance on the emotional involvement of tourists and their level of satisfaction (Biswas, Deb, Hasan, & Khandakar, 2020). Thus, this study suggests the following hypothesis:

H3: Emotional value is positively related to tourist satisfaction.

### **Research Framework**

A research framework has been formulated to investigate the relationships between the three influential factors and tourist satisfaction as shown in Figure 1.

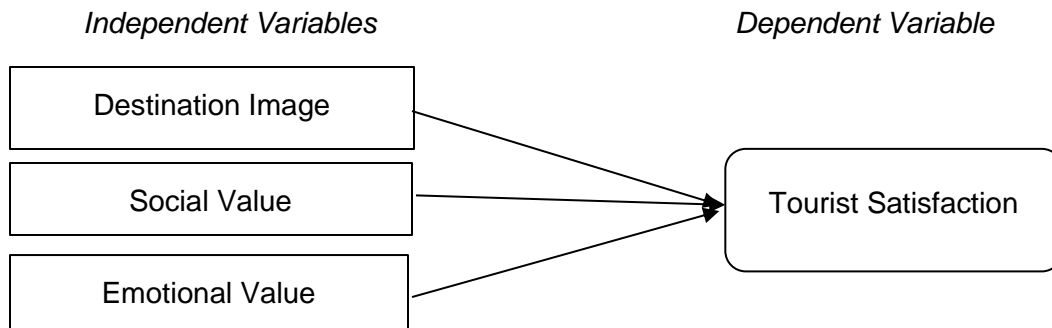


Figure 1: Conceptual framework for the factors affecting tourist satisfaction towards Keluang Hill (Wan & Chan, 2013)

## METHODOLOGY

### Research Design

This study used a quantitative method (Indryasari, 2019). Research methodologies include research design and research processes, sampling design, data collection, and data analysis (Hero, 2020). In this study, primary data collection through questionnaires was conducted on tourists who visited Keluang Hill, Terengganu. The tourists would assist in answering the questions, followed by their needs, opinions, and satisfaction towards the destination. Furthermore, the questions were evaluated based on different structures such as the image of the destination, social value, emotional value, and tourist satisfaction.

The survey was conducted using a convenient sampling method. The sample groups include the tourists who visited Keluang Hill, Terengganu, aged 17 years old and above. The researchers constructed a set of questionnaires to be distributed to the population members who come from different states and visited Keluang Hill, Terengganu. In this study, a 5-point Likert scale was used to understand the level of agreement and disagreement among tourists.

### Data Analysis

The data gathered from the answers and responses from the questionnaires were analyzed using Statistical Package for the Social Sciences (SPSS). The reliability coefficient is defined as a technique intended to determine the internal consistency of a scale; thus, the data were tested using Cronbach's alpha analysis as an indicator that identifies the level of data consistency. According to Hulin, Netemeyer, and Cudeck (2001), the Cronbach's alpha values for the independent variables (IVs) and dependent variable (DV) must be above 0.6-0.7. Additionally, Spearman's correlation coefficient ( $r$ ) was employed to examine the relationship between the IVs and the DV, ranging from -1 to +1 for the indication of a positive or negative correlation.

## FINDINGS

A total of 209 sets of questionnaires were assigned using an online platform. Table 1 shows the profile of the respondents in this study. Based on the table, about 43.1% of the respondents are males, while the other 56.9% are females. In terms of race, most of the respondents are Malays with a frequency of 142 respondents (67.9%), followed by Chinese with 28 respondents (13.4%), Indians with 24 respondents (11.5%), and “Others” with 15 respondents (7.2%).

Based on the results, the respondents who responded to this survey are aged between 23 to 26 years old with a frequency of 70 respondents (33.5%), followed by 17 to 22 years old with 67 respondents (32.1%), 33 years old and above with 38 respondents (18.2%), and below 27 to 32 years old with 34 respondents (16.3%).

Table 1: Respondents' Profile

<b>Profile</b>	<b>Classification</b>	<b>Frequency</b> <b>N= 209</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	90	43.1
	Female	119	56.9
<b>Age</b>	17 years-22 years old	67	32.1
	23 years-26 years old	70	33.5
	27 years-32 years old	34	16.3
	33 years old and above	38	18.2
<b>Race</b>	Malay	142	67.9
	Chinese	28	13.4
	Indian	24	11.5
	Others	15	7.2
<b>Academic qualification</b>	PMR	4	1.9
	SPM	37	17.7
	STPM	57	23.7
	Undergraduate	60	28.7
	Postgraduate	37	17.7
	Others	14	6.7
<b>Profession</b>	Student	96	45.9
	Employed	93	44.5
	Unemployed	20	9.6
<b>Monthly income (RM)</b>	Below RM1,000	87	41.6
	RM1,000-RM2,999	56	26.8

RM3,000-RM4,999	38	18.2
RM5,000 and Above	28	13.4

Based on the table, most of the respondents have a degree (28.7%, n=60) and this is followed by 57 respondents (23.7%) with STPM, 37 respondents (17.7%) with SPM and Postgraduate degree, 14 respondents (6.7%) with others, and the remaining 4 respondents (1.9%) with PMR. Besides, in terms of profession, most of the respondents are students with 96 respondents (46.9%), while 93 respondents (44.5%) are employed, and the remaining 20 respondents (9.6%) are unemployed.

Based on Table 1, most of respondents have a monthly income of below RM1,000 with 87 respondents (41.6%), followed by RM1,000-RM2,999 with 56 respondents (26.8%), RM3,000-RM4,999 with 38 respondents (18.2%), and RM5,000 and above with 28 respondents (13.4%).

### **Factors Determining Tourist Satisfaction towards Keluang Hill**

Spearman's correlation was used in this study to describe the strength of the relationship between two variables. The reliability test was conducted on the independent variables to check the internal consistency of the measurement instrument. The Cronbach's alpha results for all variables in this study were ranging from 0.813 to 0.898, which exceeds the minimum acceptable reliability range of 0.70 as recommended by Sekaran and Bougie (2010). In this paper, three (3) hypotheses have been tested and the results indicated that social value has a strong relationship with tourist satisfaction ( $r=0.666$ ,  $n=209$ ,  $p<0.01$ ), followed by destination image ( $r=0.798$ ,  $n=209$ ,  $p<0.01$ ), and lastly, emotional value ( $r=0.688$ ,  $n=209$ ,  $p<0.01$ ).

### **DISCUSSION & RECOMMENDATIONS**

This study addressed three questions related to the relationships between destination image, social value, and emotional value with tourist satisfaction towards Keluang Hill. Based on the findings of the study, there was a strong relationship between destination image and tourist satisfaction towards Keluang Hill with  $r = 0.798$ ,  $n = 209$ , and  $p < 0.01$ . This is in line with the study by Kani, Aziz, Sambasivan, and Bojei (2017), by which the attachment of destinations can lead to tourist behaviour that influences the destination image and tourist satisfaction to adapt to a place.

The findings also showed a strong relationship between emotional value and tourist satisfaction with  $r = 0.688$ ,  $n = 209$ , and  $p < 0.01$ . This coincides with Huang, Weiler, and Assaker (2015) who described satisfaction as an emotional response resulting from the experience of consumption.

Finally, the results revealed a moderate relationship between social value and tourist satisfaction towards Keluang Hill with  $r = 0.666$ ,  $n = 209$ , and  $p < 0.01$ . This is consistent with a past study by Yo JungMin and Minjung Park (2016) who revealed that hedonic, utilitarian, creative achievement, and social values influence satisfaction with the adaptation that, in turn, affect tourist loyalty. A summary of the hypothesis testing results is presented in Table 3.

Table 3: Hypothesis Testing Results

Hypothesis	Relationship	Correlation coefficient	Result	Finding
H1	There is a positive relationship between social value and tourist satisfaction.	$r = 0.666$	H1: Accepted	Yo Jungmin and Minjung Park (2016)
H2	There is a positive relationship between destination image and tourist satisfaction.	$r = 0.798$	H2: Accepted	Kani, Aziz, Sambasivan, and Bojei (2017)
H3	There is a positive relationship between emotional value and tourist satisfaction.	$r = 0.688$	H3: Accepted	Huang, Weiler, and Assaaker (2015)

## CONCLUSION

In conclusion, this study has proven that destination image, social value, and emotional value can influence tourist satisfaction towards Keluang Hill. Based on the results, destination image is the most significant factor that affects tourist satisfaction, followed by social value and emotional value. This study may contribute to travel agencies and the government in terms of promoting Keluang Hill as well as future researchers as a reference. The researchers also hope that there will be continuous development in Keluang Hill, especially the facilities because this can raise the level of tourist satisfaction. This study also recommends the hospitality and resort sector build up and upgrade its service systems because various accommodation facilities are important to provide convenience for the visitors. As such, Keluang Hill must improve and conserve the beauty and landscape, especially the cleanliness of the beach area. Indeed, all parties must preserve the cleanliness and attractiveness of the beach including all stakeholders, tourists, local authorities, state governments, and the federal government. Furthermore, Keluang Hill needs to provide interesting activities or unique programs to tourists. Adventure activities can also be offered such as paragliding, white water rafting, and many other extreme activities; however, safety should first be prioritized before providing any extreme activities in Keluang Hill, Terengganu.

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# The Factors That Determine Tourist Adoption of Smartphone Apps Among Youths

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## ABSTRACT

Smartphone application development plays a vital role in today's travel industry. Smartphones are one of the ICT (Information Communication and Technology) products that gradually penetrate young people's daily activities and become part of their lives. This study aims to investigate the factors that determine tourist adoption of smartphone apps among youths. Specifically, this study investigates the relationships between performance expectancy, effort expectancy, social influence, and facilitating condition with the intention to use smartphone apps. Data were collected using questionnaires and analysed through descriptive analysis, reliability test, and Pearson's correlation coefficient. There are 291 students of Universiti Malaysia Kelantan (UMK) City Campus. The results showed that social influence has the highest influence on the intention to use smartphone apps among youths. For further studies, other theories can be used to guide future research to determine more factors that affect young people in using travel apps.

**Keywords: Smartphone Apps, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Intention to Use**

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## INTRODUCTION

A mobile application, most referred to as an app, is a type of application software designed to run on a mobile device such as a smartphone or a tablet computer. Thousands of smartphone applications are running on the phone, including games, personal use, and commercial applications (Computer Hope, 2020). There is no doubt that the world has accepted applications as a way to make most smartphones. Therefore, tracking historical markers for mobile application development will be very attractive.

In Travelport's 2018 Digital Travelers Survey of 16,000 travellers from 25 countries, trends among respondents from the United States showed that mobile devices are essential for leisure travel in other aspects of everyday life. Besides, 61% of travellers in the US have booked and paid for travel through their smartphones within the past year, and 64% are using their smartphones en route to their destinations. The top three most important features identified in their travel apps are real-time flight alerts throughout their journey, being able to see an entire itinerary of the trip in one place, and the ability to book flights. Other than that, in Malaysia, there were approximately 14.5 million smartphone users in 2015. About 45% of smartphone users in the country made purchases on smartphones, and more than 10% used digital wallets.

This study aims to investigate the factors that determine tourist adoption of smartphone apps among youths. However, a few challenges are present in the tourism industry considering the lack of internet data because not all customers have a good connection within their area or place. This also includes avoiding feature creep. Many travel app users are trying to accomplish a particular task; they might even be in a time-crunch scenario such as getting a cab, boarding a

flight, or checking the status of a train. Besides, travellers have trouble finding the internet Wi-Fi connection. As such, high-speed network access is needed for applications. However, too many permissions are requested, and users are getting used to installing any app happily without checking who the developer is and granting access permissions to their phone data and functions.

There are four objectives of this study, as follows:

1. To examine the relationship between performance expectancy and the intention to use travel apps among youths.
2. To examine the relationship between effort expectancy and the intention to use travel apps among youths.
3. To examine the relationship between social influence and the intention to use travel apps among youths.
4. To examine the relationship between facilitating condition and the intention to use travel apps among youths.

## **Significance of the Study**

### **Researchers**

This study will help new researchers examine or collect data related to the topic because it is straightforward and easy to understand for future research. This study can also help them to further investigate the adoption of smartphone apps.

### **Future Travellers**

This study will help future travellers identify the relevant apps for travelling, which makes it easier for them to understand the purpose of the apps such as travel planning, route mapping, travel updates, security information during an emergency, and overseas banking as well as finding travel agents or tour guides, booking tickets or hotels, and so on. This study can also increase future travellers' knowledge in terms of the various benefits of smartphone apps such as the factors involved in adopting smartphone apps. Through this study, future tourists will also enjoy and obtain new experiences in adopting smartphone apps.

### **Future App Developers**

The results of this study will benefit future app developers in knowing more about the app usage factors among tourists. This study will also help them improve the apps and the apps' technology to make it easier for tourists to travel around. Furthermore, the provided apps are easy to access, and they also have full information related to travelling in the future.

## **LITERATURE REVIEW**

### **Performance Expectancy**

Performance expectancy is defined as the extent to which the individuals believe that using the system will help them achieve an advantage in job performance. According to Venkatesh et al.

(2003), the performance term is unique, significantly influencing a person's behavioural intention to receive and use IT systems. Based on previous research, the term "performance" seems to be a determinant of intention in various situations. Performance expectancy is of direct relevance to the use of smartphone apps among youths while travelling. This is because the youths rely on the use of smartphones to access adequate information pertinent to their travel activities.

### **Effort Expectancy**

User-friendly technology can be easily accepted by users. Many users prefer technologies that provide flexibility, usability, and ease of use. According to Giesing (2005), effort expectancy is an important factor in influencing the intention to use. The research finding in Uganda also found a significant positive correlation between the expected workload of automated teller machine (ATM) authentication using fingerprint biometrics and behavioural intentions. Therefore, if people believe that the interaction with ATMs based on fingerprint authentication is clear, easy to understand, and easy to use, their behavioural intentions are likely to be enhanced.

### **Social Influence**

Based on the unified theory of acceptance and use of technology (UTAUT), social influence can be described as individuals who consider that the people important to him believe they need to use a new technology system (Venkatesh, Morris, Davis, & Davis, 2003), particularly a person's intention of adopting new technologies such as smartphone apps. The apps are customised to experience the specific needs of users; they also have an intrinsic capacity that allows users to interact, reflect, and describe themselves (Cheng, Sharma, Sharma, & Kulathunga, 2020). According to Wong, Leong, and Puah (2019), the social influence of smartphone applications entails a person's opinion on the behaviour of individual users where compliance with an important person's view can be influential.

### **Facilitating Condition**

Facilitating condition is mainly characterised by the individuals who have all resources and knowledge to use smartphone apps. The effective use of mobile devices offers people a convenient way while travelling. Additionally, access to the Internet is essential while using smartphone apps as the users can easily search for what they need. Hence, 4G-enabled phones, mobile data packs, and Internet speed are necessary for the use of apps. In contrast, Nathan, Victor, Tan, and Farkas (2020) found that facilitating condition has a significant adverse effect on young travellers' intention to use Airbnb applications due to the nature of information technology users who rely less on the system. The facilitating condition is mainly characterised by the individual who has all the resources and knowledge to use smartphone apps. As such, the use of mobile devices effectively offers people a convenient way while travelling.

### **Intention to Use**

Intention to use in this study refers to consumers' or travellers' adoption of smartphone applications. According to Ajzen (1991) in the theory of planned behaviour, this refers to the individual's intention and willingness to participate in any specific behaviour, which often contributes to the performance of individual expression. Smartphone users support the use of a system or application when they perform their first smartphone activities; thus, when they

download the apps, the users accept the apps. As more people use the apps, they are more likely to adopt the apps compared to those who do not (Sheng, Huang, Quyet, & Hung, 2019).

### Research Hypotheses

The following four hypotheses have been discussed in this study:

- H1: There is a significant relationship between performance expectancy and the intention to use smartphone apps among youths.
- H2: There is a significant relationship between effort expectancy and the intention to use smartphone apps among youths.
- H3: There is a significant relationship between social influence and the intention to use smartphone apps among youths.
- H4: There is a significant relationship between facilitating condition and the intention to use smartphone apps among youths.

### Research Framework

A research framework has been formulated to investigate the connection between the independent variables (performance expectancy, effort expectancy, social influence, and facilitating condition) and the dependent variable (intention to use). This study was conducted based on the UTAUT theory; hence, the researchers have selected a few factors from the theory.

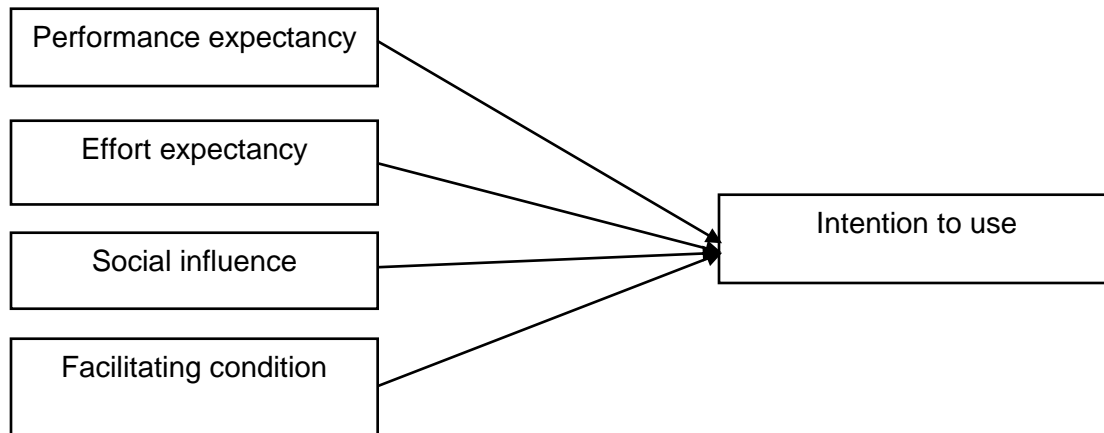


Figure 1: A research framework for the factors that determine tourist adoption of smartphone apps among youths.

## METHODOLOGY

### Research Design

This study used a quantitative research method through a correlational research design. Correlation research attempts to use statistical data to determine the degree of relationship between two or more variables. This type of research design allows the researchers to test the hypothesized relationship between the independent variables and the dependent variable.

## Data Collection

Data collection can be divided into two categories, namely primary and secondary data collection. Primary data entails new information collected by a first-hand researcher with regard to the specific purpose or goal of the study. In this study, the researchers used primary data collection. The analysis process needs to be carried out depending on the researchers' data, which is an online survey or questionnaire. This includes questionnaires with closed-ended questions, correlation and regression analyses, mean, mode, median, and other analyses (Dudovskiy, 2018).

## Sampling

The sampling method used in this study is snowball sampling. According to Alvi (2016), one part of the population attempted at a time refers to snowball sampling, and the researchers further requested to refer to other elements of the population. This sampling method is intended for the researchers to choose a person who fits the sampling criteria. After the respondent submitted the feedback and thoughts, the researchers would continue to distribute the survey to another person who fits the same requirements. This type of sampling saves costs and serves as a reference obtained from a primary source of data. In this study, the researchers selected a sample size of at least 265 students of the UMK City Campus.

To achieve a reliable and valid sample for this study, the researchers used the following equation proposed by Krejcie & Morgan (1970) to determine the sample size:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

Three types of data analyses were used in this study, namely reliability analysis, descriptive analysis, and Pearson's correlation coefficient. The data obtained were analysed using Statistical Package for the Social Sciences version 26.0 (SPSS). The SPSS software can manipulate and analyse complex information using relatively simple methods. Besides, the researchers often conduct a descriptive analysis to calculate the pattern and dispersion of the data or the results obtained. Firstly, to verify the accuracy and stability of the results, the researchers conducted a reliability test using the alpha coefficient to ensure that the results were reliable and the study is repeatable. Finally, the researchers used Pearson's correlation coefficient to determine the intensity of the linear relationships between the variables.

Correlation		
		Intention to Use
Performance Expectancy	Pearson Correlation	.636**
	Sig. (2-tailed)	.000
	N	291
Effort Expectancy	Pearson Correlation	.634**
	Sig. (2-tailed)	.000
	N	291
Social Influence	Pearson Correlation	.640**
	Sig. (2-tailed)	.000
	N	291
Facilitating Condition	Pearson Correlation	.632**
	Sig. (2-tailed)	.000
	N	291

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

## FINDINGS

Based on the table above, the p-value for all variables was 0.000, which is less than the significant level of 0.01. The correlation coefficient between performance expectancy and the intention to use smartphone apps among youths was 0.636, whereas the correlation coefficient between effort expectancy and the intention to use smartphone apps among youths was 0.634, and the correlation coefficient between social influence between the intention to use smartphone apps among youths was 0.640. Lastly, the correlation coefficient between facilitating condition and the intention to use smartphone apps among youths was 0.632. Overall, the correlation coefficient values showed a moderate positive correlation between the independent variables and the dependent variable.

## DISCUSSION & RECOMMENDATIONS

### Performance Expectancy

Based on the results of this study, there is a significant relationship between performance expectancy and the intention to use smartphone apps among youths at a moderate level ( $r = 0.636$ ,  $n = 291$ ,  $p < 0.01$ ). This shows that smartphone apps are indeed useful for travelling, increasing productivity, and helping tourists visit a specific place. Results from a previous study also indicated that performance expectancy significantly affects students' behavioural intention to use mobile phones. Hence, students perceive that using mobile phones enables them to improve their study performance (Nikolopoulou Gialamas et al. 2020). As such, performance expectancy is an important factor in affecting the intention to use smartphone apps among youths. This is in line with the previous study in the context of the cognitive component of a performance expectancy.

### **Effort Expectancy**

The results indicated that the strength of the relationship between effort expectancy and the intention to use smartphone apps among youths is moderate ( $r = 0.634$ ,  $n = 291$ ,  $p < 0.01$ ). This implies a positive and significant relationship between effort expectancy and the intention to use smartphone apps among youths. Past findings have also shown a positive relationship between effort expectancy and the intention to use, where users would have good intentions to adopt restaurant search and/or reservation (MARSR) mobile apps if these apps are easy-to-use and effective whilst saving time (Palau-Saumell, Forgas-Coll et al., 2019). Hence, it can be deduced that effort expectancy plays a key role in influencing youths in using smartphone apps.

### **Social Influence**

There is a significant relationship between social influence and the intention to use smartphone apps among youths at a moderate level ( $r = 0.640$ ,  $n = 291$ ,  $p < 0.01$ ). This variable is the highest among other independent variables because the respondents were influenced by their friends to use smartphone apps when travelling. This can be supported by Vinnik (2017) who stated that family, friends, or influential colleagues and classmates might use smartphone applications and affect another person to adopt the applications. Thus, in line with the previous study, those among the youths are more likely influenced to use smartphone apps.

### **Facilitating Condition**

Based on the results of this study, there is a significant relationship between facilitating condition and the intention to use smartphone apps among youths at a moderate level ( $r = 0.632$ ,  $n = 291$ ,  $p < 0.01$ ). The respondents agreed that smartphone apps are compatible with other technologies that they have used before. The result is supported by Gupta et al. (2018), by which the internet access, smartphone memory for downloading applications, and the understanding of travel purchase are the main resources necessary for travelling. Furthermore, the security services of smartphone apps are also important in ensuring data protection from any threats. Therefore, facilitating condition of the smartphone apps influences the youths to use these apps.

## **RECOMMENDATIONS**

The research findings could be useful for many parties, especially programmers who intend to develop travel apps. Since the current study only included young people, future researchers can, therefore, include respondents of all ages for comparison purposes. In this regard, future research can replicate the current study and expand it within a broad context in order to give a more compelling effect of the variables. Next, this study only focuses on several factors as the independent variables; hence, future research could take other important factors to study their effectiveness. Future studies may also use other theories to identify more factors that influence young people who are using travel apps. Finally, the data for the current study were only collected using questionnaires, which may provide unsatisfactory findings. Therefore, future studies can use another research method to yield more effective results such as a qualitative method.

## CONCLUSION

This study examined the relationship between the independent variables, namely performance expectancy, effort expectancy, social influence, and facilitating condition with the dependent variable, which is the intention to use smartphone apps among youths during their travel. This study has fulfilled all of its objectives to analyse the relationship between the independent and dependent variables. Overall, the study confirms that social influence is the most significant factor (0.640) that influences the intention to use smartphone apps among youths, whereas the lowest variable is facilitating condition (0.632). Therefore, considering the important role of social influence, it is recommended that marketers and developers concentrate on a marketing partnership strategy that allows them to engage with potential consumers.

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# Tourist Willingness to Participate in Online Co-Creation Experience: A Case of Booking.Com

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## ABSTRACT

This study is designed to examine tourist willingness to participate in online co-creation experience via Booking.com. The study suggests four factors: ease of use, information, interactivity, and website design that affect tourist willingness to participate in online co-creation via Booking.com. The data were collected using questionnaires and the researchers conveniently distribute the questionnaires to 350 respondents. The collected data were then analyzed quantitatively using statistical tests via SPSS that include the reliability test, descriptive test, and Pearson's correlation analysis in order to investigate the relationship between two quantitative, continuous variables. The results showed that the scale is reliable and valid for current research and that booking.com website features influence tourist willingness to co-create online. The overall study provides a good insight into providing a good website that allows others to co-create, either on the part of the academic or the tourism sector.

**Keywords: Online co-creation, ease of use, information, interactivity, website design, reliability test, descriptive test, Pearson's correlation analysis, SPSS.**

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## INTRODUCTION

Online travel agent (OTA) is a travel website specializing in selling travel products to consumers (Redzo, 2007). According to Redzo (2007), there is high competition among OTAs due to considerable OTA numbers that exist nowadays. The same scenario happened involving a famous OTA platform called Booking.com. Booking.com has to compete and differentiate from its competitors to become attractive to its customer. The competitive market has caused the sales in Booking.com to drop. Booking.com revealed in its annual report that the sales were dropping from 2014 to 2018. The company also revealed that customer engagement was also decreasing due to the decreasing number of sales (Mitra Sorrels, 2019).

Booking.com's sales have dropped due to many reasons. The company faced various customer complaints, particularly on its website layout arrangement (Tianshu Zheng et al., 2009). Customers complained that the website has many flaws in the system and the company did not rectify the problems. Briefly, the customers were not satisfied with a particular quality element of the website (Sam Hopps, 2020; Omar et al., 2020). Besides, the website layout is sometimes not in the right place, which caused customers to switch and visit another OTA website.

This study aims to investigate tourist willingness to participate in online co-creation experience via Booking.com. Although several studies have been done to investigate the value of co-creation in tourism and hospitality research (Chathoth et al., 2013; Cabidduet et al., 2013), a few empirical efforts have attempted to investigate co-creation (Oliveira & Panyik, 2015; Mathisen et al., 2016), particularly among OTAs. Nevertheless, the impact of OTA website quality and its participation in co-creation experiences should still be looked into (Mathis et al., 2016).

There are four objectives addressed in this study, as follows:

1. To examine the relationship between ease of use and tourist willingness to participate in online co-creation.
2. To examine the relationship between information and tourist willingness to participate in online co-creation.
3. To examine the relationship between interactivity and tourist willingness to participate in online co-creation.
4. To examine the relationship between website design and tourist willingness to participate in online co-creation.

## **Significance of the Study**

### **Researchers**

The current study is believed to provide a great benefit for both researchers and tourism players. On the part of researchers, this study is believed to assist future researchers in contributing to the existing literature by providing information on the factors that influence co-creation with Booking.com among customers. This also helps serve as a guideline for future study improvement, particularly on the co-creation antecedent.

### **Tourism players**

This study helps tourism players, particularly OTA such as Booking.com to determine the problem involving its customers. This study provides insight into the ways to increase customer satisfaction and encourage them to participate in co-creation. Hence, this can improve its service, increase the booking rate, and encourage co-creation among customers. This study can also help improve its website content and design to influence more customers to utilize its service.

## **LITERATURE REVIEW**

### **Online Travel Agency (OTA)**

OTA has dominated the current travel and tour segments by altering the way consumers plan and book their trips. OTA, which serves as the intermediary between tourism suppliers and consumers, sells various travel products including flights, hotels, car rentals, cruises, activities, and packages on behalf of third parties (Revfine.Com, 2020; Hashim et al., 2019). The natural experience of tourism and the quick development of the online network, together with a greater tendency to share information on behalf of the tourists have generated a framework where one learns from others' experiences when deciding on a destination (Volo, 2010). According to Luna-Nevarez, (2012), the importance of assessing OTA has been pointed out, and the same holds for hotels (Pranic, 2014), travel reservation centres (Scharl, 2004), and online travel agencies (Park, 2007).

### **Willingness to participate in online co-creation**

Co-creation must be implemented among customers and sellers to develop a relationship. Nowadays, a lot of businesses and services can be done online, which is convenient and saves time. On the other hand, online transactions may cause some problems to users such as payment

failure, reducing human touch, reducing employment, and increasing problem-solving time. Co-creation must also be cooperated by both sides to make things easier on the seller whilst keeping the working process uninterrupted. At the same time, customers are encouraged to use a combination of remote technological channels (e.g., phone, internet, and mobile) in their interactions with service providers (O'Loughlin and Szmigin, 2005; Bakar et al.,2020; Hashim et al., 2020).

### **Quality of the destination website**

Generally, destination websites are regarded as the most credible source of information because they formally represent their destination. It was found that 93% of internet users who seek travel information online have visited the official destination website; however, destination website quality has been considered to be a significant stimulation in tourist intentions and attitudes. Recently, Loureiro (2015) applied four dimensions when assessing website destination quality for a series of tourist destinations, as follows:

#### **Ease of use**

Ease of use is defined as a measurement of how easy the finished product is to be used by its intended users (Interaction Design Foundation, 2020). Ease of use is also known as the usability of a product, service, tool, process, or environment (John Spacey, 2016). Kim and Fesenmaier (2008) also found that destination websites must be user-friendly so that information searchers can easily navigate sites with no mental effort. Several studies have clearly explained the importance of ease of use for destination websites, and that ease of use is an important determinant of behavioural intention to use technologies across various contexts, including website security (Park and Gretzel, 2007), website map (Luna-Nevarez and Hyman, 2012), and website reserve accommodations (Luna-Nevarez and Hyman, 2012).

#### **Information**

According to Rafael Capurro (2005), the concept of information as we use it every single day in the sense that knowledge is communicated plays a major role in contemporary society. According to Luna-Nevarez and Hyman (2012), the information on website quality is the presence or absence of a section related to each of the places as well as the total percentage of space occupied by word. Latest developments in research into online information searches (Xiang et al., 2008) have also proven that travellers use their time to search for accurate information through the internet before making their online reservations. Various studies have further shown that information is an important determinant of behavioural intention to use technologies and subsequently across various contexts including facility information (Chung and Law, 2003), surrounding area information (Chung and Law, 2003), website map (Luna-Nevarez and Hyman, 2012), and website reserve accommodations (Luna-Nevarez and Hyman, 2012).

#### **Interactivity**

Interactivity can be defined as the potentiality of a technological system to promote efficient communication processes, allowing the presence of elements that make communication mediated by technology analogous to dialogue (Sádaba Chalezquer, 2000: 148). Users can customize or adapt the website's content according to their interests; interactivity between user and administrator (understood, in this case, as the DMO), through mechanisms that allow the

user to appeal directly to the organization or mechanisms that allow the organization to obtain user information; and user-user interactivity reflected in tools such as forums or virtual communities, allowing users to engage in conversations and provide information to one another.

## **Web Design**

Kline, Morrison, and John (2004) described a website evaluation framework that involves expert judgments of the technical qualities, user-friendliness, site attractiveness, and marketing effectiveness of bed and breakfast websites. Similarly, Scharl, Wöber, and Bauer (2004) developed a web robot to evaluate the ease of navigation, interactive elements such as reservation and booking features, the volume of textual and graphical information, the number of available languages, and the textual diversity of documents in European hotel websites. Overall, it was found that up-to-date, good quality, and appropriate amounts of information/content on a web page play an important role in influencing customer perception of website quality.

## **Research Hypotheses**

In this study, four hypotheses were determined related to "Quality of the Website" (ease of use, information, interactivity, and web design) and also one dependent variable, which is "tourist willingness to participate in online co-creation". The four research hypotheses are as follows:

- H1: There is a significant relationship between ease of use and the willingness to participate in online co-creation.
- H2: There is a significant relationship between information and the willingness to participate in online co-creation.
- H3: There is a significant relationship between interactivity and the willingness to participate in online co-creation.
- H4: There is a significant relationship between web design and the willingness to participate in online co-creation.

## **Research Framework**

A research framework has been developed to investigate the connection between the four variables of website quality and the variable of willingness as highlighted in the study as follows:

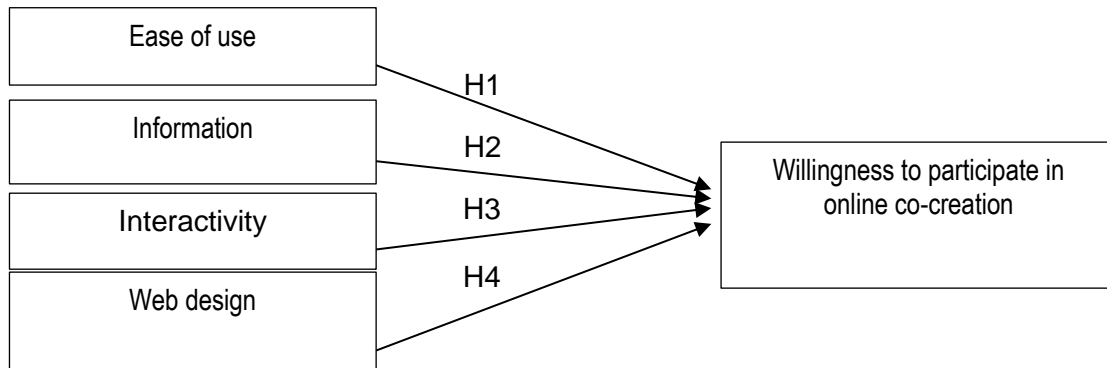


Figure 1: Research framework of online travel agent quality and the willingness to participate in online co-creation

Source: Luna-Nevarez and Hyman (2012)

## METHODOLOGY

### Research Design

This study used a quantitative method, which is the most suitable research paradigm to be used in this study. Research design is the plan, structure, strategy, and investigation conceived so as to obtain ensured search question and control variance. This study is designed to investigate the relationship between online travel agent (OTA) website quality and the willingness to engage in online co-creation. Based on the objectives, a quantitative approach is deemed more appropriate since this approach would allow the testing of the hypotheses of this study.

### Data Collection

The data collection method used in this study includes questionnaires. According to Sekaran (2003), a self-administered questionnaire is one of the efficient ways to collect data. The researcher collected the respondents' contact using an online platform such as Google Forms. Additionally, the researchers explained the purpose of the study to the respondents. The researchers engaged in the data collection by distributing and disseminating the Google Forms link through WhatsApp and Facebook during the process of data gathering to assist the respondents who might have difficulties in answering the questionnaires via the online platform. Upon completion, the questionnaires were returned personally to the researchers. To protect the identity of the respondents, their names were not revealed in this study.

### Sampling & Sample Size

The sampling method used in this study was convenience sampling because it is one of the best non-probability sampling methods carried out with few rules governing how the sample should be collected. The current study decided the sample size based on Roscoe's (1975) rule of thumb. The most appropriate sample size required in this study is 350 respondents. Moreover, the sample size is also considered adequate since there were similar studies conducted in the context

of online destination platforms (Dedeke 2016; Etemad-Sajadi 2016; Kim et al. 2007; Pallud & Straub, 2014) using a similar sample size of 350 respondents in their studies.

## Data Analysis

The data for this study were recorded and analysed using Statistical Package for the Social Sciences (SPSS) software based on three types of data analyses, namely frequency analysis or descriptive analysis, reliability analysis, and Pearson's correlation.

## FINDINGS

### Demographic

Based on the demographic background of 350 respondents, the majority of the respondents are females with a frequency of 196 respondents (56%) and males with 154 respondents (44%). Most of the respondents are young generations between 22 and 31 years old with a frequency of 194 respondents (55.4%), and the respondents are mostly Malays with a frequency of 274 respondents (78.3%). Besides, the majority of the respondents are single with a frequency of 194 respondents (55.4%), and they are mostly employed with a frequency of 229 respondents (65.4%), earning household annual income below RM12,000 with a frequency of 289 respondents (82.6%).

### Relationship between variables

Four (4) hypotheses are presented in this section. The results showed a positive correlation between all variables, thus indicating that the variables increase concurrently. This relationship may or may not represent causation between two variables, but it does describe a pattern.

Table 1: Summary of Hypothesis Testing

Hypothesis	Regression R <sup>2</sup>	Pearson's Correlation (α)	Pearson's Statistical Sig.	Result
H1: Ease of use is positively related to the willingness to participate in online co-creation.	0.420	0.210	0.000	Supported
H2: Information is positively related to the willingness to participate in online co-creation.	0.556	0.278	0.000	Supported
H3: Website interactivity is positively related to the willingness to participate in online co-creation.	0.204	0.102	0.000	Supported
H4: Web design is positively related to the willingness to participate in online co-creation.	0.312	0.107	0.000	Supported

Hypothesis 1 (H1) proposed that ease of use has a positive relationship with the willingness to participate in online co-creation, and the finding revealed that ease of use recorded  $\alpha = 0.210$ ,  $p < 0.001$ , and  $R^2 = 0.420$ . This shows a positive correlation between two variables, which means that the two variables increased concurrently. This relationship may present the relationship between the two variables, but it does not describe a pattern. Hence, Hypothesis 1 (H1) is accepted since ease of use is positively significant to the willingness to participate in online co-creation.

Next, Hypothesis 2 (H2) proposed that information is positively related to willingness to participate in online co-creation. Based on the findings, information was found to have a positive relationship with tourist willingness to participate in online co-creation with  $\alpha = 0.278$ ,  $p < 0.001$ , and  $R^2 = 0.556$ . Hence, this supports the hypothesis where information is positively related to the dependent variable, which is the willingness to participate in online co-creation.

Hypothesis 3 (H3) with regard to website interactivity showed that website interactivity is positively related to willingness to participate in online co-creation with re-participation intention. Based on the findings, website interactivity recorded Spearman's correlation coefficient value of  $r = 0.102$ ,  $p = 0.000$ . Thus, Hypothesis 3 (H3) is accepted owing to the positive relationship between website interactivity and the willingness to participate in online co-creation.

The final hypothesis (H4) with regard to web design showed that web design is positively related to the willingness to participate in online co-creation. As can be seen in the table, web design recorded a value of  $\alpha = 0.107$ ,  $p < 0.001$ , and  $R^2 = 0.214$ . Therefore, based on the result, Hypothesis 4 is accepted since web design is positively related to the dependent variable, which is the willingness to participate in online co-creation.

## **DISCUSSION & RECOMMENDATIONS**

This study consists of four objectives and hypotheses. Firstly, there is a relationship between ease of use and customer willingness to participate in online co-creation. Secondly, there is a relationship between information and customer willingness to participate in online co-creation. Thirdly, there is a relationship between interactivity and customer willingness to participate in online co-creation. Finally, there is a relationship between website design and customer willingness to participate in online co-creation.

Many limitations and restrictions occurred during the data collection process, by which the data collection was conducted during the MCO period through an online survey. Since we are using online questionnaires for data collection, the respondents might answer hastily without properly reading the questions given. Thus, it is best to distribute the questionnaire forms by hard copy and explain to the respondents directly if they do not understand certain parts. Hence, they can answer the questionnaires with a better understanding of all questions. Due to the MCO restriction period, the researchers could only choose an online survey to complete this study.

Moreover, the respondent's surroundings also brought a huge impact on the data collection through questionnaires. For instance, if the respondents were surrounded by their family members while answering the questionnaire, their answers might be influenced based on their family members' preferences, thus making the data inaccurate. Hence, the respondents should answer the questionnaires without any disturbance so that their answers are more accurate. Furthermore, the time and cost factors also affected this study, such as a time-limited duration for preparation and data collection processes. The budget for this study was also very limited; thus, we could not survey different areas and only focused on several particular areas, which may lead



to inaccurate data collection results. This study should allocate more time to prepare and collect data so that more respondents can be gathered to answer the questionnaires. Besides, we should also explore other different places to gain more respondents. Since this study is not as optimal, future researchers can use this study as a reference for research purposes. They should also conduct a detailed study with a longer time to obtain the most accurate results.

## CONCLUSION AND FUTURE RESEARCH

In short, four variables have been emphasized in this research. Briefly, the researchers outlined the variables of ease of use, information, interactivity, and website design to collect robust and accurate data in order to ensure positive results. The majority of the tourists have also shown an encouraging response to online booking as the power of the internet is expanding nowadays. Meanwhile, the results indicated a good relationship between ease of use and Booking.com, followed by the relationship between information and Booking.com.

Next, interactivity was found to be the strongest predictor for online co-creation via Booking.com. A total of 350 respondents had responded to the questionnaires, and all of the four research objectives have successfully been achieved. Most of the respondents asserted that online booking (Booking.com) provides various benefits and simplifies their booking process. In fact, they are also more eager to travel with the existence of such an application and platform.

Future studies should include other website quality variables that could trigger customer willingness to participate in co-creation. For example, future researchers could include other variables such as website appearance and trust since both variables may also influence future behaviour. In addition, future researchers should also apply the current framework to different tourism websites or other OTA websites to further generalize the findings.

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# The Impacts of Covid-19 to Malaysian Tourism Industry: A Case Study in Kelantan

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## ABSTRACT

Safety and security are the main aspects that travellers are concerned when planning to travel. The issues of safety and security in tourism industry are among the reasons for changes in tourism sector in the new millennium. Novel Coronavirus (Covid-19) a deadly virus, that has spread across the world has significantly affected the tourism industry. This study explores the impacts of Covid-19 to Malaysian tourism industry from the perspective of tourism stakeholders. Data were gathered from interviews comprising of tourism stakeholders in Kelantan. The study reveals that the tourism industry in the state of Kelantan has severely suffered as a result of Covid-19 leading to major losses in revenues. This study proposes that appropriate measures are required to curb issues as a result of Covid-19 pandemic for future sustainability.

**Keywords: Safety and Security, Tourism Industry, Covid-19**

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## INTRODUCTION

Security and safety are complex multidimensional notion with wide range of components comprising of political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information and quality assurance of services (Kovari & Zimanyi, 2011). Travel activities are unable to be conducted without security measures. Tourism safety is the foundation of tourism development. A good foundation to development of tourism depends significantly on tourism security as is not only affects the smooth progress of tourism activities, but also can lead to huge economic losses consequently damaging country's tourism reputation and hinder further development of tourism.

This study aims to investigate the impact of Covid-19 to Malaysian tourism industry I Kelantan from the perspective of local stakeholders. In 2019, cases of Covid-19 were started to be diagnosed and due to travellers going across the globe including Malaysia, the first case of Covid 19 was detected in Malaysia on January 25, 2020. Till date, the cases of Covid-19 are rising, and the tourism industry has suffered a major setback.

Objectives of this research are:

1. To explore the impact of COVID-19 to Kelantan's tourism industry.
2. To identify challenges faced by the tourism stakeholders in Kelantan.
3. To recommend possible measures to curb impact of COVID-19.

## **Significance of the Study**

### **Body of Knowledge on tourism safety**

Significant of this study is to provide vast understanding of the impact of Covid-19 to the tourism industry in Malaysia. Other than that, this study will be a way to attract attention of university students to gain knowledge of tourism industry with regards to Covid-19 pandemic.

## **LITERATURE REVIEW**

### **Sustainable Development**

United Nation has stated that The Sustainable Development Goals (SDG)'s is the blueprint to achieve a better and more sustainable future for all. They address global challenges that we are currently facing, including those related to poverty, inequality, climate change, environmental degradation, peace, and justice. The 17 Goals are all interconnected, and to leave no one behind, and is urged to achieved them all by 2030 (Nations, 2019). Comprising of 17 goals and 169 targets, SDGs aims to address various complex challenges faced by humankind. However, implicit inter de-pendent and conflicting interactions among SDGs may result in diverging results (Pradhan, 2017).

Malaysia started its journey towards sustainable development in the 1970s when the New Economic Policy (NEP) to eradicate poverty and restructure societal imbalances was launched. All subsequent five-year national development plans have underscored the elements of sustainable development, encompassing sustainable economic growth; growth with equitable distribution to all sections of society; balanced development; access to basic infrastructure and utilities; access to education and healthcare services; and mainstreaming of environmental conservation.

### **Safety and Security Issues in Tourism Research**

In tourism literature, the terms "safety" and "security" are usually used interchangeably as twin concepts. Other studies perceive safety and security as subsets of risk (Ghazi, 2015). Safety is an essential component at all tourist destinations which includes transport routes, zoos, parks, restaurants, restrooms, hotels, malls or religious places. Security is "the freedom from danger, risk, or doubt". This definition infers that security is the opposite of risk and danger, which means 'no risk', equals to secure. Security is now seen as more than just the safety of tourists and the term security resonates with deep-seated longings to be safe (Ghazi, 2015).

Nowadays, the issues of safety and security is even more important not only for the community but also is an indispensable issue in tourism as well. The issues of safety and security in the tourism industry also have been recognized as one of the forces causing changes in tourism sector in the new millennium in which crime, terrorism, health issues and natural disasters are of a concern. Regardless, safety or security, both are important in facilitating the tourism industry (Ayob, 2014).

## **Economic Development**

During the outbreak of Covid-19 globally, the tourism industry was in a crisis. Covid-19 outbreak had brought our world to a standstill with unparalleled and unforeseen impact in our lives, our economies, our societies and our livelihoods and lead to increasing risk of a global recession and a massive loss of jobs. Tourism was one of the most affected sectors during this pandemic. People were advised to stay at home and avoid going on holidays.

The tourism sector was one of the most affected sectors during this pandemic. The World Tourism Organization (UNWTO) cooperated closely with The World Health Organization (WHO), the lead United Nations (UN) agency for the management of this outbreak. UNWTO ensured World Health Organization (WHO) that health measures were implemented in ways that minimize unnecessary impact on international travel and trade. They were also standing in solidarity with affected countries and emphasized tourism's proven resilience and stood ready to support recovery process.

As a result of this pandemic, the economy was at risk that there was most likely a global recession and a massive loss of jobs. Millions of jobs were at risk and it was essential to protect the most vulnerable segments such as SMEs, self-employed personnel, women and youth. Tourism is a major job creator, especially for more vulnerable groups, which are women and youth. It is also a sector with a proven capacity to bounce back and multiply recovery to other sectors. Coordinated and strong mitigation and recovery plan to support the sector can generate massive returns across the whole economy including creating jobs.

## **Challenges on Tourism Industry**

The Ministry of Tourism, Arts and Culture (Malaysia) had cancelled the ongoing Visit Malaysia Year 2020 (VMY2020) campaign considering Covid-19 pandemic. All activities including opening of premises conducting direct selling were prohibited. All of them must remain in their homes for the quarantine period but were allowed to order food through room service.

While international transport, travel and trade contributed to economic development and welfare of the population, they may also pose public health risks. Nowadays, high traffic at airports, ports and ground crossings can play a key role in international spread of diseases through persons, conveyances, and goods. It means the safer places before pandemic are said to be smooth route to spread outbreak of Covid-19 if the community still did not comply the Movement Control Order (MCO).

## **Tourist Perception on Fearfulness to Make Visit to Tourist Destination**

Since the emergence of Covid-19 in Malaysia, people had started to purchase masks, disinfectant sprays, hand lotions and shower gels from pharmacies leading to sudden hike in prices of those products. The increase in Covid-19 cases had also led to the down time of masks and disinfectant sprays in Chinese medicine stores and supermarkets in all regions. Some unscrupulous merchants took the opportunity to increase the price and sold it at a price higher than the top price. This led to increased monthly expenses for workers who needed to purchase all those essential items during the pandemic.

On March 16, 2020, Malaysian Prime Minister Muhyiddin announced that the entire territory would be block from the 18<sup>th</sup> to the 31<sup>st</sup> to prevent the spread of new crown pneumonia. This had also caused trouble to people who needed to travel across borders for work. Besides, those who worked across the borders were unable to return to their hometown in. Besides that,

Covid-19 also caused people to worry about food shortage along with shortage of other essential home products leading to panic buying.

The outbreak, coupled with some people's fear of long-term isolation in unforeseen circumstances or high medical expenses abroad, even surpassed the desire for travel and vacation. Even if they barely made to the tourist destinations, the travel experience will be greatly reduced or even ruined.

## **METHODOLOGY**

### **Research Design**

This study used the qualitative methods combining both observation and interview techniques. Exploratory research is defined as a research used to investigate a problem, which is not clearly defined. It is conducted to have a better understanding of the existing problem but will not provide conclusive results (Nonthaleerak, Hendry & Management, 2008).

For such a research, researchers start with a general idea and uses this research as a medium to identify issues that can be the focus for future research. An important aspect here is that the researcher should be willing to change their direction subject to revelation of new data or insight.

For example, researchers focusing on the worldwide issues that is an impact of Covid-19 epidemic to tourism industry in Kelantan, Malaysia. The researchers intend to carry out an exploratory research to find out and hence decides to find out the impact of Covid-19 symptoms and epidemic to the country. The researcher will use primary and secondary research methods such as observation, online interviews, online research, and literature research.

### **Data Collection**

In the first stage, data collection was done through online interview like video interview and phone call interview. Different methods were used in this qualitative study. For example, in-depth-interviews, observation methods, secondary data, preliminary study, sampling technique and procedure tools. Combining two or more data collection methods, such as interviews had increased the credibility of the study.

The second stage of data collection was a fieldwork. An in-depth interview is an unstructured personal interview that uses comprehensive investigation to make a single respondent speak freely and express detailed perceptions and beliefs about a topic. In this research, the researchers interviewed respondents about how Covid-19 affected them and what the challenges that they faced during that period (Hesse-Biber, 2007). The researchers interviewed ten people from the tourism industry such as local tourists, and travel agencies, located in Kelantan as well as residents.

### **Sampling**

The sampling method used in this study was purposive sampling, also known as judgmental, selective, or subjective sampling, reflecting group of sampling techniques that rely on judgement of the researcher when it comes to selecting the units (e.g., people, cases/organizations, events, pieces of data) that are to be studied. These purposive sampling techniques include maximum variation sampling, homogeneous sampling, and typical case sampling.



Purposeful sampling is a technique widely used in qualitative research for identification and selection of information-rich cases for the most effective use of limited resources (Patton, 2002). This involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced a phenomenon of interest (Cresswell & Clark, 2011). In contrast, probabilistic or random sampling was used to ensure generalizability of findings by minimizing the potential for bias in selection and to control for potential influence of known and unknown confounders (Palinkas et al., 2015)

In addition, the technique is widely used for qualitative research, especially through interviews. The technique was used in research, by interview and observation of samples. For example, to investigate the impact of Covid-19 on Kelantan's tourism industry, ten people such as local residents, travel agencies and local tourists were selected by researchers as respondents.

## **Data Analysis**

Data analysis refers to the use of appropriate statistical analysis methods to analyse the collected data, summarize them, understand and digest, to maximize the development of data functions and play the role of data. Data analysis is the process of detailed research and generalization of data to extract useful information and form conclusions.

Qualitative data refers to non-digital information such as interview records, notes, video and audio records, images, and text documents. Qualitative data analysis can be divided into the five categories. The first is content analysis. This is the process of classifying verbal or behavioural data to classify, summarize and tabulate the data. The second is narrative analysis. This approach involves reformulating stories told by interviewees, considering the context of each situation and different experiences of each interviewee. The third is discourse analysis which is a method for analysing naturally occurring conversations and all types of written text. The fourth is frame analysis. This is a more advanced method that consists of multiple stages, such as familiarization, identifying the subject framework, coding, diagrams, mapping and interpretation. The fifth category is grounded theory. This method of qualitative data analysis begins with the analysis of individual cases from a theory.

This study is also referred to as thematic analysis where it is a method of identifying and interpreting patterns of meaning across qualitative data. Thematic analysis as a method was first developed by Gerald Holton in 1970s, a physicist and historian of science (Merton 1975). In social sciences, thematic analysis has been extensively used for any qualitative data, but until recently there has been little discussion of thematic analysis as a method or guidance provided for its use (Aronson, 1994)

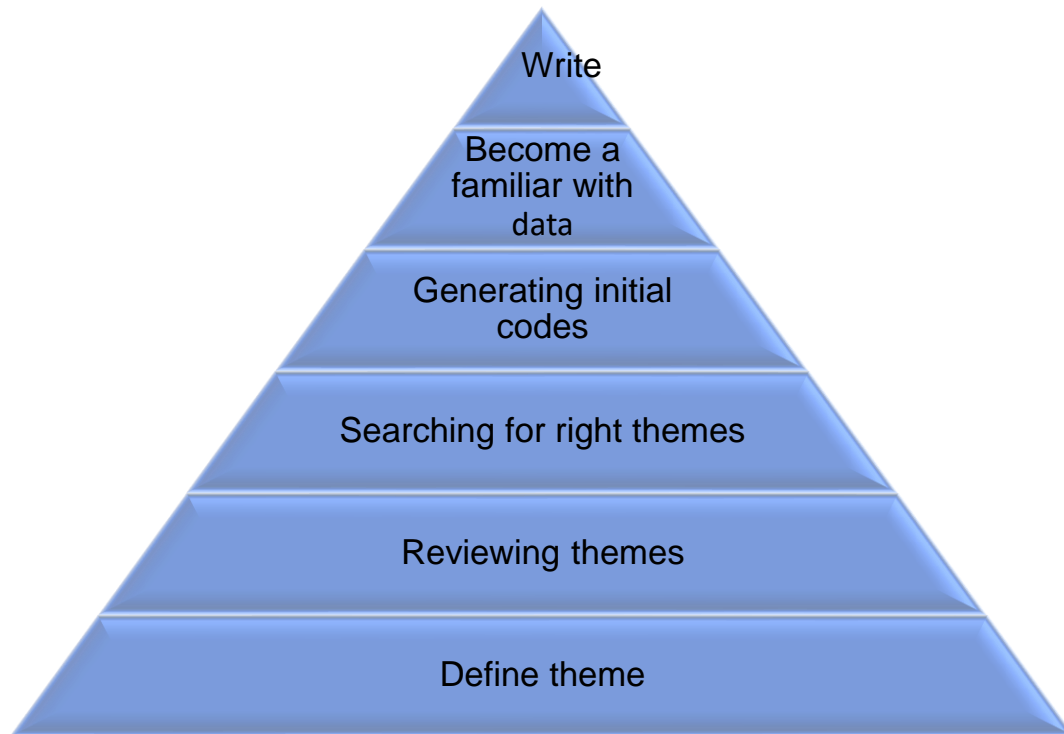


Figure 1: Process of data analysis

Source: Braun & Clarke, (2006)

## **FINDINGS AND DISCUSSION**

This section reports the findings and discussion for each objective.

### **Socio-demographic profile of informants**

There were total of 10 informants analysed with two males at 20% and eight females at 80%. For age group of informants, in the age group of 20-40 years old, there are seven informants. One informant is in the age bracket of 30-40 years while two informants are aged 40 years and above. In terms of marital status, six informants are married at 60%, and four informants are single. For the occupation of informants, 40 percent or 4 informants consist are tour operators. Three informants are students contributing to 30 percent and the remaining informants are managers, clerks and housewife.

### **Impacts of Covid-19 to Malaysia**

#### *Slow Tourism Growth*

Tourism greatly contributes to world economy. It is because tourism has generated large percentage of employment since 2013. However, due to Covid-19 that has affected the

population, tourism industry is being at risk. Therefore, the informants were interviewed to explain their struggles and plan on how to overcome this problem as shown in Table 1. [INF-3; INF-4; INF-9] agrees that for being one of the largest industries in the world, that will become the most infected industries during pandemic Covid-19. Restriction on human travel is essential in slowing the spread of Covid-19, but at the same time affecting the global economic and slowing the growth of tourism (Gaffney et al., 2020). Countries that rely more on tourism for their economy will more likely to be affected by this crisis (Fernandes, 2020)

### *Job Opportunity*

Tourism industry is such a wide-ranging industry that offers so many jobs for people with different job scope. However, this pandemic has greatly given an impact on jobs. [INF-1; INF-2] agrees that percentage of people losing jobs in tourism industry increased than before due to Covid-19 outbreak as workers have been laid off from work to cut some costs. Covid-19 has affected almost every industry in the world and one of it is job opportunity.

### *Disturbance of Travel Agency and Hotels Operation*

The travel, tourism and hospitality industry have been tremendously affected by the impact of Covid-19 outbreak. This outbreak has also led to people cancelling travel plans and hotel bookings (Hao et al., 2020). [INF-9] explained that hotel cannot survive during or after these pandemics ends. This is because of their previous profit could not support the daily expenses when there are no guests at all. Hotels services have been put on a stop for several months during the first Covid-19 wave in Malaysia and after the Movement Control Order (MCO) was lifted, some hotels businesses that were unlucky and struggling to survive will have to shut down.

### *Financial Impact*

Finance can be characterized as managing the money and it involves activities such as investment, borrowing, lending, budgeting, saving, and forecasting. Financial impact can be described as a person or an organization facing problems in managing money and financial flow. Due to this outbreak, many people and organizations are facing this problem. [INF-2; INF-7; INF-9] agreed that organization in tourism industry needs to have a backup plan to recover their loss. Major cancellations of lodging and tourist bookings followed, resulting in widespread unemployment, loss of income and a threat to thousands of livelihoods (Sah, 2020)

### *Travel Restriction*

Travel restriction or travel ban can be defined as a country refusing travel of all residents from other countries to enter their country. Due to this outbreak, most of the countries around the world imposed this travel restriction to all their citizens. [INF-1; INF-9] agreed about these restrictions, along with the decrease in travel willingness, have had a negative economic effect on the tourism industry in the countries involved. To avoid spread of the Covid-19 virus, many stores, religious sites, tourist attractions and other places were closed under the formal entry restrictions order. Due to Covid-19 outbreak, the number of visitors dropped due to Malaysia's government enforcing travel restrictions and bans (Foo, 2020).

Table 1: Impact of Covid-19 to Kelantan

No	Findings of impacts	Interview's transcription
1.	Slow Tourism Growth	<p><i>"Mungkin la kalau sekarang ni apabila berlaku wabak ini, industri pelancongan tu mungkin agak slow. Jadi mungkin la masa ataupun ruang untuk menjaga tu tidak pulih. Tapi apabila berlaku pandemik ini, transit pelancongan tu slow. Seperti beberapa tempat seperti Melaka, Taman Negara yang kita tak boleh pergi dah."</i> [INF-3]</p> <p><i>"Bagi pendapat saya, saya rasa akan ambik masa lebih daripada tu. Industri pelancongan kita dan jugak industri lain dah banyak terjejas disebabkan covid ni, jadi mungkin memakan masa yang lebih dari setahun untuk pulih."</i> [INF-4]</p> <p><i>"Yes, I considered that tourism industry is among top contributors to our national income."</i> [INF-9]</p>
2.	Job Opportunity	<p><i>"Ye macam travel agency yang kata berhenti tanpa gaji sebenarnya bukan zaman Covid sahaja, benda ini berlaku bila akhir tahun lepas. Sebab dalam senario sebelum covid dalam tahun lepas pun memang kita apa dia punya permintaan untuk teori sebenarnya sudah agaknya menurun kalau ikut secara general la, tetapi kalau melibatkan Covid ini tinggi, kalau kita tourism dari segi travel agency, kita tidak boleh buat apa-apa sebab dia orang pun tidak ada income so susah nak bagi gaji kepada staf so dia orang berhentikan staf-staf dia orang."</i> [INF-1]</p> <p><i>"Okay seperti yang sedia maklum sebab Covid-19 ekonomi terjejas lah, so ramai kakitangan diberhentikan"</i> [INF-2]</p>
3.	Disturbance of Travel Agency and Hotels Operations	<p><i>"In the worried phases nowadays, airline and hotel businesses might not be sustainable in long-term."</i> [INF-9]</p>
4.	Financial Impact	<p><i>"Then, dalam masa yang sama pendapatan syarikat pelancongan juga terjejas. Urusan kami pun terjejas akibat daripada ini and kita kena tunggu lah. Sejak lakukan pkk agak slow lah business."</i> [INF-2]</p> <p><i>"I think ... the travel &amp; tourism sector and agencies should try to step out ... to involve themselves in other industry or business, either in a form of temporary business or in a form of extension of their business, ... or as a business transformation. Because this industry really can't do more or generate income for people in this while."</i> [INF-7]</p> <p><i>"The worst impact that I have ever experienced is my source of income that have been badly affected. This is because my husband and I are self-employed. Within the Movement Control</i></p>

		<i>Order (MCO), we are unable to go to work and get income.” [INF-9]</i>
5.	Travel Restriction	<p><i>“Bila terjadi Covid-19, sebagai client atau pelancong dia akan jadi rasa macam tak sedia untuk travel walaupun dikatakan ada setengah tempat itu green zone ataupun secure zone tapi bila menyebabkan keadaan macam ini pelancong memang tak akan prefer untuk travel ataupun bercuti.” [INF-1]</i></p> <p><i>“The worst issue experienced is all activities that require to cross-border, which is not allowed, closing school and other industry sectors. I surely feel that current situation is a hard time n to go on a vacation. Our nation nowadays is undergoing a turbulent time during this pandemic. So, I take upon initiatives in undertaking precautions when travelling to places that are crowded.” [INF-9]</i></p>

**Challenges faced by tourism stakeholders**

*Compensate the Loss*

Loss can be characterized as the fact or process of losing something or someone or an amount of money lost by a business or organization and the feeling of grief after losing someone or something of value. Covid-19 outbreak has caused uncertainty globally. The Covid-19 pandemic has also adversely affected all these tourism industries, hotel rooms, airline industry, travel agencies, etc. Therefore, the informant was interviewed to explain about the challenges faced by tourism stakeholder in Table 2. [INF-1; INF-2; INF-7] agreed that these will also impact and bring so much loss to financial, emotional, and even the quality of life. The loss of income has also caused unemployment or salary cuts for employees because tourists are worried about their safety and have cancelled their trips.

*Ticket Cancellations and Refunds*

The biggest challenge to face in this period of the pandemic is to deal with large number of passenger enquiries and refund applications. The Covid-19 pandemic also has disrupted travel plans because during some peak tourist seasons, most of the population is forced to stay at home. [INF-3; INF-9] agreed that some airline tickets cannot be cancelled or even extended, and ticket must be reimbursed. On the other hand, pressure was also felt by operators because of tourists cancelling tickets and requesting refunds. The cancellation and refund of tickets also caused some people to suffer cut in salary and losing their jobs.

*Follow Covid-19 Rules by Tourists*

On March 16, 2020, an order to restrict activities have been implemented throughout the country and the media usually refers this incident as lockdown or lockdown of the city. All major companies and businesses must comply with the designated standard operating procedures (SOP) to

resume work. Based on [INF-5; INF-6; INF-8], they understand the seriousness of the pandemic, so it is forbidden to go out, but some people still need go to work because they need to gain income. This statement reinforces that Covid-19 has caused the challenge of Covid-19 (SOP) rules by tourists.

Table 2: Challenges faced by the tourism stakeholder

No.	Findings of Challenges	Interview's Transcript
1.	Compensate the Loss	<p><i>"Pada pendapat saya, hardest challenge to recover is maybe i will tell kerugian lah. Sebab Covid-19 ini kami agak megalami kerugian and kami kena cuba banyak untuk dapat balik untung yang kami hilang. I think that is one of the hardest challenge lah. Sebab kami ada banyak hutang yang kena selesai dan kami kena cuba recover our loss lah."</i> [INF-1]</p> <p><i>"Ia sebenarnya manage loss lah. Uhm orang kata apa uhmm bagi I lah cabaran besar sebab covid ini ambil agak lama lah untuk kurang. So sementara tunggu Covid kurang, dari segi untung banyak lah kita hilang. Banyak lah kami rugi dan kerugian itu kalau nak selesaikan, harap covid ini cepat berkurang."</i> [INF-2]</p> <p><i>"eh... Absolutely yes, because the impact is huge where it bring so much loss to people's financial, emotional, and living quality."</i> [INF-7]</p>
	Ticket Cancellations and Refunds	<p><i>"Apabila kita dah bayar kepada pihak kerajaan dan pihak airlines, kita nak buat pakej2 pelancongan kita dah menampung deposit dan sebagainya. Kita dah bayar pihak airlines, hotel dan tempat2 pelancongan, tapi customer minta refund duit balik, kita bayar airlines mudah, jadi kita perlu menerangkan kepada pelanggan bahawa duit itu tidak dapat dikembalikan. Maknanya kita hanya boleh reschedule jadual penerbangan sahaja. Satu lagi cabaran kerana tidak ada bantuan."</i> [INF-3]</p> <p><i>"In my opinion. The way that tourist take is reasonable."</i> [INF-9]</p>
3.	Follow Covid-19 Rules by Tourists	<p><i>"Eh...Yes, they are, but some minority did not listen to them."</i> [INF-5]</p> <p><i>"eh... in my opinion eh... some of the industries or minorities or what is SOP... some of they are not SOP because they job on to eh... to eh.... Eh... to no SOP."</i> [INF-6]</p> <p><i>No. However, not everyone but most of the tourists did not follow the rules given by the government. If people really follow that, the cases will not increase this much.</i> [INF-8]</p>

## **Measures to curb Covid-19 impacts**

### *Crisis and Recovery Plan*

Countries who are involved in this Covid-19 outbreak planned a crisis and recovery plan to curb this outbreak. The virus is spreading like a tsunami that could still crash on those who are least able to cope with it but Covid-19 is far more than a health problem (UNDN, 2020). Therefore, the informant was interviewed to explain about curbing Covid-19 impacts as showed in Table 3. [INF-2; INF-3] agreed that to have a backup plan is necessary. This Covid-19 outbreak is a new and sudden phenomenon for Malaysian, so they did not have any experience on handling a situation like this. All stakeholders need to take a far-sighted view to plan an effective and sustainable healthcare service in the future. (Sah, 2020)

### *Tourism Incentive PENJANA*

Malaysian government has introduced a PENJANA incentive package to provide some respite for stakeholders, particularly those in the tourism sector and who have been severely affected by the outbreak and helped people who suffer from impact of Covid-19 (Foo, 2020). [INF-1; INF-8; INF-9] explained that PENJANA was key for community to create chance for survival in this era. The government had help Malaysians through these PENJANA incentive packages which consists of tax incentives, restructuring of loans and postponement of repayment to bank.

### *Social Media and Influencer*

The social media platforms are the most commonly used information source, making them one of the simplest and most powerful way to disseminate information. The overall reaction is generally a greater search for information during significant events, whether it is a sports event, a disease, or a natural disaster. [INF-9] explained that social media or influencer can spread the information to their followers and community. The rapid distribution of protocols at regional national, and international levels has been one of the most important characteristic of social media channels in this pandemic (Emanuel et al., 2020)

### *Following Government Rules*

Tourism is a multi-disciplinary sector and inter-departmental efforts are likely to include tourism emergencies and disaster management. To have a more comprehensive view of the subject, they need an interdisciplinary approach (Wen et al., 2020). Therefore, SOP enforcement is an indicator of the recovery process for countries to be pandemic-free from Covid-19, thus allowing the government to come up with an escape plan after surrounded by the virus with no vaccine in sight for more than three months. [INF-1; INF-2; INF-6; INF-8; INF-9] has totally agreed that Malaysians need to help each other and play their role to overcome these issues. This is because when they followed all recommendations and restrictions including policies of gathering or allowing gatherings if they are not in huge quantity.

### Use More Online Transaction

Nearly fifty percent of global shoppers used digital payment more than before the pandemic, even after the outbreak was contained, majority of people continued to do so. [INF-9] explained that community need an online platform to make their transaction due to pandemic. The top payment strategies benefiting from this move are e-wallets and contactless cards, as customers use less cash and make more online transactions.

Table 3: Measure to Curb Covid-19 Impacts

No.	Findings of Curb Covid-19 Impacts	Interview's Transcript
1.	Crisis and Recovery Plan	<p><i>"Maksudnya kita kena bersedia dan fikir plan yang paling sesuai untuk elak wabak macam ini affect tourism kita lah."</i> [INF-2]</p> <p><i>"Setiap apa yang kita buat tak kisah la apa pun, perlu ada plan B. Macam apa yang berlaku sekarang, jika ada yang tak bersedia, contohnya mendapat keuntungan dan dia belanja untuk benda yang tak perlu, bila berlaku perkara macam ini, capital dah tak ada. Susah untuk dia bertahan."</i> [INF-3]</p>
2.	Tourism Incentive PENJANA	<p><i>"Yes sure, due to this Covid-19 issue, the tourism industry is facing financial problem. Other than that, small entrepreneurs in the tourism industry is also effected, which means, facing some financial problem, so obviously the government can help them financially. So from this they can maintain their business in this new normal situation and at the same time by opening domestic travelling the government can overcome the financial issues."</i> [INF-1]</p> <p><i>"Government pun banyak tolong lah masa ini. Yang hari itu bantuan PENJANA itu, ada lah bantu sikit"</i> [INF-8]</p> <p><i>"Our government has provided a platform that is PENJANA for the community to been guided and join in Gig Economy."</i> [INF-9]</p>
3.	Social Media and Influencer	<p><i>"Mainstream and social media always expose true news. They need to be professional and not biased in whatever posted on social media."</i> [INF-9]</p>
4.	Follow the Government Rules	<p><i>"Kadang-kadang kita pergi sesuatu tempat tidak kesah la mana-mana tempat tourist attraction macam Cameron Highland. Jadi kesedaran itu"</i></p>



		<p><i>kena adalah, macam masa naik cable car itu beratur macam mana, ada orang dekat-dekat you, you tegur ke tidak, mask pakai ke tidak. Kesedaran kita itu yang itu sahaja, sebab sampai satu masa Covid ini akan jadi berada sahaja dengan kita. Kita tidak boleh expect 100% Covid ini hilang. Kita kena selesaikan dengan dia. Kita kena biasakan hidup dengan dia. Barulah kita boleh bending ini. Kita kena hati-hati at the same time. Kita kena ikut sop, masuk kedai kena scan MySejahtera, pakai mask, pakai sanitizer kalua sentuh apa-apa.” [INF-1]</i></p> <p><i>“Saya kalua kita follow SOP, pakai mask, guna sanitizer keluar pegang apa-apa, tulis nama dan nombor telefon setiap kali masuk mana-mana tempat uhm kalua kita buat itu kita boleh lah travel walaupun kes kita tinggi.” [INF-2]</i></p> <p><i>“Eh... as a Malaysian, we know the Malaysian government is making... some rule eh... to... to protect them from covid-19, so for tourists who are in Malaysia, they still have to help the government and there is a law by the government avoided this Covid-19.” [INF-6]</i></p> <p><i>“As a traveller, I think that, the tourist packages provided by travel agencies must include with all the rules &amp; regulation that are tighten by the government. Not only by the travel agencies, but also the tourist guides make sure that the traveller follows the SOP. This is because travel agencies play the main role in Tourism Industry, so, overall if they all follow this method, we can overcome these issues.” [INF-8]</i></p> <p><i>“First, they need to do a filter test. After several tests, they need to quarantine themselves.” [INF-9]</i></p>
5.	Use More Online Transaction	<i>“We can do online selling. Online selling is an activity that is based on the technology.” [INF-9]</i>

**CONCLUSION**

The general aim of this research is to find what are the impacts of Covid-19 to Kelantan tourism industry. The purpose of this qualitative study is to map out the impacts of Covid-19 to Kelantan, the challenges faced by tourism stakeholders and the possible measures to curb Covid-19 impacts. Basically, the growth of Kelantan tourism was affected due to this Covid-19 outbreak. Increasing number of Covid-19 globally has resulted in cancellation of tours, which has already

led to a huge drop in the number of visitors to Malaysia. Therefore, the growth of Kelantan tourism industry was affected, and it will take some time to recover.

This qualitative study has no attempt to generalize the findings to a wider population. Future research should focus on in-depth analysis and proceed with relevant quantitative study in this area. We did not 100% focus Malaysia's tourism perspective. Therefore, future research can focus on tourism perspectives in other states, which is not stated in this study. Future research also can focus on government's perspective on crisis management and disaster management. This is because, we only focus on travel agency, local tourist, and residents. Therefore, future research can focus on other tourism stakeholders as their respondents. Covid-19 pandemic is one new phenomenon and limited source study for now, but in future, there will be many researches that will be done by scholars. This will lead to enough number of sources and ideas for future researcher about these issues.

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# Understanding Motivation Factors, Empowerment and Sustainability Outcomes of Homestay Entrepreneurs in Kelantan.

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## ABSTRACT

Ministry of Tourism, Arts and Culture (MOTAC), Malaysia introduced homestay programme in 1988 as an effort to diversify the tourism products by providing alternative accommodation opportunity for tourists by experiencing Malaysian lifestyle and traditions throughout their stay with a host family. As a result, homestay programme was introduced as a rural tourism product as well as community development tool. Homestay programme provides opportunities to the local community to engage in tourism entrepreneurship. This study examines the relationships between motivation factors, empowerment, and sustainability outcomes towards homestay entrepreneurs in Kelantan, Malaysia. A quantitative methodology through online survey questionnaire was employed. Fifty homestay entrepreneurs engaged in the homestay programme were randomly selected as respondents. Findings show that majority of homestay entrepreneurs were between the age of 36 to 45 years old, that focused on lifestyle oriented as their secondary income. The data collection reveals that the homestay entrepreneurs were motivated towards “pull factors” because homestay entrepreneurship has been made possible due to the close-knit nature of the Malaysian culture. However, the result was contradicting to “push factors” because the entrepreneurs were highly empowered to gain personal sense of achievement and grow their homestay business by making decisions pertaining to homestay operations. This study shows that homestay entrepreneurs were empowered to build their capacity in terms of enhancing human capital and to sustain their business. The results indicated economic and social sustainability compared to environmental impacts. Moreover, in the context of developed theories on homestay accommodation businesses, the findings of this paper will have relevance for policy making and supportive measures at the federal or state government levels in creating an environment that will stimulate the competitiveness of homestay accommodation businesses in for business growth and key strategy for economic improvement. This study is pivotal to the stakeholders in the homestay programme especially to the participants of the homestay programme. The participants of the study are able to identify the need of the domestic tourists toward the quality of the homestay services and facilities provided.

**Keywords: Motivation Factors, Sustainability, Empowerment, Homestay Entrepreneur, Kelantan**

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## INTRODUCTION

According to the UNWTO Tourism Highlights (2017), tourism industry has continued to expand and diversify to become one of the world's largest and fastest growing economic sectors over the past six decades. In addition, UNWTO (<https://www.tugberkugurlu.com/archive/definintion-of-tourism-unwto-definition-of-tourism-what-is-tourism>) defined tourism as “. . . activities of people who, for leisure, business or other purposes, travel to and stay in places outside their usual environment for no more than one consecutive year”.

Over the last three decades, homestay programme has been acknowledged as a community development tool in Malaysia due to its economic potential. Due to such reason, the Malaysian government introduced the Homestay Programme in 1998 as an alternative types of accommodation for tourists visiting the country (Kunjuraman, 2014). Currently, with over 4232 participants, 219 communities across Malaysia have been registered to operate a home-based business in the Malaysian homestay programme, creating an animated tourism product for the region (Laporan Statistik Program Pengalaman Homestay Malaysia, 2020). Community participation in homestay programme is an under-researched area by the tourism researchers and studies related to the motivation, empowerment and sustainability issues in homestay programme is scarce in Kelantan, Malaysia. Therefore, the current study examines the motivation factors, empowerment, and sustainability issues in homestay programme in Kelantan. This study will add to the current body of knowledge related to community-based tourism programme in the context of developing countries by recognizing the potential and importance as a community development tool in rural areas of developing countries.

There are three objectives of this research:

1. To identify the motivational (push and pull factors) of homestay entrepreneurs in Kelantan.
2. To determine the level of sustainability of homestay entrepreneurs in Kelantan.
3. To identify the empowerment indicators delivered by homestay programme to the homestay entrepreneurs.

## **Significance of Study**

### *Body of knowledge and future research directions*

Homestay programme in developing countries such as Malaysia has been recognized as a community development tool since the 1990s. The potential of homestay programme can be seen in many empirical studies where it provides several socio-economic benefits to the households that participate actively. Researchers can find evidence that supports the importance and contribution of homestay programs in addition to factors that led the growth of the tourism industry. According to Kunjuraman (2014), tourism benefits the society from the socio-economic aspect. Tourism has also provided assistance and education to researchers on ways to operate a homestay business. More studies are required pertaining to the value and contribution of homestay programme to rural communities in developing countries like Malaysia. This is because homestay programme has been acknowledged as a rural community development tool by the Malaysian government.

### *Homestay entrepreneurs*

Homestay programmes could be a “money spinner” for the host families and the small businesses in the locality that benefit directly from tourists’ expenditure in the area (Kimaiga, 2013). As part of a comprehensive strategy for sustainability and growth, it could also provide a positive return on investment for local families and help encourage more sustainable management. Homestay could boost up the revival of rural area economic development and also perceived as an oriented industry, which offers alternative income sources and job opportunities to the local people. In this study, homestay entrepreneurs are motivated to be involved in tourism activity like homestay programme with the aim to enhance their livelihoods. The sustainability of the homestay programme in Kelantan is attained is the homestay entrepreneurs are committed in the business.

### *Policy makers in tourism planning*

Kunjuraman and Hussin (2016) mentioned in a study conducted that the Ministry of Tourism and Culture Malaysia, better known as MOTAC, is the primary tourism agency and serves as a catalyst in enhancing and strengthening the potential of Malaysia tourism sector. In the year 2020, the tourism industry in Malaysia was aimed to contribute MYR103.6 billion (USD 32.37 billion) in Gross National Income and tourist arrivals were expected to be 36 million. Adequate funds for infrastructure improvements was allocated by the government in order to efficiently launch the progress of the implementation of these measures. This eventually creates a positive flow into the economic. Besides that, relevant agencies and government were important stakeholders that contribute to the sustainability of homestay programme as the plans and regulation established by MOTAC are to assist entrepreneurs to be motivated in this start up business.

## **LITERATURE REVIEW**

### **Empowerment**

The concept of 'empowerment' has a strong relationship in the community tourism studies since several decades ago (Scheyvens, 1999). The empowerment gains by the local community in tourist destination are evident from the social, economic and political aspects (Kunjuraman, 2020). Based on Scheyvens (2000), 'it has attracted the interest of those writing on ecotourism'- yet studies related to this area, especially in the context of a developing country, were given limited attention by tourism scholars with some notable exceptions (Kunjuraman & Hussin, 2016; Scheyvens, 2000). Thus, empowerment has influence on achieving sustainable development in tourism.

Scheyvens (1999) posits in a study conducted that empowerment could be classified into few dimensions of community capacity such as economic, social, psychological and political with reference to ecotourism study. First, economic empowerment refers to a fair distribution of economic benefit or generating income through tourism activity by the local community. Second, psychological empowerment refers to the optimism of the local community of the future. Third, social empowerment is defined as a sense of ownership by the local people toward any tourism project in their perspective destination.

### **Women Empowerment**

Women empowerment means developing women as more informed individuals who are politically engaged, economically prosperous and autonomous, and willing to participate in intelligent debates on topics pertaining to them (Mokta, 2014). The participation of women in tourism activities has shown to be significantly high and were involved in policy planning. Five out of eight of the policies in United Nations Millennium Development Goal (MDG) were given priorities and indirectly relevant to women empowerment (Jucan, 2013). Based on a study by Furgeson (2011), women's participation in the development of tourism was considered essential in this modernized generation and recognized by the United Nations World Tourism Organization (UNWTO).

### **Sustainability development**

The sustainable tourism growth was first stated in 1987 in a study published by the World Commission on Environment and Development (Hardy, 2002). It identifies sustainable development as "implementation that meets this generation's expectations without sacrificing the

capacity of the longer-term generation to meet its own demand". In other words, it means, ensuring the use of all the alternatives for new generations to build. This research has proven that homestay entrepreneurs were aware on the availability of natural resources that should be preserved and conserved until the next generation.

### Sustainable tourism

Burns (1997) mentions that sustainable tourism growth comprise of the climate that establishes the economic benefits that are represented as tourism products whereby the natural resource should be sustained to meet long-term demands. Hence, tourism stakeholders especially homestay entrepreneurs should cooperate and play their role to conserve the infrastructure in the rural area. Tourism players are committed towards responsibility to ensure the sustainability in the tourism development.

### Sustainable development goals (SDGs) that are applicable in homestay



The Sustainable Development Goals (SDGs) are a collection of seventeen global goals based on UNWTO. This research supports Goal 1 to end poverty. Since 1990, severe poverty has been reduced by over half. SDG 1 was to ensure the substantial distribution of resources in several ways, including through enhanced community growth, especially in the least developed countries, have adequate and efficient means of enforcing all aspects of poverty eradication programmes and policies. Nowadays, homestay operators provide the local community with career opportunities and the opportunity to allow for a reasonable allocation of the profits. Moreover, Goal 5 has been closed with the equal participation of both male and female as homestay entrepreneurs. Women were active and empowered to participate in the homestay programme. Their participation in tourism industry has shown significant in the community-based tourism homestay programme. Finally, Goal 17: Strengthening the policy framework and revitalizing the global sustainable development partnership through MOTAC indicates on strengthening the global sustainable development partnership, which is enhanced by multi-stakeholder initiatives mobilizing and exchanging knowledge, skills, services, and social capital. The achievement of objectives is promoted for sustainable development in all countries, particularly in developed countries. As homestay accommodation operates are in rural or housing areas, hence the involvement of the local community as well as the state ministry can collectively work to increase the tourist's arrival.

## Past studies: Homestay programme and its contribution to tourism entrepreneurship

Homestay tourism gives visitors the opportunity to get connected to the rural climate, its history, customs, idea of countryside, peace, physical and spiritual revitalization (Peterson, 2004). The Malaysian homestay programme can be considered as a tourism destination focused on a rural culture (Kayat, 2002). Rural cultural heritage involves visiting a rural community with its own traditions, history, arts, traditions, locations and values that are maintained between generations (MacDonald, 2003). Previous studies show that homestay programme will contribute benefits to the local community. Homestay programme has been developed in efforts to diversify cultural tourism product, contribute economically to the rural population and to a certain extent to expose the Malaysian local cultural to the tourists (Ahmad, 2014). Homestay programme provides employment opportunities to the local community to sustain their livelihood.

## Research Hypothesis

H1: The push factors show significance towards sustainability.

H2: The pull factors have positive significance towards sustainability.

H3: The motivation factors and empowerment show significance towards sustainability.

## Research Framework

The push factors are defined as personal or external factors that push people to start a business, such as escaping unemployment, while pull factors are defined as those attracting people to start a business, such as expectation of autonomy (Hakim, 1989). Besides that, Spreitzer (1995) defined psychological empowerment as a motivational which consists of four elements, which are qualifications, personality, relevance, and implications.

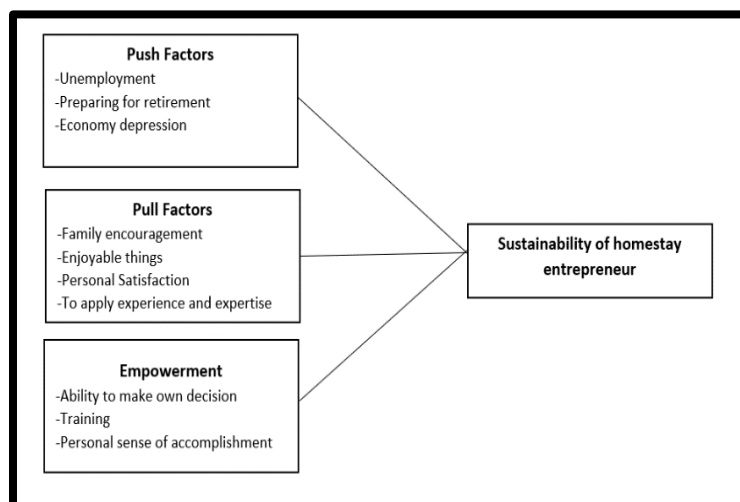


Figure 1: Proposed Research Model



## METHODOLOGY

### Research Design

A research design typically refers to a system that was designed to plan and execute it. If a decision was taken to continue with the study, a data collection plan was carried out to identify the research goals (Aaker, 2000). This paper used quantitative method that refers to a structured way to collect and analyze the data collected from various sources. The use of analytical, statistical, and numerical methods to produce data required for quantitative analysis. It could therefore be characterized as a structured cause-and-effect relationship between the issues and factors (SIS International Market Research, 2018). The reasoned researchers choose quantitative approaches because researchers could quantify the outcomes by way of generating numerical data or data that could be transformed into usable statistics. It used to quantify attitudes, opinions, behaviours, and other defined variables and generalize results from a larger sample population.

### Data Collection

The researchers distributed online questionnaires through Google form. The survey was assigned randomly to the homestay operators in Kelantan. The data were collected from homestays in Kelantan which include Wakaf Che Yeh, Kubang Kerian, Homestay Kg. Seterpa, Homestay Kg. Bukit Jering and Homestay Kg. Pantai Suri. Three places were assigned to distribute by questionnaires by online mode to homestay operators because it was difficult to collect data from limited places. Therefore, the data collection was conducted at wider location all over Kelantan instead of focusing within small coverage. Respondents were selected based on several characteristics. Firstly, respondents must be homestay operators registered under MOTAC. Secondly, the respondents must be a Kelantanese. To make sure the respondents selected are qualified to all the criteria stated above, researchers asked a few screening questions, "Where do you register your homestay?" before respondents answered the questionnaire. The questionnaire consists of four parts and a demographic section.

### Sampling

The sampling method used in this paper was the simple random sampling. Sample refers to the element of the population. The subject was known as the sample participant and the total number of subjects in the sample is known as the sample size. According to Krejcie (1970), for population around 150, the required sample was 108 respondents. It was because when the population increases, the sample size increases. At a diminishing rate, the sample size will remain as it is eventually constant at 100 sample size and slightly more. Therefore, the researchers used a sample size of 100 because it saved expense and energy to sample 108 sample sizes. Unfortunately, due to the current economic situation, 50 respondents were identified as the minimum requirement needed to fulfill this research. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### Data Analysis

The data analysis used in this paper was reliability analysis, descriptive analysis, univariate analysis, Pearson correlation analysis and multiple linear regression analysis.

### Results

Table 1.0: Respondent's Demographic Profile. (N=50)

Characteristics	N	%
<b>Gender</b>		
Male	27	54.0
Female	23	46.0
<b>Race</b>		
Malay	49	98.0
Chinese	1	2.0
<b>Age</b>		
26-35	23	46.0
36-45	21	42.0
46 and above	19	38.0
<b>Education Level</b>		
No formal education	1	2.0
Secondary school	10	20.0
Tertiary level	39	78.0
<b>Working Experience</b>		
No working experience	21	42.0
5 years or less	13	26.0
5 to 7 years	6	12.0

8 to 10 years	3	6.0
11 years or more	7	14.0
<b>Locations of homestay</b>		
Wakaf Che Yeh	10	20.0
Kota Bharu	8	16.0
Pengkalan Chepa	6	12.0
Kubang Kerian	4	8.0
Machang and Kuala Krai	6	12.0
Bachok, Panji, Jeli and Wakaf Baru	8	16.0
Dabong, Ketereh, Pantai Irama, Pasir Mas, Pasir Pekan, Pasir Puteh, Tanah Merah and Tumpat	8	16.0
<b>Duration of Homestay Service</b>		
Below 5 years	28	56.0
5 to 10 years	18	36.0
10 to 15 years	4	8.0
<b>Number of Employees</b>		
Less than 5 employees	49	98.0
11 or more employees	1	2.0

Table 1.0 shows the result of respondents' demographic profile of N=50 homestay entrepreneurs in Kelantan.

- i. The homestay entrepreneurs consist of male (54%) and women (46%). The findings show that there was gender equality in operating homestay as the respondents aim to earn a livelihood to support their daily necessities.
- ii. The findings indicate that 98% of the respondents are Malay. This is because Kelantan is an Islamic state therefore the possibilities of different race running homestay business is limited.
- iii. In terms of age, the highest number of respondents are from the age of 36 to 45 years old at 42%. The findings show that the respondents have the passion and excitement in running a business and to achieve personal gratification.
- iv. Meanwhile, as for education, the highest number of respondents has tertiary level education, with 78% of the respondents. Most of the respondents have tertiary level education to fulfil their self-actualization and also apply experience, knowledge and expertise that they have in this field.

- v. Among these groups, the highest number of respondents are without any work experience with 42% of the respondents. This is because the homestay entrepreneurs are part time basis.
- vi. As for location of homestay, the highest number of respondents are from Wakaf Che Yeh with 20% because it was a strategic location for tourist attractions.
- vii. The result for duration of homestay service among the three groups shows that the highest number of respondents who operated below 5 years with 56% of the respondents. Most of the homestay entrepreneurs have been operating for less than 5 years is due financial instability.
- viii. Majority of the homestay entrepreneurs (98%) have less than 5 employees.

Table 2.0: Regression Analysis: Motivation, Empowerment and Economic Sustainability. (N=50)

	<i>Dependent Variable</i> Sustain Economy
<i>Independent Variables</i>	
Motivation (Pull Factors)	.000
Empowerment	.805
F value	67.749
R <sup>2</sup>	0.815
Adjusted R <sup>2</sup>	0.803

Source: Field data, 2020

Table 2.0 shows the results of multiple linear regression analysis between motivation, empowerment and economic sustainability. The R<sup>2</sup> value is 0.815, suggesting 81.5 percent variation in the dependent variables. In this research, economic sustainability can be explained by variation in two independent variables. In other words, most changes in economic sustainability are influenced by the significance of both pull factors (motivation) and empowerment.

Table 2.1: Regression Analysis: Motivation, Empowerment and Social Sustainability. (N=50)

	<i>Dependent Variable</i> Sustain Social
<i>Independent Variables</i>	
Motivation (Push Factors)	.008
Motivation (Pull Factors)	.000
F value	76.742
R <sup>2</sup>	0.833
Adjusted R <sup>2</sup>	0.823

Source: Field data, 2020

Table 2.1 shows the results of multiple linear regression analysis between motivation, empowerment and social sustainability. The R<sup>2</sup> value, is 0.833, suggesting that 83.3 percent variation in the dependent variables. In this research, social sustainability can be explained by variation in both independent variables. In other words, nearly most changes in social sustainability are influenced by the significance of the pull and push factors (motivation).

Table 2.2: Regression Analysis: Motivation, Empowerment and Environmental Sustainability.  
(N=50)

	<i>Dependent Variable</i> Sustain Environmental
<i>Independent Variables</i> Motivation (Push Factors)	.000
F value	15.905
R <sup>2</sup>	0.404
Adjusted R <sup>2</sup>	0.378

Source: Field data, 2020

Table 2.2 shows the results of multiple linear regression analysis between motivation, empowerment and environmental sustainability. The R<sup>2</sup> value is 0.404, suggesting that 40.4 percent variation in the dependent variable. In this paper, sustainability environments can be explained by variation in one independent variable. In other words, nearly most changes in economic sustainability are influenced by the significance of motivation push factors.

## DISCUSSION

The findings of this study reveal that motivation especially the pull factors and empowerment of homestay entrepreneurs have been significantly linked both to economic and social sustainability and, to a lesser extent, to environmental sustainability.

The relationship between push factors shows significance towards sustainability in environmental. Findings in these studies are aligned with the ASEAN homestay standards that outlined homestay concept should ensure eco-friendly design and development of resources and equipment for tourism. Based on the research data collected, the majority of homestay entrepreneurs awarded of the value of environmental sustainability, and practice the use of non-polluting energy sources as well. By doing so, the natural resources will be preserved and the future generation will be able to enjoy the beauty of nature.

The relationship of motivational factors and empowerment shows significance towards sustainability in social influences. The findings are supported by McKercher (2015) who argued that homestay has become socially build to add value and dynamics to a destination whether to the locals or even tourists. Moreover, this concept eventually influences the homestay entrepreneur motivation in conducting the business which leads to their earning and living environment. An important finding that emerges from this study indicates that empowerment has a relationship with social, multidimensional, and process of empowerment, which are multidimensional in sociology, psychology, economics, and other aspects. Empowerment often exists at different levels, such as entity, group, and society.

The relationship between pull factors shows significance towards sustainability in economic. Accommodation is one of the important characteristics to tourists while traveling. Hence, homestay operators feel motivated to establish the homestay business. This finding has implication based on Goal 1: No Poverty under the Sustainable Development Goals (SDG). Homestay entrepreneurs are motivated to start up whether personal satisfaction or even family

encouragement. Therefore, job opportunities are created by the community and they able to earn their livelihood to support their basic needs.

This paper has shown that homestay entrepreneur that operates in rural or housing areas should involve the local community in their planning as well as the state government that can cooperate to increase arrival of tourists. However, to achieve sustainable development goals, the government has an important role to strengthen the multinational stakeholders, which include strategic planning, reengineering, and continuously maintain a fair and square rules and regulation to ensure the community development are taken into account.

## CONCLUSION AND RECOMMENDATION

In conclusion, within the tourism and hospitality industry, this paper offers valuable understanding in context of Malaysia's homestay entrepreneurship. In this paper, most of the respondents were above thirty years old, were significantly correlated with motivational pull, empowerment, and sustainability factors. Homestay entrepreneurship was highly motivated by personal pleasure, business enthusiasm, and relative encouragement. The study indicate that the desire to pursue accomplishments, risk taking, and leadership skills in venturing into homestay business (Brockhaus, 1986).

This paper is hoped to contribute ideas to the related stakeholders in order to improve homestay operations to satisfy tourists while creating possibilities for attracting more new tourists in the future. Many studies have been conducted on homestay, yet the evidence of those study is slightly different and eventually provides more ideas for future studies. However, this paper used a small sample size. Thus, for future study, researchers are strongly encouraged to use a large sample size. This is because the bigger samples are similar to the population. Next, in terms of theoretical term, this paper had chosen Social Cognitive Theory by Wang (2019) and Social Entrepreneurship Motivator adapted from Nguyen (2016) as guideline. Future research may continue to implement this theory because both theories are significant in this study. Policy makers and relevant parties are suggested to use motivational factors as a guideline to establish a business venture that is able to satisfy the needs and demands of customers. It is suggested that future research may explore cross-cultural homestay start-ups to understand the motivational factors that influence the involvement of local community in tourism entrepreneurship.

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# WELLNESS

# Determining Factors of Stress Disorder among UMK Veterinary Students

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## ABSTRACT

Stress is a physical term that refers to the amount of stress, generated in real life, that bring stress to the human life. The objectives of this study are to identify the factors of stress disorder and to determine the relationship between the factors of stress disorder among UMK veterinary students. There are 140 veterinary students involved in the questionnaires conducted by researchers. The elemental analysis of the survey results showed the stress disorder, mental health and wellness among veterinary students. This study provides numerical data on stress disorder, mental health and wellness among UMK veterinary students. The findings of the data are essential to see the pattern of stress disorder among UMK veterinary students. There is significant relationship between personal factors, academic factors, and psychological symptoms factors and stress disorder among UMK veterinary students.

**Keywords: Stress Disorder, Personal Factors, Academic Factors, Psychological Symptoms Factors, UMK Veterinary Students**

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## INTRODUCTION

Stress is an unpreventable piece of life that normally contacts a wide assortment of a variety of the masses paying little mind to their age, sexual orientation, socioeconomic, or financial repute. Despite this reality, depression, pressure, and tension are winning intellectual medical problems that typical among college students (Kitzrow, 2003; Marthoenis et al, 2018). The pressure response elicited with the aid of every person is the same irrespective of the trigger causing. For instance, test nervousness, marital pressure, work pressure that could inspire the equivalent physiological reactions from the body. The cross-sectional examinations done in Malaysia indicated that 41% of the people experienced the mental stress which corresponded without a moment delay with burdensome side effects and 84% of respondents have been in extreme pressure, especially with the scholastic related stressors (Sherina et al, 2010) and (Salam et al, 2012), respectively.

Stress is a multi-faceted development that is stricken by a huge extent of components. Stress is also described as a person's psychological and physiological reaction to the perception of a call for or challenges (Towbes and Cohen, 1996). Students experience various academic, social, ecological, and mental adjustment challenges inside the new ecosystem which may influence their psychological well-being and mastering results as a person's physical and mental reaction to an occasion which is assessed as a threat. Other character-specific elements include issues in money related administration, changes in the living air, troubles taking care of individual and educational life (Byron, 2008, and Moscaritolo, 2009). A portion of the not unusual stressors said in an instructive setting include unreasonable tasks, negative time, the executives, social abilities, and peer rivalry (Fairbrother & Warn, 2003).

Depression, uneasiness, social difficulties, and irritability are a couple of the numerous issues expressed in students with over-the-top educational pressure. Additionally, among the emotional and physical side effects that happen usually inside the student's populace, along with dizziness, tiredness, sorrow, tension, and the incapability to adapt, can be attributed to or exacerbated by the pressure (Dusselier et al 2005).

There are two objectives of this research:

1. To identify the factors of stress disorder among UMK Veterinary Students.
2. To determine the relationship between factors and stress disorder among UMK Veterinary Students.

In the range of 1988 and 2001, studies led by the Kansas State University (KSU) shows 58% expansion in stress association psychological wellness issues answered by campus instructors (Hoover, 2003). Depression, uneasiness, social difficulties, and irritability are a couple of the numerous issues expressed in students with over-the-top educational pressure (Deb, Strodl & Sun, 2015; Verma Sharma & Larson, 2002). According to Busari (2012), incidences of mental issues had been additionally seen among traumatic young people as it is far connected with lack of ability to focus, disappointment failure, negative assessment of future.

Chronic presentation to requesting conditions leads to weakening the scholarly execution, loss of memory, awful connection with companions and relatives, and average disappointment with life (Graham et al, 2006). It can likewise lead a serious medical issue like hypertension, coronary heart attack, and stroke, diabetes mellitus, weight, and improved maturing (Stewart et al, 1995), weakened resistant framework, smothered fruitfulness, stomach related problem, loss of hunger, improved uneasiness, and despairing that in the outcomes in suicide (Cherkil et al, 2013).

## **Significance of the Study**

### ***Undergraduate UMK Veterinary Students***

This research will help undergraduate veterinary students in UMK to realize the importance of mental health and avoid being stress in daily life. It also helps students to increase their knowledge and skills in finding information about stress disorder among students.

### ***Society***

This research will help to avoid the percentage become more increased of determining factors of stress disorder. They will know what factors that cause stress and how to manage it from spreading more to others.

### ***Academic Researcher***

This research contributes information to academic researchers who have been doing their research about stress disorder. Through this research, it will attract new academic researchers and provide them with guides to further explore the study of stress disorder.

## **Ministry of Health**

This study will help MOH to know the specific problem of veterinary students in UMK who faced stress disorder. From there, MOH will know in detail the exact causes happened to the students who had this disorder and it is going to be an additional information for MOH's.

## **LITERATURE REVIEW**

### **Stress**

Stress is a physical word that refers to the total of energy used on an object and in real life. It refers to how certain problems carry force applied to human life Wheeler (2007). Stress is a major social problem (Allen, 1983). According to Hussien and Hussien (2006), stress is one of the common aspects of today's life that induced by rapid changes in human existences. Hence, the age of stress that students experiences is induced by academic pressure such as studying, assessment and other school need that may exceed their ability. Then, mothers are also under pressure caused by child learning, workers, leaders, and every people has various sorts of pressure, but the same people also can suffer from various types of pressure during the similar time.

### **Personal Factors**

The study of personal factors is a cause of stress among students. Based on the Transaction-Based Models theory by Lazarus, it stated that pressure is experienced once individuals perceived that the request surpass the individual and social resources the individual can activate. Lazarus and Folkman (1984) proposed that stress is to be viewed as the whole idea to sort out organize and comprehend an assortment of phenomenon and procedures, wholly managing with human adjustment. The exchanged between individual and condition is the denominator. The research by Thawabieh and Qaisy (2012), the changes of students from the school to college condition might affect mental, educational and social stun because of the qualifications in the training framework as far as new approaches of instructing, educational, necessities, sorts of connection between students and personnel and even connections among students themselves.

### **Academic Factors**

Academic factors could also lead to stress patterns. The main sources of stress among medical students are the academic factor. A number of variables, economic, cognitive evaluation, social, and psychological, may be involved in the academic performance (McKenzie & Schweitzer 2001). In addition, in respecting teachers and following moral norms, parents expect their children to become elite in future (Liu & Chen, 1997). The second year of medical students was more stressful. This may be because of the fear that their goal of becoming a doctor will not be achieved (Kumarswamy, 1989). Students have to take many courses within one-semester, they have many tasks to carry out in a short term. Students are very stressful because they have no time to do activities during their leisure time rather than given a job within a short period of time by their teachers. Some of the common stressors in the academic field include poor time management (Fairbrother & Warn, 2003), excessive tasks and social skills.

## **Psychological Symptoms Factors**

Various diseases such as exhaustion, pressure, dizziness, and disorders from sleep, tachycardia, gastric disorder, and cynicism have been shown to be stressful (Cecchini & Friedman, 1987, Grandy, Westerman Lupo & Combs, 1988; Knudsen 1978; Tedesco, 1986; Wexler, 1978). Stress has been shown through fatigue, tension. In a study of psychological problems of students from universities with 100 medical students, 26 percent were found psychologically distressed and 31 percent anxiety and depression (Kumaraswamy, 1990). Other stress disorders were stressed by researchers. "exhaustion, depression, nervousness, disappointment of certain inter-personal relationships, changes to current sleeping patterns and a drastic gain or loss of body weight, and signs of mental overload for some physical disorders such as headache" (Lan 2002). Cassady (2001) found that fear and anxiety physically or psychologically influence the mind and threat. Jyotsna (2009) reports that this is a period of examination that for students it is a time of horror and insecurity.

## **Research Hypothesis**

In this study, there are three hypotheses related to identify the relationship between the personal factors, academic factors and psychological symptom factors and determining factors of stress disorder among University Malaysia Kelantan Veterinary Students.

H<sub>1</sub>: There is a significant relationship between personal factors towards stress disorder among UMK veterinary students.

H<sub>2</sub>: There is a significant relationship between academic factors towards stress disorder among UMK veterinary students.

H<sub>3</sub>: There is a significant relationship between psychological symptoms factors towards stress disorder among UMK veterinary students.

## **Research Framework**

A research framework has been conducted to investigate the connection between the relationship of personal factors, academic factors, psychological symptom factors and the determining factors of stress disorder among University Malaysia Kelantan Veterinary students. The independent variables are personal factors, academic factors and psychological symptom factors. The dependent variable is the determining factors of stress disorder among University Malaysia Kelantan Veterinary students.

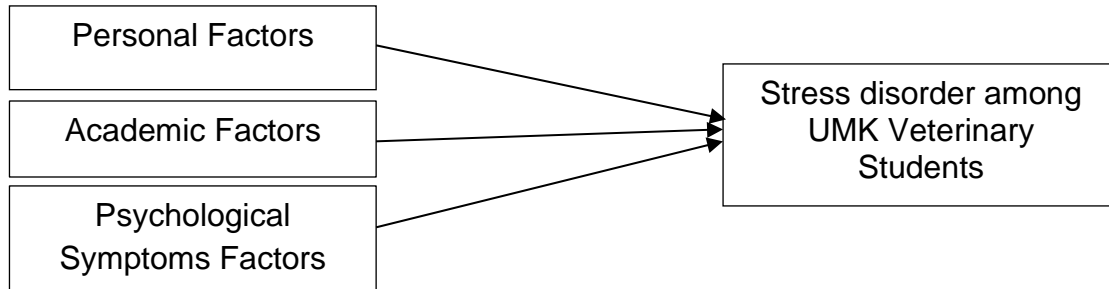


Figure 1: Conceptual framework of the relationship of personal factors, academic factors, and psychological symptom factors between stress disorder among University Malaysia Kelantan Veterinary students.

## METHODOLOGY

### Research Design

In this study, a descriptive research methodology will be used. In descriptive research, researchers do not have direct power over free factors because their indications have happened or because they are innately not manipulable (Kerlinger & Lee, 2000). This is quantitative approach research where questionnaires will be used to collect data from veterinary students of UMK. The researchers would use the quantitative method because quantitative research is an approach for testing objectives theories by examining the relationship among variables (Creswell, 2014). Respondents have been recruited by capturing, screening and choosing those who are studying for veterinary at UMK.

### Data Collection

The primary data is the data obtained explicitly for the study to obtain the results after problem. (Uma & Roger, 2003). In this study, data will be collected using a questionnaire online survey. The questionnaire consists of three sections, such as sections A, B, C, D and E. Section A question is demographic profile while section B, C, D is independent variables and section E is dependent variable. The questionnaire will be distributed via online survey. The items in questionnaire have been adopted and adapt from the previous studies.

### Population

For this study, data will be collected through a questionnaire. Based on the Faculty of Veterinary Medicine (FPV) UMK, the populations of students in UMK for veterinary courses are 226. To support our population, our researchers put the justification to support our research.

## Sampling

In this research, we used convenience sampling. Convenience sampling is a non-probability sampling technique where subjects are selected due to their convenient accessibility and proximity to the researchers. Moreover, this sampling method involves getting participants whenever you can find them and whenever inconvenience (Evanschitzky, Baurngarth, Hubbard, & Armstrong, 2007; Hubbard & Armstrong, 1994). The last parts of this study, testing technique includes getting members wherever you can discover them and ordinarily wherever it is helpful.

In this study our population of UMK veterinary students are 226 according to Krejcie & Morgan (1997) to determine the sample size is 140 students of UMK veterinary student. The formula has shown as below:

$$S = \frac{\chi^2 N p (1 - p)}{e^2 (N - 1) + \chi^2 p (1 - p)}$$

n = sample size (140)

N = population size (226)

e = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95%

(3.841) p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in study, which are descriptive analysis, reliability analysis and Pearson correlation coefficient. The data obtained were analysed by using Statistical Package for the Social Science (SPSS) version 25.0.

## Justification of the study

Based on researchers' personal views, medical students experience much higher stress disorders than other students. Medical students have to study for about 4 to 5 years compared to the other students. Besides that, medical students have a higher number of suicides. A researcher found that a total of 2.7% of medical students in Sweden had made stress-related suicidal attempts (Dahlin & Runeson 2007). In addition, 30% of students have problems of leaving medical school, and another 9% due to academic and personal problems (Simpson & Budd, 1996). Women have a higher level of stress which is 51% than men are 37% (Burk & Bender, 2005). Medical students are very popular for drugs usage and prohibited material (Yunusa & Madakawi, 2011).

## FINDINGS

The study was conducted to determine factors of stress disorder among UMK Veterinary Students. The focus of this study is to analyse the relationship between factors and stress disorder among UMK veterinary students. Primary data had been used in this research which is a set of questionnaires to collect the data from respondents. From the data collection, the population of UMK veterinary student is 226 students and the sample size for this study are 140 students according to Krejcie and Morgan (1970). The data was analysed by using Statistical Package for Social Science (SPSS) version 25.0.

## Frequencies Analysis

Table 1: Respondents Demographic

Profile	Items	Frequency	Percent (%)
<b>Gender Range</b>	Male	46	32.9
	Female	94	67.1
<b>of Age</b>	18-21 years old	49	35.0
	22-25 years old	77	55.0
	26-29 years old	14	10.0
<b>Marital Status of</b>			
<b>Year the Study</b>	Married	18	12.9
	Single	122	87.1
<b>Race</b>	Year 1	14	10.0
	Year 2	28	20.0
	Year 3	29	20.7
	Year 4	45	32.1
	Year 5	24	17.1
<b>Nationality</b>	Malay	76	54.3
	Chinese	24	17.1
	Indian	21	15.0
	Others	19	13.6
	Malaysian	121	86.4
	Others	19	13.6

Table 1 shows the number of the respondents based on their gender. There are total 140 respondents, which consist of 46 males, and 94 females who involved in answering the online questionnaire. The percentages of gender are 32.9% and 67.1% respectively. After that, the number of the respondent based on the segmentation range of age shows the highest percentage of respondents 55% were aged between 22-25 years old with 77 responses, and 35% of the respondents were aged between 18-21 years old with 49 responses. Meanwhile, respondents aged with 26-29 years old are 10% with 14 responses. Next, Table 1 shows the distribution of respondents by marital status. It illustrates that 140 respondents, which is equal to 87.1%, are



single with 122 responses. Meanwhile, there are 12.9% of respondents are married with 18 responses.

Besides that, Table 1 also shows the distribution of respondents by year of the study. It demonstrates that 140 respondents, which is Year 4 has a highest percentage with 32.1%, follow by Year 3 with 20.7% which is 45 responses and 29 responses respectively. Meanwhile, Year 2 has a percentage with 20.0%, while 17.1% for Year 5 with 28 responses and 24 responses respectively, and the lowest percentage is Year 1 with 10.0% which is 14 responses out of 140 respondents. Furthermore, Table 1 had shown that the percentage and number race of respondents. The races are divided into four categories, which are Malay, Chinese, Indian and others. Malays, has the highest percentage of 54.3% with 76 responses and followed by Chinese that records as 17.1% with 24 responses. Indians has the percentage of 15.0% with 21 responses. 13.6% of the respondents are from other races with 19 responses has records the lowest percentage in filling up this online questionnaire out of 140 respondents. Lastly, Table 1 had shown the percentage of respondents by nationality from 140 respondents. Malaysian has a higher percentage which is 86.4% with 121 responses. Meanwhile, for others which is Non-Malaysian has 3.2% with 19 responses out of 140 respondents.

### Reliability Analysis

Table 2: Reliability Analysis

Variables	Total Items	Cronbach's Alpha (Pilot Test)	Cronbach's Alpha Values
<b>Dependent Variable</b>			
<b>Stress</b>	9	0.820	0.651
<b>Independent Variables</b>			
<b>Personal Factors</b>	9	0.683	0.483
<b>Academic Factors</b>	9	0.790	0.506
<b>Psychological</b>	9	0.802	0.625
<b>Symptoms Factors</b>	9		

Based on Table 2, it shows the result that the pilot test has been done to 30 respondents before the researcher distributed a questionnaire through the online survey method to 140 respondents. The result of the reliability analysis of instruments was measured using Cronbach's Alpha.

Table 3 conclude all the variables of Cronbach's Alpha for pilot data were above the value of 0.4. The alpha value of reliability analysis for the dependent variable stress disorder among veterinary students among UMK students construct was 0.651. Next, the alpha value of the reliability coefficient for the independent variable personal factors construct was 0.483. Furthermore, the alpha value of the reliability coefficient for the academic factors was 0.506. Then, the alpha value of the coefficient of reliability for the construct of psychological symptoms factors was 0.625.

From Table 3 as well, it can be concluded that all Cronbach's Alpha variables for actual data are below the value of 0.7. Therefore, the results shown are reliable and also not reliably accepted and can be reliably accepted in the analysis. For the dependent variable stress

disorder construct, the alpha value of reliability measurement is 0.651, which is acceptable. Thus, this outcome indicates that reliability is acknowledged. Moreover, for independent variable personal factors, the alpha reliability coefficient value is 0.483 which is in low range, which means that reliability is unreliable and unacceptable. Other than that, the reliability coefficient Cronbach's Alpha for academic factors is 0.506 which is in low range, which means that reliability is unreliable and unacceptable for this study. Next, 0.625 is the alpha value of the reliability coefficient for the psychological symptom factors. This is in good range that indicates that the accuracy was approved. The reliability test was conducted on the independent variables to check the internal consistency of the measurement instrument. The Cronbach Alpha for all variable scales were in range of 0.4 to 0.651. Overall, the reliability test for this questionnaire had 2 acceptable questions and 2 unacceptable questions. Therefore, only 2 questions can be used for this which is dependent variables of stress and independent variables of psychological symptoms factors.

### Descriptive Analysis

Table 3: The Overall Descriptive Analysis

Items	N	Mean	Std. Deviation
<b>Stress</b>	140	3.7698	0.55446
<b>Personal Factors</b>	140	3.6524	0.47830
<b>Academic Factors</b>	140	3.4770	0.46810
<b>Psychological Symptoms</b>	140	3.3167	0.57772
<b>Factors</b>			

Based on Table 3, it shows the descriptive analysis for overall mean score on dependent and independent variables. The table shows the mean and standard deviation for dependent variable and independent variables. There are nine questions in every section of these dependent variable and independent variables. The highest mean score for independent variables is 3.6524 with 0.47830 standard deviation for personal factors while the lowest mean is 3.3167 with 0.57772 standard deviation for the psychological factors. As for the dependent variable, the mean score for dependent variables is 3.7698 with 0.55446 standard deviation for stress factor

### Pearson Correlation Coefficient

Table 4: Pearson Correlation Coefficient for Hypothesis

		Stress	Personal Factors	Academic Factors	Psychological Symptoms Factors
Stress	Pearson Correlation	1	.512**	.540**	.204*
	Sig. (2-tailed)		.000	.000	.016
	N	140	140	140	140

<b>Personal Factors</b>	Pearson Correlation	.512**	1	.466**	.295**
	Sig. (2-tailed)	.000		.000	.000
	N	140	140	140	140
<b>Academic Factors</b>	Pearson Correlation	.540**	.466**	1	.470**
	Sig. (2-tailed)	.000	.000		.000
	N	140	140	140	140
<b>Psychological Symptoms Factors</b>	Pearson Correlation	.204*	.295**	.470**	1
	Sig. (2-tailed)	.016	.000	.000	
	N	140	140	140	140

Table 3 shows the result of Pearson correlation test. The Pearson's Correlation test was used in this research to identify the relationship between two variables in terms of strength of the relationship. The results shown that personal factor have moderate positive relationship with stress (0.512\*\*). This finding indicates that personal factor has a moderate relationship to stress disorder among veterinary students. Academic factors have moderate positive relationship with correlation coefficient value of (0.540\*\*). This indicates that an academic factor has a moderate relationship to the stress disorder among veterinary students UMK. Lastly, from the correlation analysis show that psychological symptoms factors negligible correlation with correlation coefficient of .204\*. This indicates that a psychological factor is negligible correlation but very low to stress disorder among veterinary students UMK.

## DISCUSSION & RECOMMENDATION

The main objective of this study is to determine the relationship between personal factors, academic factors, and psychological symptoms factors and stress disorder among UMK veterinary students. Based on findings in Chapter 4, researchers agreed that personal, academic, psychological symptoms are the factors of stress disorder among UMK veterinary students.

In this study, our result has supported the hypothesis. The first hypothesis is H1. H1 is a significant relationship between academic factors towards stress disorder among UMK veterinary students. Statistical analysis for R-value is 0.540 while the P-value is 0.000. The hypothesis is accepted and it is in parallel with Spiel Bergers CD, 1993, Kendall et al.1965 justification that apprehension of academic failure. Secondly, H2 is a significant relationship between personal factors towards stress disorder among UMK veterinary students. Statistical analysis for R-value is 0.512 while the P-value is 0.000. The hypothesis is accepted and the justification is the changes of condition from school to college according to Thawabieh & Qaisy 2012. The last hypothesis is H3 is a significant relationship between psychological symptoms factors towards stress disorder among UMK veterinary students. Statistical analysis for R-value is 0.204 while the P-value is 0.016. The hypothesis is accepted because the justification according to Alberto et.al 1997 say anxiety significantly lower scores.

For the recommendation, the researchers recommend several suggestions to improve the result of the study. First recommendation in this study is, researcher has to interview the respondents face to face in order to get more information and respondents can give the right answer for the questions. Instead of distributing the online survey which is Google Form, it may be necessary for the researcher to interview the respondents for feedback on stress disorder and mental health. As for the second recommendation, the researcher can use observation method for data collection. Observation method involves collecting information without asking the question. This method is more subjective as it required researcher to observe and add their judgment to the data. Lastly, the suitable recommendation of this study is time management for answer the Google forms. Therefore, researchers should provide more time to their target respondents to fill up the questionnaire given so that the researchers could get the right answers and opinions from the respondents if provide sufficient to them. If we rush them to answer quickly, the possibilities of getting wrong answers will be high and the respondents will answer the questionnaire inaccurately.

## CONCLUSION

In conclusion, this study shows that there are three independent variables tested which were personal factors, academic factors and psychological symptoms factors. According to the findings, it shows that academic factors are the highest finding factors of stress disorder among UMK veterinary students. For this study, stress disorder was influence by personal factors, academic factors, and psychological symptom factors. Therefore, the factors of stress disorder were represented by UMK veterinary students which are dependent variable. The relationship of independent variables and dependent variable has been determined by the value gathered from Correlation Coefficient. Then, the result shows the correlation between personal factors and academic factors has a moderate positive relationship, while psychological symptoms factors have a negligible correlation relationship. Finally, the findings of this study prove that there is a significant relationship between personal factors, academic factors and psychological symptoms factors and stress disorder among UMK veterinary students.

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# Determinants of Depression among Nursing Students in USM, Kubang Kerian, Kelantan

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## ABSTRACT

The nursing profession and students are subject to high stresses which can lead to depression due to various difficult situations. Many factors would contribute to the depression of nursing students that merit to be studied. The three most common determinants of depression that have been discussed in the literature are academic performance, social relation and individual lifestyle. This study examined the relationship between the three determinants and depression among USM's nursing students in Kelantan. Using a snowball sampling method, a self-administered questionnaire was distributed to USM's nursing students in Kubang Kerian, Kelantan through Google form. A total of 169 sample respondents was collected and analyzed by correlation. It was found that academic performance, social relation and individual lifestyle had significant negative weak relationships with depression. This study had identified the determinants of depression, but all the three hypotheses were significantly supported. Future studies should include more independent variables and larger sample size in the belief that the relationship will be significant.

**Keywords: Academic Performance, Social Relation, Individual Lifestyle, Depression, Nursing Students**

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## INTRODUCTION

Depression is a common psychological disorder among nursing students worldwide due to the high intensity of training in their daily life. There are more than 264 million people of all ages around the world suffering from depression. Women are mostly affected by depression than men. Depression also can lead to suicide if someone did not have any treatment. It almost 800,000 people die every year due to suicide (WHO, 2020). According to Noel Wong in the FMT Lifestyle website (Wong, 2019), patron of the Malaysian Psychiatric Association, in 2020, depression will be a major mental health illness in Malaysia. A national survey by the Ministry of Health has announced that Malaysian teens are suffering from mental health problems that start at the age 13 to 17 years old. The statistics for the prevalence of suicidal showed the 10% among the students, it has increased by 3% from 7.9 % in 2012 (Sakinah, 2020). The depression among nursing students can happen because burden in their study that lead to a low quality of life, dropout, and suicidal ideation. It is important to identify the risk factors among nursing students included financial burden, stress with exams, and motivation of students towards study medicine (Pham, Bui, Nguyen, Tran, Nguyen Vu & Dang, 2019). According to research Koirala and Poudel (2018), about 62% of the respondents in their

research showed that social factors and staying away from home, about 35% of the respondents are having family problems and 1 % from them having a history of depression that lead to the depression among nursing students. It is about one over three of the country's population suffer from life-threatening depression according to statistics in 2015 (Mustafa, Habil, et al., 2015). Only a few studies examining adolescents' perceptions and awareness of mental illness, the rising number of mental health problems among adolescents and teenagers have been considered (Mustafa et al., 2015). Due to mental illness, the lives of students especially nursing students may have a serious impact because they are studying hard which may lead to depression. This issue could make a pointless test and affect the understudies' day by day working in study hall. The nursing profession will be subject to high stresses which can lead to depression due to various difficult situations. This issue could make a pointless test and affect the understudies' day by day working in study hall. The nursing profession will be subject to high stresses which can lead to depression due to various difficult situations (Mustafa et al., 2015).

There were four objectives of this research which were:

To measure the level of depression among nursing students in USM, Kelantan.

To examine the relationship between academic performance and depression among nursing students in USM, Kelantan.

To examine the relationship between social relation and depression among nursing students in USM, Kelantan.

To examine the relationship between individual lifestyle and depression among nursing students in USM, Kelantan.

### **Significance of the Study University**

This study can reduce the statistics of depression among nursing students and hope this study can inspire the university to take appropriate action.

### ***Community***

It is expected that this study will benefit the community by providing exposure about the factors that can cause depression and it can increase the awareness among them about mental health.

### ***Students***

The findings will benefit students by helping them to identify the factors that could cause depression and give awareness and encouragement to seek early treatment from psychiatrist.

### ***Future Researcher***

The findings will benefit future researchers by helping them provide additional references, guidelines, information, and data to the community and future research. As a benefit, it can increase the amount of research in Malaysia in the field of depression and mental health.



## **LITERATURE REVIEW**

### ***Depression***

According to Ranna Parekh (2017), depression or major depressive disorder was the common or seriously mental illness that gave negative impact on feeling, the way you think and act. The person with depression will feel sad and loss of interest in doing basic activities. This will lead to physical problems and decrease quality of work. Anyone can be affected by depression even person who appears to live in balance lifestyle. Based on World Health Organization (WHO, 2020), there were 322 million people are living in depression that will lead to health problem around the world. The statistics of people faced in depression are increased between 2005 and 2015 by 18.4%. Females are more affected by depression around 5.1% than males are 3.6%. In 2020, depression would be a major mental health problem due to family and work pressure among Malaysian people. The percentage of depressed patients had increase 50% from 2011 to 2015 based on the survey of the prevalence of depression among Malaysian people (Star, 2018).

### ***Academic Performance***

Depression has a significant negative impact on the academic performance of nursing students. The stress faced makes students unable to attend lectures as well as causing the average grade point to drop badly compared to students who do not have depression. Students with depression are usually unable to adapt to the stress of the assignment and unable to follow the learning provided (Njim, Mbanga, Mouemba, Makebe, Toukam, Kika & Mulango, 2020). The health of nursing students has been studied for two decades through the study. Academic performance stress was one of the factors of depression that can cause suicide among nursing students. This happened because students experience stressful situations while studying in various stages of their academic courses (Risal, Sanjel & Sharma, 2016). According to Yousefetal, Athamneh, Masuadi, Ahmad, Loney, Moselhy, Al-Maskari and ElBarazi (2017), nursing students had higher stress compared to non-nursing students. The main pressures faced by nursing students were adapting to rigorous theoretical programs, conducting long-term studies and stress in clinical practice. Prolonged stress can lead to anxiety, dissatisfaction at school and depression. In fact, academic success also has a negative impact on students.

### ***Social Relation***

Depression was the most serious illness that humans faced due to the fourth social fatigue in the world. Social relations with depression can be seen based on the positive family history of depression and differences in psychiatric use, physical illness, and depression. In addition, nursing students need to be in tune with their mental and physical health (Dawood & Mitsu, 2017). The social relation variable can be divided into two include peer pressure and family. They will have own self-esteem and low confidence because of her peers in learning, beauty and intelligence. Inadequacy in learning causes a sense of ignorance and inability to follow the lessons taught by the lecturer causing depression (Thomas, Cassady & Heath, 2018). In fact, it feels like a peer away from him. People with depression always think negatively about things around them, which causes their peers

to distance themselves. Therefore, nursing students who suffer from depression make it difficult for them to carry out all activities in group (Abdallah & Gabr, 2014; Alim Rabbani, Karim, Mullick, Mamun, Fariduzzaman, & Khan, 2017; Beiter Nash, Mccrady, Rhoades, Linscomb, Clarahan, & Sammut, 2015).

According to Pham, Bui, Nguyen, Nguyen, Tran, Vu and Dang, (2019), nursing students were unable to make their own decisions in choosing the necessary costs at the university. This causes students to get pressure from the family to bear this cost. They also began to think about stopping studying because of the problem. Student well-being was influenced by many factors including family. In fact, there were students who were willing to commit suicide because they are not willing to bear the burden they faced (Pham T, Bui L, Nguyen A, Nguyen B, Tran P & Vu P, 2019). Staying away from family for the first time puts pressure on nursing students especially first year students. They had to move to a new city and a new environment as well as they had to adapt to the burdensome work pressures (Abdallah & Gabr, 2014; Beiter et al., & Sammut, 2015).

### ***Individual Lifestyle***

Some individuals' perceptions of their environmental pressures were increasing and were beyond their control. Their perspective on the environment and the people around them as well as the self was so negative that they did something out of their control and thinking (Thomas, Cassady & Heller, 2017). According to Pham et al. (2019), nursing schools recognize that stress problems can affect student well-being. This was because of they must live a different life with students who were taking a master's degree. They need to stay up late for clinical training in the ward. In addition, lack of sleep was one of the causes of depression in nursing students. This results in students not being able to complete their work well and not be able to focus on the assigned task.

### ***Relationship between Depression and Academic Performance***

According to Rizal & Sanjel (2017), depression in nursing students is a problem because of academic stress such as long learning time, choices and assignments that are frequently accepted. The study shows that depression among university students is exceedingly high. Nursing students are students who experience severe stress in life to complete their education (Phimarn, Kaewphila, Suttajit & Saramunee, 2015). The findings of Greek studies and studies in Turkey show that depression is common among senior students with new students in a stream. In contrast to studies in Iran, it shows that new nursing students are more depressed than senior students (Rizal & Sanjel, 2017).

### ***Relationship between Depression and Social Relation***

Due to social conditions such as work environment and frequent treatment of weak patient causes students to remain in a depressed state. The workload is too heavy and has too much impact on the students' mental and physical well-being (Risal & Sanjel, 2017). According to Sagarino, Madali, Umpat, Macalaguang, and Maneja (2019), the depression

can happen because of peer pressure. This research shows that students are depressed because of the situation of falling in love with their partner and at the same time having problems with their peers who have committed suicide. According to the study by Sagarino et al., (2019), most students who suffer from depression due to family are female students. The gendered-response view assumes that females respond to stress not the same as men. Men are usually more to respond with anger or anxiety meanwhile most females react to depression in their lives with fear and stress.

### ***Relationship between Depression and Individual Lifestyle***

According to Nemade and Patricelli (2020), mental health is an important foundation after physical health. The unhealthy lifestyle of nursing students makes it difficult for students to cope with depression compared to those who are healthier. Poor sleep quality tends to be a problem as well as not being able to perform tasks well. In addition, nursing students will also do less exercise if they do not have insufficient sleep quality. In this case, students will have less free time to do leisure activities due to mental and physical weakness. Hence, it causes students to experience stress that leads to depression. According to Cheung, Wong S, Wong K, Law, Ng, Tong, Wong, Ng & Yip (2016), students with poor mental and physical health is more likely to be depressed than students who are mentally and physically healthy. Another research showed the exercise activity will give positive effects on patients that faced depression. In this finding were suggesting for the future study need to focus on promoting physical activity as lifestyle.

### **Research Hypothesis**

In this study, the researcher develops some hypothesis that were relevant to the study. According to study objectives and issues, these hypotheses have been developed as follows:

H1: There is a negative relationship between academic performance and depression among nursing students in USM Kelantan.

H2: There is a negative relationship between social relation and depression among nursing students in USM, Kelantan.

H3: There is a negative relationship between individual lifestyle and depression among nursing students in USM, Kelantan.

### **Research Framework**

A research framework has been conducted to investigate connection between the relationship academic performance, social relation, individual lifestyle and the determinants of depression among nursing students in USM Kelantan. The independent variables were academic performance, social relation and individual lifestyle. The dependent variables were the determinants of depression among nursing students in USM Kubang Kerian, Kelantan.

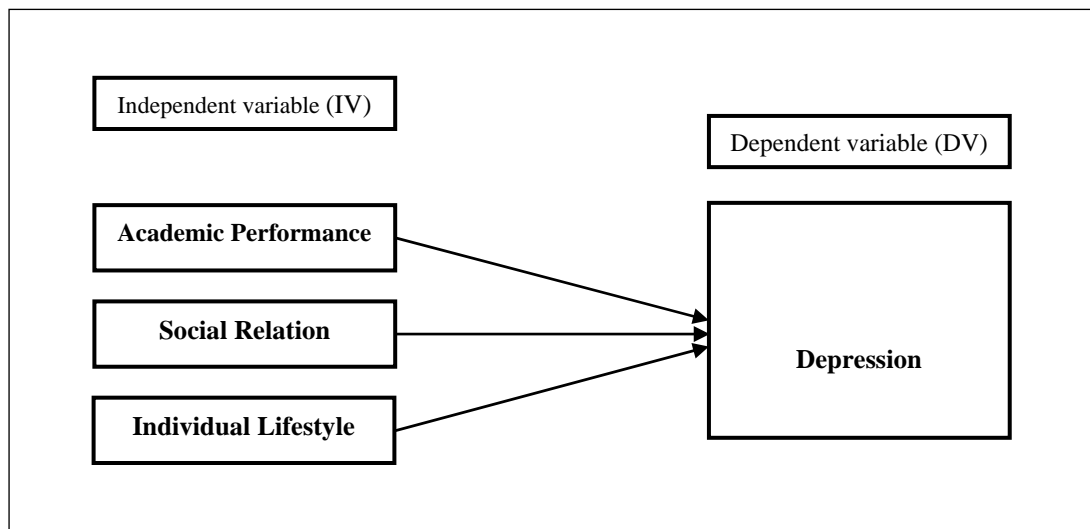


Figure 1: Research framework of relationship between the academic performance, social relation, individual lifestyle and depression among nursing students in USM Kubang Kerian, Kelantan

## METHODOLOGY

### Research Design

This research used the cross-sectional study that questionnaire was distributed to 169 nursing students by online. Moreover, research design may help researchers in order to provide a proper plan of study that enables decent quality data can investigate the relationship between the independent variables and the dependent variable.

### Data Collection

In this study, the researcher was using questionnaires to gain sources of data by online survey. The questionnaires were distributed through Google form. The researcher spread the questionnaires through WhatsApp application to diploma and degree students in Universiti Sains Malaysia (USM), Kubang Kerian, Malaysia. The researcher gathers the information only for two weeks. The online survey used by the researcher to gather the data because of the pandemic Covid-19.

### Sampling

The sampling method used in this study was the non-probability sampling which was snowball sampling. Snowball sampling was a recruitment technique whereby respondents were asked to assist the researcher in identifying the other potential respondent. It was called snowball sampling because once the snowball rolling, it picks up more snow along the way and becomes larger. The researcher decided to use this sampling method because it facilitated the process of distributing an online survey among nursing students at USM. The researcher collected data through by distributed Google Forms as an online survey via WhatsApp application to nursing student representatives and ask them to continue distribute it to their course mates. As the population of

this study was 300 nursing students involved 172 diploma students and 128 degree students from the first year students until the fourth year students of the School of Health Sciences at Universiti Sains Malaysia (USM), Health Campus in Kubang Kerian, Kelantan. Therefore, according to Krejcie and Morgan's table (Krejcie & Morgan, 1970), the sample size of this study was 169 nursing students.

## Data Analysis

There were four types of data analysis used in these studies, which were frequency analysis, reliability analysis, descriptive analysis and Pearson correlation analysis. The data gathered by researcher were analysed by used Statistical Package for the Social Science (SPSS) version 25.0 software.

## FINDINGS

### Reliability Analysis

Table 1 showed the reliability analysis for this this study. This reliability analysis was conducted for both pilot data and actual data. To conclude from the table was the Cronbach's Alpha for Pilot data within the range of 0.632 to 0.854 which is more than the acceptable value of 0.60 according to DeVellis (2003). For the actual data, the Cronbach's Alpha for the reliability analysis was within the range of 0.757 to 0.822 which were also more than the acceptable value of 0.60. It showed that was a reliable instrument and can be accepted for the study. All the value from both variables was respectable and this means that the questionnaire had been accepted for this study.

Table 1 showed the reliability analysis for pilot data and actual data this this study

Variables	Initial Item	Cronbach's Alpha (Pilot Data)	The remaining Item	Cronbach's Alpha (Actual Data)
Depression	10	0.854	10	0.822
Academic Performance	6	0.632	5	0.757
Social Relation	7	0.83 5	7	0.803
Individual Lifestyle	6	0.78 2	5	0.796

### Descriptive Analysis

The instrument used to measure the level of depression consisted of 10 items on a four-point Likert scale, ranging from strongly disagree to strongly agree. Furthermore, the level of depression was measured and interpreted in the form of scoring based on Best's Principle by Thaoprom (2004). The maximum-minimum scores were divided by three, according to the scoring ranges for low, moderate and high. The formula to calculate the score ranges was  $(4-1)/3=1$ . This was used to answer the first objective of the study which is to measure the level of depression among nursing students in USM, Kelantan. As the mean score of 2.03, this indicates that nursing students at USM, Kubang Kerian, Kelantan experience moderate depression. Moderate depression among nursing students was due to the heavy workload and clinical demands of the

curriculum (Njim et al., 2020). However, within the scores range, it is almost categorized into low depression. Therefore, the ranges for the scores were:

- Scores 1.00-2.00 = Low Depression
- Scores 2.01-3.01 = Moderate Depression
- Scores 3.02-4.00 = High Depression

Table 2 showed the sample size, mean scores, standard deviation and the level of depression of the dependent variable and independent variables. As shown from the table below, social relation was the highest mean scores, 2.79. In fact, nursing students who suffer from depression make it difficult for them to carry out all activities in group (Abdallah & Gabr, 2014). Meanwhile, depression was the lowest mean scores, 2.03.

Table 2: Result of Descriptive Analysis

No.	Variables	n	Mean	Standard Deviation	Level
1	Depression	169	2.03	0.585	Moderate Depression
2	Academic Performance	169	2.68	0.563	-
3	Social Relation	169	2.79	0.706	-
4	Individual Lifestyle	169	2.78	0.694	-

### Pearson Correlation Analysis

Table 3 showed the Pearson correlation analysis for this study. The highest Pearson correlation value was between social relation and depression which was -0.384. Meanwhile the lowest Pearson correlation value was between academic performance and depression which was -0.375. The Pearson correlation individual lifestyle and depression was

-0.380. According to Hair, Joe, Mary, Arthur and Michael (2015), said that the Cronbach's Alpha results showed a negative weak relationship between all the independent variables and the dependent variable.

Table 3: Summary of Pearson correlational analysis

		Academic Performance	Social Relation	Individual Lifestyle	Depression
Academic Performance	Correlation coefficient	1	.624**	.541**	-.375**
	Sig.	-	.000	.000	.000
Social Relation	Correlation coefficient	.624**	1	.568**	-.384**
	Sig.	.000	-	.000	.000

Individual Lifestyle	Correlation coefficient	.541**	.568**	1	-.380*
	Sig.	.000	.000	-	.000
Depression	Correlation coefficient	-.375**	-.384**	-.380**	1
	Sig.	.000	.000	.000	-

\*\*Correlation is significant at the 0.05 level (2-tailed)

## DISCUSSION & RECOMMENDATION

Based on the findings, social relation had the strongest correlation coefficient of -0.384 and p-value of less than 0.01 which was the significant level. This finding was supported by Quince, Wood, Parker & Benson (2018) due to poor communication between peers will cause students feel isolated and ignored that made them stressed. Therefore, hypothesis 3 which was the relationship between social relation and depression among nursing students in USM, Kelantan was supported. Individual lifestyle had the second strongest correlation coefficient of -0.380 and p-value of less than 0.01 which was the significant level. This was mentioned by Okami et al. (2015) as students need to wake up early and sleep late so that students did not had time to exercise that can cause to depression. Hypothesis 4 which was the relationship between individual lifestyle and depression among nursing students in USM, Kelantan was supported. Lastly, the academic performance had correlation coefficient of -0.375 and p-value of less than 0.01 which was the significant level. Thus, due to the poor academic achievement, physical complaints and poor work performance Ibrahim (2016), making them feel helpless and find themselves helpless to survive. Hypothesis 2 which was the relationship between academic performance and depression among nursing students in USM, Kelantan was supported. The research objectives were achieved and there were significant negative weak relationship between independent variables and dependent variable among nursing students in USM Kelantan.

Hence, the students should engage in counselling session. The university provides on campus counselling center for students to access at little to no cost for guidance. Counsellor can guide students identify what issues were contributing to their symptoms of depression and best way to manage these issues. For future recommendation, the number of the respondents should be increased and distributed in other places not only among nursing students in USM Kelantan but also in each state in Malaysia to get clearer research about the determinants of depression among nursing students.

## CONCLUSION

The aim of this study was to examine the determinants of depression among USM's nursing students. The results of the study showed that the independent variables, namely academic performance, social relation, and individual lifestyle. All the objectives of the study meet the requirement and all the findings were consistent with the hypotheses. However, the hypotheses where our correlation was significant at the 0.01 level. In theory, this study was quite supportive

that academic performance, social relation and individual lifestyle determine the level of depression among nursing students. In practice, nursing institution should observe the important of these three-independent variables in mitigating depression among their students. Future research should include more independent variables and larger sample size in the belief that the relationships will be significant.

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# EXPLORING THE ROLE OF NATURAL HOT SPRING IN THE CONTEXT OF WELLNESS TOURISM

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## ABSTRACT

Nowadays, the use of natural hot spring is one of the fastest growing sectors of world tourism. Balneology is one of the practices that use natural mineral water from hot springs to treat and prevent diseases. An in-depth interview with 7 visitors and 1 hot spring operator was conducted at La Hot Spring, Jerteh, Terengganu to explore the role of natural hot spring in the context of wellness tourism. This study was conducted to establish a comprehensive profiling of hot spring visitors and to explore the current market characteristics of hot springs as wellness tourism destinations. In addition, this study also aims to discover the wellness benefits factors that attract the hot spring visitors. All the data was collected by using an interview method and each of the conversation will be recorded as an evidence. The results showed that hot springs can give benefits to visitor to overcome the health problems. In conclusions, hot spring is one of the crucial elements that can influence the visitors to have a better lifestyle and well-being.

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**Keywords: Hot Spring, Wellness Tourism, Profiling, Market, Benefits**

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## INTRODUCTION

Hot spring usually known as a place for a recreation and health treatment. This is because, the demand of hot spring has increased after the visitor aware that the natural hot spring resources can lead to a better health condition. Furthermore, the current market of hot springs also received a further increment over the years, especially in wellness tourism industry.

Asian is one of the largest and well-known destinations for hot spring tourism because it has many natural resources (Taiwan Tourism Bureau, 2011). Over the years, the reputation of hot spring has rise, simulating the growth of the hot spring tourist market. One of the reasons for the growth of renewable tourism based on hot springs is the growing trend of fitness and well-being (Erfurt-Cooper & Cooper, 2009).

Usually, researchers will scientifically conduct research related to the hot spring water but not in social research. Scientific research by Hsieh, (2007), stated that hot springs are made up of geothermal materials containing minerals, gases and certain elements underground through a single channel. This is proven to be good from a scientific health point of view. But, lack of social research in hot spring water will cause some problems from a social point of view. Other than that, Hot springs are a potential source for the cure of common diseases characterized by high water temperatures, large flow rates and excellent water quality. People who experienced stress, anxiety, skin diseases, cardiovascular, muscular problems and asthma can get treatment in the hot spring.

Lastly, hot spring become one of the revenues used in the national economy (Othman et al., 2015). Malaysia's wellness tourism such as hot spring, spa and social activities has high competitiveness in tourism and it is a promotional attraction in Malaysia (Tebourbi & Neifar, 2018). This phenomenon presents a challenge for the government of tourism and entrepreneurs to promote the hot spring to the public. Therefore, Tourism Malaysia Corporate (TMC) do the 'Visit Malaysia' every year with a different theme.

There are three objectives of this research:

1. To establish the comprehensive profiling of hot spring visitors
2. To explore the current market characteristic of hot spring as wellness tourism destinations
3. To discover the wellness benefits factors that attract the hot spring visitors

## **Significance of study**

### *GOVERNMENT*

The significance of the study is to reawaken interest toward the natural hot spring treatment. This can entirely attract new market and can recognize the influences of the hot spring on local economies. This research can give benefits to the government. The government plays an important role in promoting hot springs as a new concept of the wellness tourism industry. The government will educate people with a campaign to promote hot springs to the public.

### *STAKEHOLDER*

The research can act as the benchmark. The stakeholder of a hot spring can understand the preferences and standard of visitors in choosing wellness in the industry. The visitor feels calm and relax because the stakeholder will provide many facilities and accommodation such as spa, restaurant. The stakeholder also offers low prices to visitors. Through this, the stakeholder will get the better marketing strategies in attracting a higher number of visitors. It will boost Malaysia's wellness tourism industry.

### *ACADEMICIAN*

Furthermore, this research can give benefit to academician or researcher. This study is about exploring the role of natural hot springs in the context of wellness tourism. This selected place is La Hot Spring, Jerneh, Terengganu. The researchers can understand and have knowledge about the role of hot springs. This publication in this aspect will increase.

## **LITERATURE REVIEW**

Hot Spring is a place where groundwater is heated by energy created by the earth. Groundwater that is hotter than 98 degrees Fahrenheit, 36.7 degrees Celsius (Mi, Chen, Cheng, Uwanyirigira, & Lin, 2019). Hot spring also refers to spring with water at a temperature substantially higher than the air temperature of the surrounding region. Hot spring tourism is a combination of a hot spring and tourism (The Global Wellness Institute, 2016). Hot spring tourism generally synergizes well with each other which is relies on the beneficial content of natural hot springs for the purpose of improving health (Valeriani, Margarucci and Spica, 2018).

### **Current Market Characteristics**

#### *SOCIAL DEVELOPMENT*

Social development implies investing in individuals. This requires the removal of obstacles so that all people can move with trust and dignity towards the dreams (Yang et al., 2019). This is about helping individuals so people can move forward on the path to self-sufficiency (Yang et al., 2019). Hot spring tourism is literally the combination of a hot spring and tourism.

#### *SERVICES QUALITY*

Service quality is an antecedent of customer satisfaction, which can lead to customer loyalty and repeat business (Chang & Beise-Zee, 2013). The successful market of hot spring or sector are abundantly depends on their facility standards and ability to provide quality services (Su & Lin, 2006). The quality of services is considered as the ability to meet the stated and implicit needs of the customer (Su & Lin, 2006). Gradual service quality has been recognized as a key factor in gaining competitive advantage and retaining customers (Chen, 2014).

### **Benefits of Hot Springs**

Hot springs healing has been used for over a thousand years and has been widely accepted in Europe and Japan as a natural treatment option for a variety of common ailments and is well known for several therapeutic benefits such as treating illness with bath (Danielle Pope, 2020). According to a study in Rheumatology, it is said that hot therapy can help relieve back pain, at higher temperatures (Talmadge, 2006). The benefits of soaking or bathing in hot springs can also be a good therapy which can give an effect on the skin and the entire body system (Elizabeth Reninger, 2019).

#### *BOOST BLOOD CIRCULATION*

Natural hot springs contain many different minerals, including calcium and sodium bicarbonate (Danielle Pope, 2020). According to Folklore (2006), the absorption of essential minerals in the hot springs can improve blood circulation and can accelerate the flow of oxygen throughout the body and give the signal to the body to fall asleep faster (Kristen Fisher, 2019).

### *RELIEVE PAIN*

Soaking in the hot spring can help relieve intense pain and fatigue (Tania Tarafdar, 2017). A study published in the journal *Rheumatology International* found that hot mineral baths can aid in pain relieve (Danielle Pope, 2020). Additionally, when the body is immersing in the hot spring, it naturally supports and reduces the force of gravity that is compressing the joints (Carol Huegel, 2020).

### *HEAL SKIN PROBLEM*

In natural hot springs, there is a silica that can actually help on skin problems (Sheldon Nesdale, 2016). Some minerals in natural hot springs are used to make collagen for the skin and it cleanse the skin during the summer baths which can treat some skin inflammatory diseases such as eczema and psoriasis (Danielle Pope, 2020).

### *REDUCE STRESS AND PROMOTE SLEEP*

According to Danielle Pope (2020), hot baths can help in reducing stress by stretching the muscles. The minerals in the water can contribute to the psychological healing process, while heat relaxes tense muscles that caused by stress (Cindy Lamothe, 2018). The hot water actually helps in changing the body core temperature and gives the signal to the body to fall asleep faster (Kristen Fisher, 2019).

## **Belief Towards Hot Springs**

Belief psychological theory is a subjective assessment and perception related to the cognitive system (Mark Hallet, 2016). Beliefs or perceptions of a matter are influenced by various attitudes based on the individual's factors. According to Mei-Ting Hsieh (2014), spring is experienced or experienced by someone to understand the meaning of psychological factors that motivate tourism. Many research sources show that hot springs have high nutritional and therapeutic content which are good for cardiovascular, asthma, inflammatory arthritis and rheumatic treatments (Oyama, Yoshihiro Kudo, Toyoki Maeda, 2013). Other than that, the researchers found that the hot spring are filled with high sulphuric mineral content that become good for skin (Yuen Wing, 2019). The researchers found that the effect of therapeutic in hot spring water can recover skin wounds, for instance, the high temperature can improve circulation both and increase blood movement (Guo & Dipietro, 2010). The ethnics in South Korean believe that the effectiveness of complementary medicine can improve physical function, disease prevention and reduction in pain (Hwang, Han, Yoo, & Kim, 2014).

## **METHODOLOGY**

### **Research Design**

In order to achieve the research objective, this research method will use qualitative research to collect data from our interviewees. The main characteristic of qualitative research is that it is most suitable for small samples, but the outcomes are not measurable and quantifiable (Langos, 2014). The aim is a complete, detailed description and data is in the form of words, pictures or subjects (Neill, 2007).

### **Data Collection**

In the first stage, the data collection used in this study is a semi-structured interview. A semi-structured interview is a meeting in which the interview does not follow the list of questions. This will provide open ended-questions, and discuss between interviewer and interviewee. Usually, this type of interview is for individuals or groups and the duration of 30 minutes, until it takes several hours to complete the task (S.; 2014). The researcher used the interview method to get information on La Hot Spring.

The second stage of data collection was a focus group. Focus groups are usually used in the qualitative research method. It includes the limited number of respondents such as 6-10 people. A focus group is asked about their perception, belief, opinion and other else. Focus groups have several advantages. One of which is the effect of group interaction, which stimulates knowledge production. The second focus group can assist in defining key concept and rationalizing difference perception and opinion (O.nyumba, Wilson, Derrick, & Mukherjee, 2018).

### **Data Analyze**

To analyze these data, researchers use thematic Analysis approach. The purpose of a thematic analysis is to find themes such as trends in the data that are important or interesting, and to use these themes to answer the study or to say something about a question. The researcher needs to transcribe the dialog communication and recording with the interview. There is much more than just summarizing the data; interpreting and making sense of a good thematic analysis.

## FINDINGS

### OBJECTIVE 1: TO ESTABLISH THE COMPREHENSIVE PROFILING OF HOT SPRING VISITORS.

	VISITOR 1	VISITOR 2	VISITOR 3	VISITOR 4	VISITOR 5	VISITOR 6	VISITOR 7
AGE	34 year	24 year	45 year	25 year	21 year	37 year	71 year
GENDER	Male	Female	Male	Female	Female	Female	Male
RACE	Malay	Malay	China	Malay	Malay	Malay	Malay
MARITAL STATUS	Married	Single	Married	Single	Single	Married	Married

Researchers interviewed seven respondents which is 5 females and 2 males. All respondents which are ages average of 20 to 75 years old. Each respondent was given the same question during the interview. Informants were asked about questions based on the objectives of the researcher. In this research, four items of demographic have been established which are age, gender, race and marital status.

### OBJECTIVE 2: TO EXPLORE THE CURRENT MARKET CHARACTERISTIC OF HOT SPRINGS AS WELLNESS TOURISM DESTINATIONS

Theme	Findings
Social Development	<ul style="list-style-type: none"> <li>- "The purpose of visiting are differ, some came here for having a picnic and some were here and back straight away, it seems like they just want to relax."</li> <li>- "Now it is more comfortable, the road is paved and the electricity also works 24 hours. Before this, the electricity only operated for only 12 hours by using a generator."</li> <li>- "Because we observed that at La Hot Spring many visitors came, so we thought, we need to create a Chalet to facilitate the affairs of visitors."</li> </ul>

Service Quality	<ul style="list-style-type: none"> <li>- “Based on the previous experiences, there is someone that used to come here with his wheelchair and he is suffering from stroke, but after receiving treatment consistently for 2 months, now he can walk normally.”</li> <li>- “In addition, people came to take a hot spring bath, but the river water can also be bathed. Other activities that people usually do is Family Day. Besides, the council people also often made some courses or events.”</li> <li>- “Here, many foreign visitors also come like Arabs, Palestinians.”</li> </ul>
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There were three (2) major market characteristic on hot spring such as social development and service quality that was highlighted by Mi et al. (2019) on hot spring or balneotherapy.

### **OBJECTIVE 3: TO DISCOVER THE WELLNESS BENEFITS FACTOR THAT ATTRACT THE HOT SPRING VISITORS**

Many of the respondents admit that hot springs has many benefits to them. The visitor was answering the questions rationally and they speak based on experience. Below are parts of the conversation from the interview.

*“In terms of me who is sick when soaking at waist level will feel relieved” (Visitor 1)*

*“Because this hot pool water can provide smoother blood flow” (Visitor 2)*

*“After soaking can fresh the body, feel more energetic and relieved. I can relieve stress because can see green things”. (Visitor 2)*

*“For the treatment of low back pain because it is always lingering.” (Visitor 3)*

*“If soaked in hot water will sweat. When you return home, you can sleep soundly.” (Visitor 3)*

*“Yes, because it can help blood circulation n very good for overcome the disease such as stroke and diabetes”. (Visitor 4)*

*“Yes, I feel become fresh. Sometimes my footprints were pain, after that my leg are getting better because it can react to nature”. (Visitor 4)*

*“Yes, I has a problem with my skin, I has an allergic and uncomfortable for me, so after come La Hot spring my skin better and it is can save my money for buy some medicine”. (Visitor 6)*

*“For my experience, after come here and used the hot spring, I feel something deference with my body. I feel more energy and fresh after wake-up. So really suitable and effective for me.” (Visitor 6)*

*“Yes, it is very effective for my skin problem. When I do this treatment, I feel relaxed and comfortable.” (Visitor 7)*

*“Last month, I came here for bathing hot spring. Flowing hot spring are great for the treatment of skin and fatigue problems”. (Visitor 7)*

*“When I do this treatment, I feel relaxed and comfortable.” (Visitor 7)*



Most of the visitor gave the positive feedback towards hot spring. Some of visitor admit that hot springs can help boost blood circulation and relieve the feet pain. While the other respondent was admitted that the hot spring can heals the skin problem. Hot springs also can reduce stress and promote sleep. Therefore, this proven that hot springs are good for external and internal health.

## **DISCUSSION & RECOMMENDATION**

Based on the research, most of the visitors who come to La Hot Spring have a various category of age, gender, race and marital status. Visitors aged 31 - 60 senior citizens showed the highest number of visits to the La Hot Spring. The demographic factor affects the arrival of visitors to the hot spring, for example those aged 61 and above have many health problems and no energy to walk in rocky areas or visit this place. Visitors coming to Hot Spring have different reasons either for health or recreation.

Next, based on the current market features such as social development and services quality, this is a perfect time for the development of hot spring destinations in locally and globally. In order to attract a completely market to this industry, a new marketing strategy or implementation are required to find out the weaknesses of the existing system, and to take steps to improve the weaknesses so that the objectives are achieved as well as measures are taken. There are many advantages of developing the current market such as the competition ensures greater quality and lower prices for consumers. In order to further the economic interests, individuals are encouraged to take business risks which benefit the economy as a whole.

The wellness benefits factor that attracts the hot springs visitors such as boost blood circulation, relieve pain, heal skin problems, reduce stress and promote sleep. Most of the visitors gave positive feedback towards hot springs. The visitors feel fresher after bathing in hot spring. This because, the hot spring contain mineral component such as Magnesium and Sulphur. Meanwhile, the balneotherapy of hot spring gives energy and beneficial especially for visitor who have stress symptom and insomnia. This proven that hot springs are good for external and internal health.

Based on the research, most of the visitors agree that the wellness benefits factors that attract the hot spring visitors. Nowadays, health problems related to allergies or skin problems are an issue because most of the people who do treatment at the hospital and do not get a good effect. The visitor believed that hot springs could relieve stress, help blood circulation and be effective for skin problems. It is recommended that the owner should add a hot spring to attract many people who have health problems to do treatment in La Hot Springs.

## **CONCLUSION**

In conclusion, this research has proven that La Hot Spring is a natural treatment place for tourism health. Hot springs plays an important role that influence the demographic profiling, the current market of the hot spring tourism and the benefits of hot springs in order to treat any related

health condition. The results showed that visitors believe hot springs can give many benefits to keep the body healthy such as boost blood circulation, relieve pain, heal skin problem, reduce stress and promote sleep.

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# Factors Associated with Confinement Care Services Utilization Among Customers of Confinement Care Service in Johor

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## ABSTRACT

In Malaysia there are a number of traditional postpartum practices commonly practiced by new mothers. Postpartum care also known as confinement care. It is very important for mothers who have just given birth to improve health status and revert to pre-pregnancy state. The main objectives of this study is to determine the factors associated with confinement care service utilization among customers of confinement care in Johor. **Methods:** A quantitative research was conducted and a cross-sectional study was used as a study design. A total of 100 respondents involved in this study and convenience sampling was used as sampling method. An online self-administered questionnaire was used for data collection. The data was analyzed by using SPSS. Descriptive analysis, reliability test, and Binary Logistic Regression were performed for data analysis. **Results:** Majority of respondents were Malay, lived in urban area, having diploma or degree and married. Based on the Binary Logistic Regression analysis, belief ( $p < 0.05$ ) was significantly associated with postnatal massage service utilization. Findings of this study showed that there were no significant association between income level ( $p > 0.05$ ), education level ( $p > 0.05$ ), and family tradition ( $p > 0.05$ ) with postnatal massage service utilization. **Conclusion:** The significant associated factor of postnatal massage service utilization was belief, whereas, income level, education level and family tradition were not significantly associated with postnatal massage service utilization.

**Keywords:** Confinement Care Service Utilization, Income Level, Education Level, Self-Belief and Family Tradition

## INTRODUCTION

Postpartum care also known as confinement care is very important for mothers to obtain pre-pregnancy state and improve the health status (Fariza F. et al, 2016). Mothers will not only suffer external wounds but even after childbirth will also cause serious internal injuries if not taken care of properly. Postnatal care could be divided into two: home care and hospital care. Confinement care is referred to the traditional practice that is applied for mothers after birth. The purpose of confinement is to cure and regain energy and health within a particular period of time (Zuraidah et. al, 2017). These practices usually are performed by the experienced midwife or any centre that is provided with this type of service.

Period of confinement is referred to the duration that postpartum mothers were advised to practice the traditional postnatal practices such as postnatal massage, hot compress (*bertungku*), body wrapping (*barut*), herbal bath as well as practicing a specific postnatal diet (Zuraidah et. al, 2017). In Asia, the practice was adopted by different ethnicities, especially the Malays. According to past research, there are factor associated with confinement care practices. For example, previous study in Singapore found that, there was a difference in confinement care practices among the three ethnic Chinese, Malays, and Indians. Based on the study, the utilization of confinement care practices among ethnic Chinese was higher, 96.4%, followed by ethnic Malays

(92.4%) and Indians (85.6%). Based on this study, the difference in the practices of confinement care is influenced by two main factors that were education and income (Fok & Manager, 2016). Based on another study in Penang, among the main factors postpartum mothers practice traditional practices during their confinement period is self-belief which is 86.8% (Hishamshah et al., 2012). There are also influencing factors namely convenience and family pressure which each recorded the same percentage of 4.4% (Jamaludin, 2014).

Nowadays, confinement care services are offered widely by government hospitals and private confinement centres for mothers to have the opportunity to choose confinement care service providers. This study aimed to determine the association between income level, education level, self-belief, family tradition and confinement care services utilization among customers of confinement care service in Johor.

There were four objectives of this research:

1. To determine the association between income level and confinement care service utilization.
2. To determine the association between education level and confinement care service utilization.
3. To determine the association between self-belief and confinement care services and its utilization.
4. To determine the association between family tradition on confinement care services and its utilization.

### **Significance of the Study**

This study contributed to body knowledge on factors associated with confinement care service utilization. Moreover, this study also provides useful knowledge for future interventions or promotion of medical care. This useful knowledge can help healthcare providers like confinement care centre and hospitals improve the quality of their services in confinement care. It also can enhance the quality of service, for the mothers especially the working mothers.

## **LITERATURE REVIEW**

### **Traditional Confinement Care Practices**

In a rural community, a study was conducted in Penang, Malaysia, to determine the traditional confinement care practices among women who had given live births. All respondents (100%) practiced traditional confinement care and followed the same traditional confinement care practices in subsequent pregnancies as well as encourage the next generation the value of doing so (Hishamshah et al., 2012)

In the primary care setting, a recent local study was carried out among postpartum mothers in a primary care clinic in Selangor. The study aims to identify the prevalence and associated factors of the utilization of confinement care practices. Similar to previous studies, the prevalence of utilization of confinement care practices among respondents was high (Nik Yusof Fuad et al., 2020). Nik Yusof Fuad's study also found that more than half of the respondents chose to use

traditional confinement care, as good results from other traditional confinement care users were observed.

### **Income Level**

The level of income in the family is one of the main factors of confinement care services utilization. This is because an unstable income making it difficult for a postpartum mother to get this service. Based on the previous study in Singapore, one of the factors associated with confinement care practice is income level. Based on this study, for Chinese, the prevalence of respondents who have a higher income that is over \$6000 is 41.3%, for Malay is 23.8% and for Indian is 6.1% only (Fok & Manager, 2016).

### **Education Level**

The educational factor is potential factors that influence the postpartum mothers to utilize the confinement care services. As well as for the mother herself, husband and family's level of education can be the main reason for the postpartum mother to use the service. Also, based on previous research, the socio-demographic factors such as education level was significantly influences the women to implement confinement practices, for example, daily showering habits (Fok & Manager, 2016).

### **Self-Belief**

One of the potential factors that may influence confinement care practice utilization among Malays women is self-belief. This is because, based on the previous study in Kuantan, Pahang 2018, the main factor that influences respondents to do postpartum care practice was self-belief (80%) (Abdul Ghani & Salehudin, 2018). In another previous study in Penang, Malaysia showed the prevalence of self-belief factor influenced utilization of confinement care practice was high that is 86.8%. It shows that self-belief was the main factor for Malay women in Malaysia to utilize confinement care practices (Jamaludin et. al, 2014).

### **Family Tradition**

In a tertiary care setting, a local study was conducted in Kuantan, Pahang, to obtain an understanding of the confinement care practices among Malay women and found that the most significant influencing factors of confinement care practice was family tradition. The confinement care practice is still relevant and prevalent among Malay women community (Abdul Ghani & Salehudin, 2018).

### **Research Hypothesis**

In this study, there were four hypotheses related to identify the factors associated with confinement care services utilization among women in Johor.

H1: There is a significant association between income and confinement care services utilization.

H2: There is a significant association between the level of education and

confinement care services utilization.

H3: There is a significant association between self-belief and confinement care services utilization.

H4: There is a significant association between family tradition and confinement care services utilization.

### Research Framework

A research framework has been illustrated to investigate the association between income, level of education, self-belief and family traditions with confinement care services utilization among customer confinement care services in Johor. The independent variables are income, level educational, self-belief, and family tradition. The dependent variables confinement care services utilization which was referred to postnatal massage service utilization.

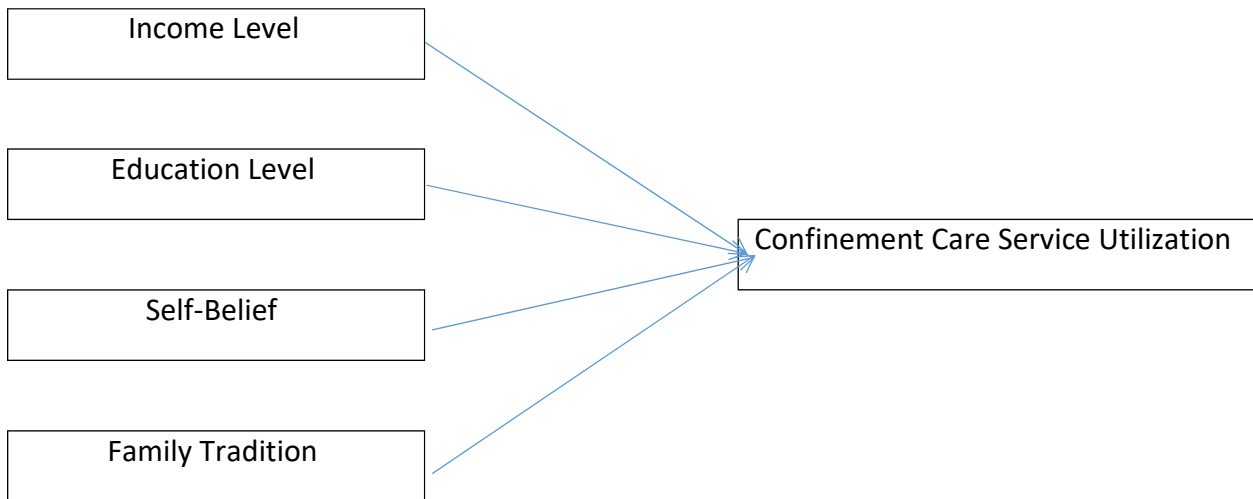


Figure 1: Research Framework of Confinement Care Services Utilization.

## METHODOLOGY

### Research Design

A quantitative method was conducted in this study. Cross-sectional study was used as study design.

## Sampling

A convenience sampling method has been used in this study. Convenience sampling is a non-probability to select respondents of this study. In achieving reliable and valid sample of this study, the researchers calculated the sampling using the Pocok's formula.

## Data Collection

Data was collected through online questionnaire. Google form was used as platform and the questionnaire was distributed to 100 women who used confinement care in Johor. The questionnaire is consisted of six sections, socio-demographic, confinement care service utilization, reasons for confinement care service utilization, self-belief, income level, and family tradition for part A, part B, C, D, E, and F respectively.

## Data Analysis

In this study, reliability tests, descriptive analysis, and Binary Logistic Regression were performed for data analysis. Data was analysed by using Binary Logistic Regression to find the relationship between variables. The latest Software Package for Social Science (SPSS) Statistic 26 was used as a tool during data analysis.

## FINDINGS

### Descriptive

The socio-demographic of respondents were shown in the Table 1.1. The average mean aged of respondents was 34.06 years old. The average mean income of respondents was RM5413.50. Majority of the respondents were Malay (63%), living in urban areas (73%), diploma and degree (27.4%), and married women (84.1%).

Table 1.1: Socio-demographic characteristics of respondents

Socio-demographic characteristic	Frequency (n)	Percentage (%)/ Mean (SD)
Age		34.06 ± 6.299
Income		5413.50 ±1621.865
Ethnicity		
Malay	63	63.0
Chinese	24	24.0
Indian	13	13.0
Rural	27	27.0



Urban	73	73.0
Level Education		
SPM	11.5	11.5
STPM	17.7	17.7
Diploma	27.4	27.4
Degree	27.4	27.4
Masters	11.5	11.5
PHD	4.5	4.5
Marital Status		
Single	8.8	8.8
Married	84.1	84.1
Divorced/Death of Spouse	7.1	7.1

The level of reliability of the study can be determined using the Cronbach Alpha value which has a range between 0.00 to 1.0. If the Cronbach Alpha value was 0.7 and above, it means the level of reliability of questionnaire was acceptable. The Cronbach's alpha coefficient value for income level was 0.929. Next for self-belief, Cronbach's alpha coefficient value was 0.882. Lastly, for family tradition, the Cronbach's alpha coefficient value was 0.904. Hence, the questionnaire is reliable to measures the variables in this study.

Based in Binary Logistic Regression, the self-belief ( $p=0.004$ ) was significantly associated with confinement care service utilization which was referred to postnatal massage service utilization. The other independent variables; income level ( $p=0.200$ ), education level ( $p=0.606$ ), and family tradition ( $p=0.258$ ) were not significantly associated with postnatal massage service utilization. The summary of results for the association between variables was shown in Table 1.2.

Table 1.2: The relationship between self-belief, family tradition, income level and education level with confinement care services utilization.

Types of service	Factors utilization	P-value	(95% CI) (Lower)	(95% CI) (Upper)
Postnatal massage utilization	Income level	0.200	0.859	2.067
	Education level	0.606	0.647	1.289
	Self-Belief	0.004	1.335	4.482
	Family tradition	0.258	0.376	1.300

## DISCUSSION & RECOMMENDATION

Interestingly, based on the result of this study, there was significant between self-belief and confinement care service utilization among customer confinement care in Johor. In this study, the confinement care service was focused on postnatal massage, the factor that was significant with postnatal massage practice was self-belief. In addition, this also supported by previous studies in Fujian, China where the main reason for practicing postpartum practice is influenced by the factors of belief on traditional practice in the postpartum period (Raven, Chen, Tolhurst, & Garner, 2007). Similarly, Gialelis et al's study found that there are many significant benefits of postnatal massage such as improve sleep, better feeding of baby, rapid reduction in swelling and relief pain. Moreover, a cross sectional study found that having Malay traditional postpartum massage was shown to have protective effect against postpartum (postnatal) depression (Ministry of Health Malaysia). It could be due to his postnatal massage was relaxation method that helps reduce the risk of postnatal depression (PPD).

Based on the finding of this study, there was no significant association between income level and confinement care service utilization. The results of this study are also supported by a previous study in 2008 which stated that there was no evidence that increases in income significantly improves self-reported health status (Larrimore & Joint Committee on Taxation, 2008). This clearly shows that income level is not one of the factors that influenced confinement care service utilization. However, in a previous study conducted in Singapore related to the comparison of practices during the confinement period among Chinese, Malay and Indian stated that was household income significantly influence the massage practice, and household income, maternal education level and parity significantly influenced daily showering habits (Fok & Manager, 2016). In contrast, this may be due to the distribution of questionnaire forms in different areas and have differences in standard of living.

## CONCLUSION

The purpose of this study was to determine factors associated with confinement care services utilization among the customer of confinement care services in Johor. In this study, the utilization of confinement care services was influenced by self-belief. The result shows there was association between self-belief and confinement care practice which was postnatal massage while there was no significant between postnatal massage with income level, level education and family traditions. In conclusion, the finding of this study prove that there was association between self-belief with utilization of confinement care services among customer in Johor.

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# Factors Associated with Utilisation of Pap Smear Screening Test Among Women Universiti Malaysia Kelantan (UMK) Staff

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## ABSTRACT

According to the Ministry of Health, the third most common cancer among women in Malaysia is cervical cancer. Pap Smear Screening Test is used to detect early stage of cervical cancer. Any abnormal changes in the cervix will be found as the process of screening is the most efficient way to detect early cervical cancer. The purpose of this cross-sectional study is to examine the factors associated with utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff. A cross-sectional study design was used and a self-administered questionnaire was distributed to collect the data. A total of 50 women UMK employees from eight faculties involved in this study. A convenience sampling technique was used to select the respondents. Data collection of this research was conducted via online questionnaire whereby, Google Form was used as a platform. Majority of the respondents were married (76.0%), Islam (92.0%), Malay (94.0%), from Faculty of Entrepreneurship (18.0%) and ever had a Pap smear screening test (46.0%). Based on Binary logistic regression, there was no association between knowledge on Cervical Cancer and behavior with utilization of Pap smear screening test. The results showed that the knowledge on Cervical Cancer and behaviour, were not statistically significant ( $p>0.05$ ). The findings of the data are essential in society especially women to emphasize their health care. Society will realize that hospitals are not just a facility for sick person. It can also be used for a regular check-up to a healthy person, just for preventative measures. Thus, there will be an increase in the awareness of cervical cancer screening test utilisation.

**Keywords: Pap smear, Screening, Cervical cancer, Knowledge, Behaviour**

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## INTRODUCTION

According to The Ministry of Health, the third most common cancer among women in Malaysia is cervical cancer. Cervical cancer is developed through the cervix. Cell that suddenly have an abnormal sequence of growth became capable on spreading to other parts of body. No sign is usually seen early on. The flow of vaginal bleeding during sexual intercourse, pelvic pain or pain during sexual intermission are the signs or symptoms of cervical cancer (Seng, L et al., 2018).

At International level, in 2010, World Health Organization reported that 8.7 million women from 15 years and above in Malaysia have risk in getting cervical cancer. Every year, 2126 women had the cervical cancer and 631 from them was dead (Varatharajan et al., 2012). The prevalence of pap smear screening utilization in Malaysia was low. A total of 403 female teachers from government secondary schools majority never had pap smear test for about 62% and for others 38% had pap test before. Participants that wanted to go to a pap test but contemplated to so are

being categorised in the contemplation stage, there are about 50% of participants that is in the category.

According to the World Health Organization (WHO), the targeted percentage of women that undergo Pap smear screening test was 70% at the age of 35 to 45 years old. The targets cover the period of 2020 – 2030 (Brisson & Drolet, 2019). Any eligible woman is encouraged to apply to have their Pap smear test completed. The Ministry of Health (MOH) provides about 75% of the country's Pap smear screening without incurring public costs. On the other hand, other organisations such as university hospital, private facilities and non-governmental organizations provide about 25% of the Pap smear screening service, but the women are expected to pay for the test.

This study aims to investigate factors related to the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff. The target population of the study is women staff in UMK which from 8 different faculty.

There are two objectives of this research:

1. To investigate the association between knowledge of cervical cancer and utilisation of Pap smear screening test.
2. To identify the association between behavior and utilisation of Pap smear screening test.

### **Significance of the Study**

First of all, the study is to contribute to the body of knowledge on factors associated with cervical cancer screening test utilisation. The knowledge given can broaden the significance and importance of cervical cancer screening tests. This will then lead the society, especially women to emphasize their health care. Society will realize that hospitals are not just a facilities for sick person. It can also be used for a regular check-up to a healthy person, just for preventative measures. Thus, there will be an increase in the awareness of cervical cancer screening test utilisation.

Furthermore, the results of the study will provide useful information for future studies in cervical cancer prevention program. There are several potential factors that are associated with cervical cancer screening test utilisation that is knowledge of cervical cancer and behaviour. Those factors can help other researchers to further understand and improve their research on behaviour, attitude or barriers in the study to implement cervical cancer prevention program.

## **LITERATURE REVIEW**

### **Prevalence of cervical cancer**

According to WHO, a successful HPV vaccination can avoid most cervical cancer disease. A pre cancer screening and treatment are also ways to eliminate cancer. In 2018, the disease caused 311 000 death and approximately 570 000 people worldwide were diagnosed with cervical cancer (Arbyn, Marc et al., 2019)

Based on developing countries, there was increasing trend of incidence rate in cervical cancer, for instance, Ethiopia in 2010 women had higher risk of having cervical cancer for about 20.9 million, and there is a prediction that in 2025 the rate will doubtlessly double in the number of women that have been diagnosed with cervical cancer. A report about 7619 number of suspected cases and 6081 deaths. It represented 25.8 % - 32% of all female malignancies (Gebregziabher et al., 2019) While in Sub Sahara Africa, African women diagnosed with cervical cancer for more than 80 000 with death rate of 75% (60,000) each year, and are discovered mostly in Sub Sahara Africa (Oche et al., 2013).

### **Knowledge of cervical cancer**

A case study in South Africa was carried out in the region of Vhembe District which use a self-administered questionnaire to find knowledge about cervical cancer screening among women. Majority of the respondent (65.8%) knew about the Pap Smear Test which was only above average. In retrospect, the rising of cervical cancer in third world country warrant a higher awareness among women as 34.2% of the respondent still would not subject themselves to a screening test due to lack of education regarding cancer itself (Vhuromu et al., 2018).

It is important for medical personnel to provide the correct information regarding cervical cancer and a study focused on the female health workers was conducted in the Tertiary Hospital in Nigeria to ascertain this problem. It found that 90% of the female health workers were aware of the disease and symptom but only 58% of them have proper knowledge regarding the risk factor of cervical cancer. As such, almost all respondent (72.1%) agrees that there is a need for proper workplace education regarding cervical cancer to help improve the detection rate of cervical cancer (Omnua et al., 2019).

### **Behavior towards Pap smear examination**

A study conducted by Vhuromu (2018) in Vhembe District, South Africa showed that embarrassment is one of the factor that associated with the utilisation of Pap Smear Test. 15.2% of respondents would not go to a Pap Test because they are embarrass. From the study, there are a lot of respondents that are willing to go to a pap test without feeling shy but they are being restricted due to the difficulty in accessing services in rural areas. Result of the study were collected through a self-administrated questionnaire (Vhuromu et al., 2018).

Another study on Pap Smear Test among health worker showed that, even if 98.6% of the respondents knew something about cervical cancer, only 10% of the respondents had a Pap Smear, and 90.5% knew that cervical cancer could be detected early trough a Pap Smear. Based on the study, the reasons of not having a Pap Test is because 24.7% of the respondents are scared of having to experience an unfamiliar pain and 21.1% indicated that fear of Pap Smear Test result are consuming them that there are possibility of positive result (Oche et al., 2013)

## Research Hypothesis

In this study, there were two hypotheses related to identify the relationship between knowledge of cervical cancer and behaviour with utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff.

- H0: There is no significant relationship between knowledge of cervical cancer and utilisation of pap smear screening test.
- H1: There is significant relationship between knowledge of cervical cancer and utilisation of pap smear screening test.
- H0: There is no significant relationship between behavior and utilisation of pap smear screening test.
- H1: There is significant relationship between behavior and utilisation of pap smear screening test.

## Research Framework

A research framework has been illustrated to demonstrate the connection between knowledge of cervical cancer and behaviour with the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff. In this study, the independent variables are knowledge of cervical cancer and behaviour. The dependent variables are the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff.

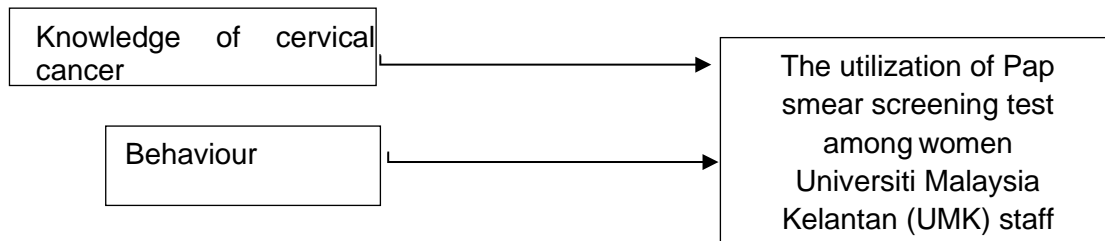


Figure 1: Research framework of the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff



## METHODOLOGY

### Research Design

This study used the quantitative method that questionnaire was distributed to 254 female staff. The cross-sectional study design used self-administered questionnaires were distributed to collect data.

### Data Collection

The questionnaires were used in this study to collect data. This method is easy and doubt can be clarified. The total number of female staff in each faculty on the three campuses is 254. Questionnaires will be given randomly to the respondents and according to the schedule Krejcie & Morgan (1970) respondents, 127 female staff to be used as respondents.

The data collection was a fieldwork. A set of questionnaires was distributed to collect the data which are female staff at three campus. The researchers will divide questionnaire into 4 sections which are Section A, B, C and D. For Section A, the questionnaire provides the general information about female staff UMK demographics such as age, marital status, religion, ethnicity, faculty and Pap smear test. For Sections B, C and D, questions that elaborate further on the dependent and independent variables include the use of Pap smear screening tests that (i) knowledge of Cervical Cancer, (ii) Behavior, (iii) Personal Beliefs that will be reviewed in the survey.

### Sampling

The sampling method used in this study is non-probability sampling which is convenience sampling. This method is used by researchers because it is the most practical and feasible way due to low respondent. Questionnaires were randomly distributed to female staffs for each faculty at the three campuses, namely Kota Campus, Bachok Campus and Jeli Campus.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$n = \text{sample size} = \frac{N \cdot S^2 \cdot p(1-p)}{e^2(N-1) + X^2 p(1-p)}$$

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841) p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three types of data analysis used in this study; inferential analysis, descriptive analysis and reliability test. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

A total of 50 respondents were included in this study. Table 1 shows the Demographic characteristics of respondents. Majority of the respondents were married (76.0%), Islam (92.0%), Malay (94.0%), from FKP (18.0%) and ever had a pap smear screening test (46.0%).

Table 2 shows the association between independent variables, namely, knowledge in Cervical Cancer and behaviour with utilisation of Pap smear screening test. Based on Binary logistic regression, there was no association between knowledge on Cervical Cancer and behavior with utilization of Pap smear screening test. The analysis results showed that the knowledge on Cervical Cancer and behaviour, were not statistically significant ( $p>0.05$ ). Thus, the result indicates that the knowledge of cervical cancer and behaviour were not the factors that contribute in utilisation of Pap smear screening test.

Table1: Demographic characteristic of respondents (n=50).

Demographic characteristic	Frequency	Percentage (%)/ Mean (SD)
Age		36.76±4.893
Marital Status		
Single	9	18.0
Married	38	76.0
Widowed	1	2.0
Divorced	2	4.0
Religion		
Islam	46	92.0
Christian	1	2.0
Buddha	3	6.0
Others	0	0
Ethnicity		
Malay	47	94.0
Chinese	2	4.0
Indian	0	0
Others	1	2.0
Faculty		

FHPK	8	16.0
FKP	9	18.0
FPV	5	10.0
FTKW	6	12.0
FAE	8	16.0
FIAT	2	4.0
FSB	6	12.0
FBKT	6	12.0
Have had Pap smear screening		
Yes	23	46.0
No	27	54.0

Table 2: Determinants of utilisation of Pap smear screening test on Binary logistic regression

Independent variables	Beta	95% Confidence interval		p-value
		Lower	Upper	
Knowledge Cervical Cancer	-0.051	0.658	1.373	0.785
Behaviour	-0.006	0.861	1.149	0.939

## DISCUSSION & RECOMMENDATION

This study was designed to identify the relationship between knowledge and behavior that related with utilization of Pap smear screening test among women in University Malaysia Kelantan staff and finding of this study showed that there was no relation between knowledge on Cervical Cancer and behavior with utilization of a Pap smear screening test.

This study was in line with previous studies that there was no significant association between knowledge and utilization of Pap smear (Michael.D et al.,2015) that show there was no association between utilization of cervical cancer screening and level of knowledge (p:0.526). This could be due to the study that only recruited female primary school teachers that can prone to potential selection bias. This finding was not consistent with previous study due to limited sample size.

Besides that, it was found that there was no significant association between behaviour and the use of Pap smear screening test. This result was supported by previous study (Samura,2015) that show no significant association due the study only focus on high proportion of women educated to university level (postgraduate student) is not representative of the general Gabonese population. The inclusion method is likely the main reason for the bias because the study population mainly included women who were not at work during the recruitment times and were present in the public sites.

As for recommendation, the sample size should be widened in the future research to emphasize the topic on about the utilization of pap smear screening test among women staff in University Malaysia Kelantan. The sample should not be limited for women staff in University Malaysia Kelantan only.

## CONCLUSION

The purpose of the study was to determine the factor that associated with Utilization of Pap smear screening test among women staff in Universiti Malaysia Kelantan. Therefore, utilization of pap smear screening test was represented by women staff in Universiti Malaysia which was dependent variable. Moreover, there was two independent variables which is knowledge and behavior. Then the result shows that there is no association between knowledge on Cervical cancer and behavior with utilization of Pap smear screening test.

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# Factors Influencing Health Information-Seeking Behaviour on the Website among University Malaysia Kelantan Undergraduate Students in City Campus

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## ABSTRACT

Nowadays, the need for health information has grown all over the world, and this information often changes behaviour and health decisions. This study is to identify the relationship between the dimensions of the Theory of Planned Behaviour (TPB) and health information-seeking behaviour (HISB) on the website among University Malaysia Kelantan (UMK) undergraduate students in City Campus. The TPB is widely used behavioral model based on the four constructs hypothesis to influence the intention to perform a specific behaviour; namely, "attitude", "subjective norms", "behavioral intention" and "perceived behavioral control". The survey based on a TPB-specific questionnaire addressing factors relevant to HISB provision. Data obtained from 357 respondents of UMK undergraduate students in City Campus were analyzed. Findings revealed that all dimensions of the TPB have a significant moderate relationship with HISB on the website. Besides, attitude, subjective norms, behavioral intention, and perceived behavioral control were proved to be positively associated with HISB on the website. Based on the research findings, it was found that all research objectives were achieved and all hypotheses were supported. Thus, TPB has been used successfully to predict and explain a wide range of health behaviors among UMK undergraduate students in City Campus.

**Keywords: Health Information-Seeking Behaviour, Attitude, Subjective Norms, Behavioral Intention, Perceived Behavioral Control, Undergraduate Students**

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## INTRODUCTION

According to Kesusu and Osano (2016), the News, travel, environment and health are the four most common topics searched by society. Health details after reviewing emails and utilizing search engines are the most common operation on the internet (Stellefson, Chaney & Chaney, 2010). The use of internet technology has established itself as a primary networking and knowledge source resource in our lives.

Information seeking behaviour is a mechanism where people look for details and use the same to accomplish their assigned role. Information is simply data that is organized or stored. People need information from all walks of life. The word activity looking for knowledge includes a series of acts such as knowledge requires, scanning for information, assessing and finding information, and eventually utilizing this information. It is a thinking method at a high degree that is either studying or problem-solving. Searching for facts involves adjusting the status of one's awareness. Since new information sources and modern database processing technologies, consumers are required to learn new information search awareness and skills (Tubachi, 2018).

Health information is critical for enhancing awareness based on the evidence-based decision to help clients in the health care industry. Entry to health records enables the utilization of modern medical technology, better manages the requisite medical treatments and patient care. Proper handling of patient knowledge allows health professionals to behave harmoniously on professional and safety procedures in a common way. Two metrics are used to assess the importance of health statistics. Firstly, the need for information is a realization that the expertise is insufficient to serve a function that someone wants to achieve. Secondly, behaviour seeking is a purposeful quest for details regardless of the desire to satisfy those goals (Andualem, Kebede & Kumie, 2013).

Health activity searching is also a decision-making process influenced by person or household attitudes, societal values and preferences, as well as the characteristics and behaviour relating to the provider. Health or behaviour seeking treatment is described as any action taken by individuals who believe they are having health problems or are ill to pursue a suitable medication. Therefore, the essence of care-seeking is not homogeneous based on cognitive and non-cognitive factors involving contextual analysis of care-seeking behaviour (Oberoi, Chaudhary, Patnaik & Singh, 2016).

Health knowledge behaviour has described as a core component of patient activity that deals with psychosocial illness adaptation. Patients search for clinical knowledge to monitor their current wellbeing and chronic illness care. Past research in clinical information-seeking activity has concentrated on whether people participate in this behaviour, usually as a coping strategy, from where they receive their health records and what type of knowledge they need (Ellis, Mullan, Worsley & Pai, 2012). Many people search for health details associated with the medical condition about which they end up heading out for the hospital, like adverse effects or a possible illness (Drees, 2019).

In a nutshell, this research is engaged in understanding the variables that affect health information-seeking practices on the website among University Malaysia Kelantan undergraduate student City Campus.

There are four objectives of this research:

1. To identify the relationship between attitude and health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus.
2. To identify the relationship between subjective norms and health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus.
3. To identify the relationship between behavioral intention and health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus.
4. To identify the relationship between perceived behavioral control and health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus.

## **Significance of the Study**

### *UMK undergraduate students in City Campus*

This research pursues to provide key insight into the health information-seeking behaviour among University Malaysia Kelantan undergraduate students in City Campus. This can help them to enhance the skill of searching health information on the website and have a better understanding of health information.

### *Future Researcher*

This research able to contribute relevant information and address all the existence of data to new researcher related health information-seeking behaviour. This study is carried out based on the theory of planned behaviour; attitude, subjective norms, behavioral intention and perceived behavioral control. Thus, this can help the new researcher to investigate a study related to health information-seeking behaviour which involves the theory of planned behaviour.

### *Society*

This research able to increases the awareness of health information-seeking behaviour among society. They can identify themselves in which dimension of the theory of planned behaviour influence them to seek health information and the benefits of searching health information on the website.

## **LITERATURE REVIEW**

### **Health Information-Seeking Behaviour**

Health information-seeking behaviour has evolved into a medical tool that engages people, allowing them to understand the health care system, and considers their respective sociocultural, demographic, and economic conditions (Sultan, Joshua & Misra, 2017). The benefits of seeking health information include timeliness and extensive information about conditions unique to and special for safety and illness.

### **Theory of Planned Behaviour**

The Theory of Planned Behaviour suggests that the most instant and their behavioral expectations about their results are important predictors of how people accomplish behaviour. The subjective standard refers to actual demand requirements by significant persons in performing the activity, and attitude contributes to an aggregate assessment of their behaviour by individuals. Regulation of perceived actions refers to the evaluation of people's behavioral capacity (Sheeran, Conner & Norman, 2001).

### **Attitude**

According to Ahadzadeh et al. (2015) and Yun and Park (2010), it has been found that health awareness is one of the key factors that influence consumers' attitudes toward seeking health-related information. Individuals with a better understanding of well-being would have a more optimistic disposition toward finding health-related information on the internet and more willing to maintain their health and stop the illnesses they face. Attitude ensuring the utilization from the



internet via shoppers to appear for health information have entirely a tiny low impact whereas larger influence is seen in several studies (Wong, Yeung, Ho, Tse & Lam, 2012).

### **Subjective Norms**

Subjective norms are viewed as the perception of others who expect someone to believe what they say, such as influencing other users to find information concerning health on the Internet and various sources (Yang & Kahlor, 2013). The level of personal health has also been shown to have a significant influence on subjective norms that influence consumers' behaviour in searching online for seeking health-related information. Consumer health can be seen to be related to influencing consumer behavior in seeking health information.

### **Behavioral Intention**

A well-established intention to act is the concept in the literature of information system that defines the recognition and consistency of the use of information systems. There is a strong causal statistical correlation between intent on behavior and original technical use (Hong, Hwang, Hsu, Tai & Kuo, 2015). Behavioral intention is also defined as the degree to which an individual has developed consciousness plans to execute certain specific potential behaviors (Arpaci, Kilicer & Bardakci, 2015).

### **Perceived Behavioral Control**

Current perspective on perceived behavioral control, in any case, generally friendly with the idea in supposed self-effectiveness that is frightened with consequences how well one could execute approaches important to an agreement with planned circumstances (Bandura, 1982). Perceived behavioral control shows a significant aspect of expected philosophy behaviour. In reality, expected theory behaviour contrasts by its introduction, from the philosophy of rational behaviour has perceived monitoring behaviour.

### **Relationship between independent variables and dependent variable**

Attitude changes individual perception whether to have positive or negative evaluation towards performing a behaviour. Regarding the relationship between attitude and health information-seeking behaviour using online webs, Ahadzadeh and Sharif (2017), found that attitude has a good impact on receiving health knowledge behaviour. However, a study carried out by Wong et al. (2014), shows that not all those finding health details are actively searching for sanitary details.

It is undeniable that subjective norms have an impact on health information-seeking behaviour on the Theory of Planned Behaviour-based websites. Evidence has shown by Luo and Zhu (2015), that users of contemporary information systems are affected by others point of views. Common sources of health knowledge often refer people to qualified service organizations, thus consumers may be quite uncertain as to whether they will locate the correct health details on the website. Therefore, subjective norms tend to have a huge effect on the website's health information-seeking behaviour.

The intention would demonstrate the ability of an individual to conduct a specific action and corresponds to real behavior. However, people do not always have adequate control over the behavioral activity and actively engage in intentions (Sheeran, 2002). People's intention to perform behavior-seeking knowledge may affect both directions. If the intention is big, it may be

that people are searching for knowledge and exhibiting this behavior.

Perceived behavioral control is assumed to even provide crucial details on perceived behavioral restrictions. Past studies have found that the Theory of Planned Behaviour can predict several changes in health-seeking behaviors, and perceived behavioral control is one of the strongest predictors of intent and behaviour (Shamblen, 2018).

### Research Hypothesis

In this study, there were four hypothesis:

H<sub>1</sub>: There is a relationship between attitude and health information-seeking behaviour on the website.

H<sub>2</sub>: There is a relationship between subjective norms and health information-seeking behaviour on the website.

H<sub>3</sub>: There is a relationship between behavioral intention and health information-seeking behaviour on the website.

H<sub>4</sub>: There is a relationship between perceived behavioral control and health information-seeking behaviour on the website.

### Research Framework

This research aims to study the factors influencing health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus. The research conceptual framework show as below:

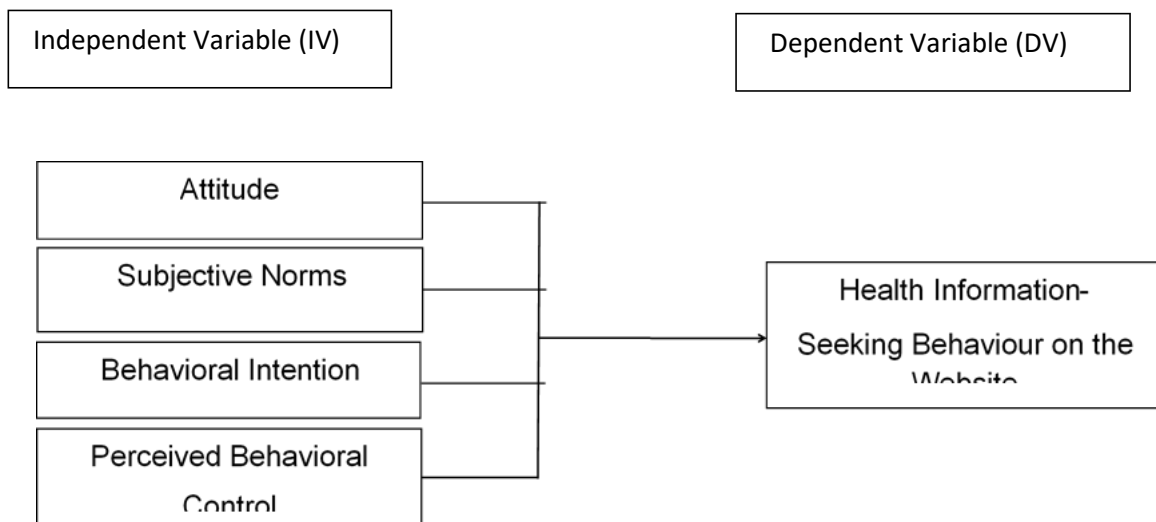


Figure 1: The conceptual framework of the relationship between the Theory of Planned Behaviour and health information-seeking behaviour on the website.

## **METHODOLOGY**

### **Research Design**

This research applied the cross-sectional study since this method was used to identify the features that occur in a group but not to establish the causes and consequences of the different variables. Cross-sectional research is a method for empirical analysis. In a cross-sectional study, the researcher simultaneously measures the study participants' outcomes and exposures. Unlike case-control trials or longitudinal research, only the participants in a cross-sectional sample are chosen depending on the study's criterion for inclusion and exclusion (Setia, 2016).

### **Data Collection**

In this study, the instrument used is questionnaire. The questionnaire consisted of three different sections in which Section-A contains questions about demographics and Section-B questions regarding health information-seeking behaviour. Whereas Section-C consists of questions on independent variables based on the Theory of Planned Behaviour; attitude, subjective norms, behavioral intention and perceived behavioral control. The questionnaire has been obtained from Gonzalez, Lopez, Marcos and Rodriguez- Marin (2012), for the Theory of Planned Behavior regarding internet usage on health-related topics. While the health information-seeking behaviour questionnaire has been obtained from Wong (2017).

For this study, data will be collected through the questionnaire. The researcher will give the questionnaires to 357 respondents by using the Google form. To get adequate detailed results, the respondents are guided on how to fill out the questionnaire before answering it. The respondents were granted a response period of 5 to 10 minutes. The questionnaire will be collected immediately after they finished. The questionnaire highlights the aim of this study and the confidentiality of the information provided by respondents will be assured.

### **Sampling**

The sampling method used in this study was the non-probability sampling technique, which is convenience sampling method. Convenience sampling refers to the collection of information from the target population who are conveniently available. It involves picking up any available set of respondents convenient for the researcher to use. The researcher will make sure that the sample select only comes from undergraduate students from both faculty and this sampling technique will be carried out until a sufficient of 357 respondents.

Therefore, as the population of this study was 5162 students, according to Krejcie and Morgan's (1970) table, the sample size of this study was 357 undergraduate students.

### **Data Analysis**

This study has employed several types of analysis, which were reliability analysis, descriptive analysis and Pearson correlation analysis. The data obtained was analyzed by using Statistical Package for the Social Science (SPSS) version 26.

## **FINDINGS**

### **Reliability Analysis**

The reliability analysis is used to ensure the questionnaire is reliable and accepted to study this research. Table 1 showed that the Cronbach's Alpha coefficient result for pilot data was within the range of 0.726 to 0.881 and it was exceeded the acceptable value of 0.70 suggested by Konting et al., (2009). Meanwhile, the Cronbach's Alpha coefficient result for actual data was

within the range of 0.723 to 0.916 and it was exceeded the acceptable value of 0.70 suggested by Konting et al., (2009). According to the result of the reliability analysis below, the plurality of Cronbach's Alpha value factors were greater than 0.7, which is a reasonable degree of reliability. Overall, the reliability test for the entire questionnaire was accepted. Thus, the questionnaire can be used for this study.

Table 1: Result of Reliability Analysis

Variables	Number of Item	Cronbach's Alpha (Pilot Data)	Cronbach's Alpha (Actual Data)
Health Information-Seeking Behaviour	8	0.726	0.723
Attitude	8	0.798	0.862
Subjective Norms	5	0.836	0.881
Behavioral Intention	6	0.853	0.893
Perceived Behavioral Control	9	0.881	0.916

### Descriptive Analysis

This study involved 357 respondents and it analyzed the mean and standard deviation for the dependent variables such as health information-seeking behaviour and independent variables such as attitude, subjective norms, behavioral intention, and perceived behavioral control of the questionnaire.

Table 2 shows the number of respondents, the mean and standard deviation of the dependent variable, and the independent variables. The mean of the dependent variable that is health information-seeking behaviour, is 3.7959 and the standard deviation is 0.46587. For the independent variables, attitude is the highest mean which is 4.2612, and the mean of subjective norms, behavioral intention, and perceived behavioral control is 3.8627, 4.1022, and 3.9530 respectively. The highest mean score is the attitude and it shows attitudes toward the behaviour are conceptualized as the degree to which performance of behaviour is positively or negatively valued (Chen Juan, 2016). Besides that, the lowest mean score is subjective norms which are 3.8627.

Table 2: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Health Information-Seeking Behaviour	357	3.7959	0.46587
Attitude	357	4.2612	0.55812
Subjective Norms	357	3.8627	0.81880
Behavioral Intention	357	4.1022	0.70305
Perceived Behavioral Control	357	3.9530	0.69924

### Pearson Correlation Analysis

Pearson's correlation was used in this study to describe the relationship between the two variables in terms of the strength of the relationship. Health information-seeking behaviour on the website was the dependent variable in this study while the Theory of Planned Behaviour were the independent variables. The value of Pearson's correlation analysis is referred to the strength of association categories according to Akoglu (2018).

#### *Hypothesis 1: Attitude*

H<sub>1</sub>: There is a relationship between attitude and health information-seeking behaviour on the website among UMK undergraduate students in City Campus.

According to table 3, the positive value of Pearson Correlation is 0.588 and the significant value was less than 0.01. This shows that the relationship between attitude and health information-seeking behaviour is a moderate correlation. Thus, there is a significant positive moderate relationship between attitude towards health information-seeking behaviour ( $r=0.588$ ,  $n=357$ ,  $p<0.01$ ).

#### *Hypothesis 2: Subjective Norms*

H<sub>2</sub>: There is a relationship between subjective norms and health information-seeking behaviour on the website among UMK undergraduate students in City Campus.

According to table 3, the positive value of Pearson Correlation is 0.516 and the significant value was less than 0.01. This shows that the relationship between subjective norms and health information-seeking behaviour is a moderate correlation. Thus, there is a significant positive moderate relationship between subjective norms towards health information-seeking behaviour ( $r=0.516$ ,  $n=357$ ,  $p<0.01$ ).

*Hypothesis 3: Behavioral Intention*

H<sub>3</sub>: There is a relationship between behavioral intention and health information-seeking behaviour on the website among UMK undergraduate students in City Campus.

According to table 3, the positive value of Pearson Correlation is 0.534 and the significant value was less than 0.01. This shows that the relationship between behavioral intention and health information-seeking behaviour is a moderate correlation. Thus, there is a significant positive moderate relationship between behavioral intention towards health information-seeking behaviour (r=0.534, n=357, p<0.01).

*Hypothesis 4: Perceived Behavioral Control*

H<sub>4</sub>: There is a relationship between perceived behavioral control and health information-seeking behaviour on the website among UMK undergraduate students in City Campus.

According to table 3, the positive value of Pearson Correlation is 0.559 and the significant value was less than 0.01. This shows that the relationship between perceived behavioral control and health information-seeking behaviour is a moderate correlation. Thus, there is a significant positive moderate relationship between perceived behavioral control towards health information-seeking behaviour (r=0.559, n=357, p<0.01).

Table 3: Summary of Pearson Correlation Analysis

		(1)	(2)	(3)	(4)	(5)
Attitude (1)	Correlation coefficient	1	.585**	.669**	.668**	.588**
	Sig. (2-tailed)	-	.000	.000	.000	.000
Subjective Norms (2)	Correlation coefficient	.585**	1	.682**	.654**	.516**
	Sig. (2-tailed)	.000	-	.000	.000	.000
Behavioral Intention (3)	Correlation coefficient	.669**	.682**	1	.809**	.534**
	Sig. (2-tailed)	.000	.000	-	.000	.000
Perceived Behavioral Control (4)	Correlation coefficient	.668**	.654**	.809**	1	.559**
	Sig. (2-tailed)	.000	.000	.000	-	.000
Health Information-Seeking Behaviour (5)	Correlation coefficient	.588**	.516**	.534**	.559**	1
	Sig. (2-tailed)	.000	.000	.000	.000	-

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

## DISCUSSION & RECOMMENDATION

### Discussion

The researcher had identified that attitude has the highest value of correlation ( $r=0.588$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between attitude and health information-seeking behavior among University Malaysia Kelantan undergraduate students in City Campus. Thus, this result shown that hypothesis  $H_1$  was supported and the research objective 1 was achieved. According to Ahadzadeh et al. (2017), people who had high level of health consciousness tended to have a more positive attitude towards using the website for health information-seeking behaviour. Indeed, health consciousness plays a significant role in determining the behaviour of individuals about their use of the website for health information-seeking behaviour.

Next, the researcher also has identified that subjective norms has the lowest value of correlation ( $r=0.516$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between subjective norms and health information-seeking behavior among University Malaysia Kelantan undergraduate students in City Campus. Thus, this result shown that hypothesis  $H_2$  was supported and the research objective 2 was achieved. Thus, this study finding by Chen Juan (2016) also stated that looking for relevant subjective norms refer to the perception of social pressure and motivation that people perceived evaluation of important to others supporting or not supporting the behaviour, such as influencing other users to find information concerning health on the Internet and various sources.

Besides that, behavioural intention has the value of correlation ( $r=0.534$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between behavioral intention and health information-seeking behavior among University Malaysia Kelantan undergraduate students in City Campus. Thus, this result shown that hypothesis  $H_3$  was supported and the research objective 3 was achieved. According to the Arpaci, Kilicer & Bardakci, (2015). Behavioural intention is also defined as the degree to which an individual has developed consciousness plans to execute certain specific potential behaviours. This is because when most people already have confidence in a source of health-related information, they likely to seek out more health-related information when there is a lack of trust, where their intention to seek out health-related information will also diminish.

Lastly, the researcher found that perceived behavioral control has the value of correlation ( $r=0.559$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between perceived behavioral control and health information-seeking behavior among University Malaysia Kelantan undergraduate students in City Campus. Thus, this result shown that hypothesis  $H_4$  was supported and the research objective 4 was achieved. Perceived behavioural control can influence the effect of intention on actual behaviour. For example, when the perceived behavioral control is sufficiently powerful, only less intention produces to seek health information. This is because perceived behavioural control refers to people's perceptions of their ability to perform a given behaviour. It knows the level of the individual's ability with what they will do. They will be able to control their behaviour such as knowing to find and use authentic health information seeking on the website. (Wageningen, 2016).

## Recommendation

Attitude has the highest value of correlation coefficient that is 0.588 and the result show that the attitude has the moderate relationship with the health information-seeking behaviour. The university needs to cultivate a good attitude from students to seek health information. From a student's perspective, they must find a way to change their attitude so that they were more responsible for their health and find health information from the website. Furthermore, future research can explore more if it is conducted by other universities to understand whether the relationship between attitude, subjective norms, behavioral intention, and perceived behavioural control gives factors or influencing health information-seeking behaviour of university students.

## CONCLUSION

In conclusion, the goal of this study was to identify factors influencing health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus. The researcher used the Theory of Planned Behaviour dimensions as the independent variable to measure the health information-seeking behaviour among University Malaysia Kelantan undergraduate students in City Campus. Therefore, all of the four hypotheses of this study were achieved, which is to study the relationship between attitude, subjective norms, behavioral intention, perceived behavioral control and health information-seeking behaviour on the website among University Malaysia Kelantan undergraduate students in City Campus. The finding of this study prove that all dimensions of the Theory of Planned Behaviour, attitude, subjective norms, behavioral intention, and perceived behavioral control have significant positive moderate relationships with health information-seeking behaviour among UMK students in City Campus. The researchers suggested that this study is significant for UMK undergraduate students in City Campus, society as well as future researcher to increase the awareness of health information-seeking behaviour.

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# Factors of Skipping Breakfast Influencing Students' Lifestyle among University Malaysia Kelantan City Campus Students

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## ABSTRACT

Skipping breakfast can be defined as eating breakfast every morning, periodically but not daily, on time and never before (Dubois, 2008). The objective of this study is to identify the importance of having breakfast of UMK City Campus students every morning, to know the consequences of skipping breakfast, reasons of skipping breakfast, and to investigate the types of food that the UMK City Campus students consume as their breakfast as well as the nutrients intake. There are 354 students have been randomly involves in the questionnaires conducted by the researcher. This study focused on the factors of skipping breakfast influencing students' lifestyles among UMK students. This research analyzed the relationship between eating habit and skipping breakfast, the relationship between lack of time and skipping breakfast, the relationship between dieting and skipping breakfast, and the relationship between economic status constraint and skipping breakfast influencing students' lifestyle among UMK students by using descriptive analysis. The element analysis of this survey is resulted to reveal eating habits, lack of time, dieting, and economic status constraint of skipping breakfast influencing students' lifestyle among UMK students. Based on the result obtained in descriptive variables for all independent variables, eating habit is the most influencing the students' lifestyle among University Malaysia Kelantan city campus students which the mean is 3.50000. There is a relationship between lack of time and students' lifestyle among University Malaysia Kelantan city campus students which the mean is 3.4444. Then, relationship between economic status constraints and students' lifestyle among University Malaysia Kelantan city campus students with statistics data collected 2.4286. However, the dieting factor stated the lowest amount on influencing students in city campus which the mean is 3.0000. The findings of the data are essential in order to maintain their healthy lifestyle.

**Keywords: Eating Habits, Lack of Time, Dieting, Economic Status Constraints, Skipping Breakfast, Students Lifestyle**

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## INTRODUCTION

In this research, the introduction of the study covers five chapters which are the Introduction, Literature Review, Methodology, Data Analysis and Findings and Discussion and Conclusion. This study aims to investigate the factor of skipping breakfast based on UMK students' lifestyle. This research also will show some info, suggestion about the importance of breakfast, the impact and benefits of breakfast. Besides that, this research discuss on factors of skipping breakfast influencing students' lifestyles among UMK students.

There are three objectives of this research:

1. To study the importance of having breakfast to UMK City Campus students every morning.
2. To investigate the health impact of UMK City Campus students when they skip breakfast.
3. To find out whether UMK City Campus students knows the consequences of skipping breakfast and reasons of skipping breakfast.

## **Significance of the Study**

### *Researchers*

As a researcher, we are conducting this research so that we can provide good information to everyone that they should not skip their breakfast as it is a very important meal to take by an individual. Hence, everyone should make this meal as a routine.

### *UMK Students*

Basically, this research will show all the factors of skipping breakfast influencing students' lifestyle. Therefore, this research intends to give some info and suggestion to provide insight into the importance of breakfast, the impact if skipping breakfast and the benefits of taking breakfast. Hence, the finding of this research is particularly importance for student health.

### *UMK Faculties*

As we know, taking or not taking breakfast will influence students' lifestyle which is either their performance in academic or their health status. So, through this research, faculties will know that the breakfast is important to students so they can keep maintaining their performance in academic and also in health. This may be conducting a program or activities to keep an eye on the students so that they do not skip their breakfast.

## **LITERATURE REVIEW**

### **STUDENT LIFESTYLE**

Recently, environmental hormones and toxins, which can contaminate foods have been highlighted as having adverse effects on human health in later life (Milligan et al., 1998; O'Halloranetal et al., 2001; Wahlqvist & Saviage, 2000).

### **DIETING**

Dieting is important to someone that wants to control their weight. There are many benefits of healthy dieting to implement. An article states that about half of Saudi Arabian students miss their meals because they are not hungry, not have enough time and even skip their meals because they want to gain weight (Eldisoky, 2003).

### **LACK OF TIME**

Nowadays, many people have answered the question of skipping breakfast but the answers are not having much time to prepare their meals. Singleton & Rhoads (1982).

### **ECONOMIC STATUS CONSTRAINT**

Skipping breakfast is also associated with the economic status constraint of the individual that makes them choose to skip breakfast. For those from a family that has the economic status constraint, they will prefer to skip breakfast. Children from low-income families also tend to skip breakfast (Bidgood & Cameron, 1992; Gleason, 1995).

## EATING HABIT

Eating habits refer to how people eating, what kind of food, whom they eat, how they acquire, store, use, and dispose of food. There are many factors that influence eating habits such as individuals, social, cultural, religious, economic, environmental, and political. In the article mentioned, some researchers argue that habits are formed early in life and tend to change during adulthood (Perry et al., 1985; Nicklas et al., 1993).

## Research Hypothesis

In this study, there were four hypotheses which was the factors of skipping breakfast influencing students' lifestyle. The research hypothesis is:

H1: There is a significant relationship between eating habits and students' lifestyle among UMK students.

H2: There is a significant relationship between economy status constraint and students' lifestyle among UMK students.

H3: There is a significant relationship between lacks of time towards the students' lifestyle among UMK students.

H4: There is a significant relationship between dieting towards the students' lifestyle among UMK students.

## Research Framework

A research framework has been conducted to investigate the relationship between factors of skipping breakfast influencing students' lifestyle among UMK City Campus students. There are four independent variables (IV) which consists of eating habits, economy status constraint, lack of time and dieting meanwhile the dependent variable (DV) is the students' lifestyle. The research conceptual framework shows as below:

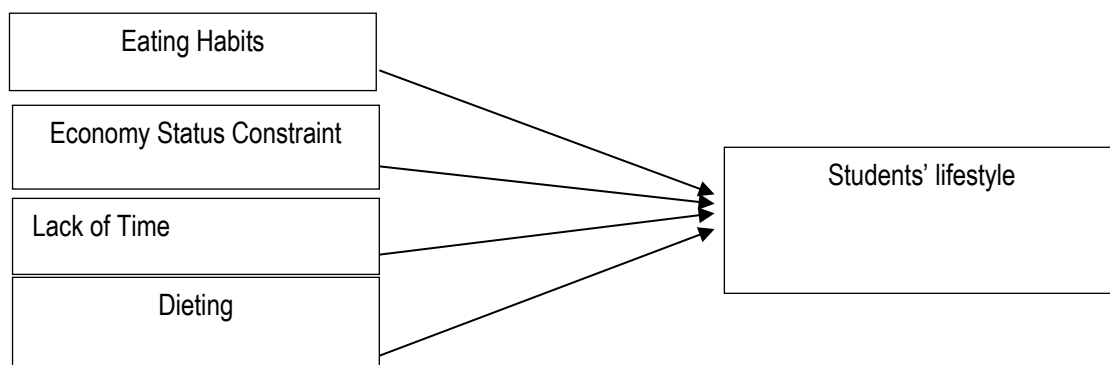


Figure 1: Research framework of factors of skipping breakfast influencing students' lifestyle

Source: (Chen, J., Cheng, J., Liu, Y., Tang, Y., Sun, X., Wang, T., & Zhao, X. 2014)

## **METHODOLOGY**

### **Research Design**

This study used the quantitative method that is more appropriate because it is the primary data. Furthermore, quantitative research focuses on a statistical analysis of numerical data collected by the use of large scale survey research, by using methods such as questionnaire or structured interviews. The type of study used a cross sectional study which is the researcher use questionnaire approach for this study. Methods used in this study is to find out factors of skipping breakfast influencing students' lifestyle at University Malaysia Kelantan City Campus. The advantage of using this approach is that of generalization of research findings to population through the statistical analysis. However, it is more towards on the collection of data and analysis the numerical data and statistics. For this research, a survey technique were used by creating a survey questionnaire for the respondent which is students at University Malaysia Kelantan City Campus.

### **Data Collection**

Data collection plays a major role in presenting the results of a research. The collection of data plays an important role in the statistical analysis and in research there are many different methods used to get the information which consists of primary data and secondary data.

In the first stage, the data collection used in this study is primary data. Primary data is the source of data which origins sources and it is the data which have been collected the researcher's first-hand for the purpose of research. This research mainly uses to make overviews from a larger population and also uses measurable data to take out facts and expose outcomes in research. This method would be the simplest way to manage, moderately free from a few sorts of error and it is productive approach data from respondent.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data as it will be the simplest way for researchers to manage and sort out errors. The questionnaires have been blasted in the social media platform such as WhatsApp application to the respondents collect the information through Google Form. The questionnaire has been filled up by 357 respondents who met the objectives of this study. The questionnaires is the productive approach which highlights the purpose of this study. The gathered and recorded information provided by the respondents are confidential and will be secured.

### **Sampling**

The sampling method used in this study was the stratified random sampling. This system was utilized to guarantee a relatively equal representation of the factors for the study. The stratification was based on all the students of University Malaysia Kelantan in City Campus.

In this study, the researcher used probability sampling which is when the sample selected by random selection, so everyone have an equal chance to be selected. Within each section, selection of students for each category was simple random sampling. Researcher selected at least 354 respondents that is students in University Malaysia Kelantan City Campus to complete the questionnaires.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

### FINDINGS

This study was conducted to discuss factors of skipping breakfast influencing students' lifestyles among UMK students. The focus of study is to highlight and identify the factors of skipping breakfast influencing students' lifestyle among UMK students. In this study, primary data was undertaken which is a set of questionnaires that were used to get feedback from respondents. Based on the table below, the number of the sample is 354 respondents were selected.

**Table 1: Respondent profiles**

<b>Gender</b>	<b>Frequency</b>	<b>Percent (%)</b>
Male	134	37.9
Female	220	62.1
Total	354	100
<b>Age</b>	<b>Frequency</b>	<b>Percent (%)</b>
19-21 years old	207	58.55
22-24 years old	124	35.0
25 and above	23	6.5
Total	354	100
<b>Race</b>	<b>Frequency</b>	<b>Percent (%)</b>
Malay	191	54.0
Indian	59	16.7
Chinese	72	20.3
Others	32	9.0
Total	354	100
<b>Martial</b>	<b>Frequency</b>	<b>Percent (%)</b>
Single	348	98.0
Married	6	1.7
Total	354	100
<b>Programme</b>	<b>Frequency</b>	<b>Percent (%)</b>

SAW	71	20.1
SAP	66	18.6
SAR	41	11.6
SAH	40	11.3
SAB	39	11.0
SAL	38	10.7
SAK	36	10.2
SAE	23	6.5
Total	354	100

Based on Table 1, shows that it has 134 male respondents and 220 female respondents has responded to the research question. There are 37.9% represented by male respondents while 62.1% represented by female respondents. From the table, it has shown that females are more than male as a respondents to the research questionnaires are distributed. The outcome of the respondents age group which the most contributed respondents come from 19 to 21 years old with a result of 207 respondents with 58.55%. Followed by the 22 to 24 years old aged group with 124 respondents (35.0%) and the aged group which 25 and above with 23 respondents (6.5%). Based on the table above, the greatest amount of our respondents is Malay, which is 191 with 54.0, followed by Indian which is 59 with 16.7% of respondents. Next, 72 respondents which are Chinese with 20.3% and only 32 with 9.0% of total respondents are from other races. The table above showed that 348 respondents are single with a result of 98.0%. Then, there are 6 respondents who are married that 1.7%.

Table 1 indicates the Programme in University Malaysia Kelantan, City Campus. According to the programme, it illustrates the highest percentage of respondents which is 71 respondents with 20.1% from SAW programme. Then, followed by SAP which are 66 respondents with 18.6% and for 40 respondents with 11.3 of respondents are SAH programme. Next, 39 respondents with 11.0% of respondents which are SAB programme, while for SAL and SAK programme there were 38 (10.7%) and 36 (10.2%) respondents respectively. Meanwhile, the lowest group programme of respondents which is SAE with 23 (6.5%).

### Descriptive analysis for eating habits

Table 2: Total Frequency, Mean and Standard Deviation of Eating Habits (n=354)

Items	Frequency	Mean	Standard Deviation
1. Taking breakfast makes me more focus during study.	354	4.17	0.907
2. I always took breakfast in the morning.	354	3.77	1.101
3. I didn't have time to take breakfast constantly every morning.	354	3.58	1.251



4. Taking breakfast make me more energetic.	354	4.12	0.872
5. I didn't have appetite to take breakfast in the morning.	354	3.28	1.310
6. I prefer to combine breakfast with lunch to save money.	354	3.47	1.284
7. I only take breakfast if there is someone accompanying me.	354	3.11	1.395
8. I always skipped breakfast because overslept or wake late.	354	3.39	1.308
9. I acknowledge the advantage of taking breakfast.	354	4.37	0.794
10. I didn't took breakfast to maintain weight.	354	3.05	1.396

Table 2 shows the mean value for independent variable eating habits. As it shown from the table above, the highest mean score is 4.37, which is "I acknowledge the advantage of taking breakfast" and it is show that students at UMK City Campus students have taking breakfast in daily life. Meanwhile, the lowest mean score is 3.05 which is "I didn't took breakfast to maintain weight" and it show that less students want to maintain weight.

### Descriptive analysis for Lack of Time

Table 3: Total Frequency, Mean and Standard Deviation of Lack of Time (n=354)

Items	Frequency	Mean	Standard Deviation
1. My class schedule is packed in the morning and till I don't have time to prepare breakfast.	354	3.51	1.099
2. I wake up late for morning classes.	354	3.12	1.231
3. I have wait for the washroom to bath till it makes me to get ready late in the morning.	354	3.21	1.287
4. I have to catch my bus to campus at 7.20a.m for morning classes.	354	3.20	1.195
5. I'm not good in managing my time until I always skipped breakfast.	354	3.09	1.284
6. Sometimes I will be busy doing assignments till morning and feels tired so I usually won't have time to prepare breakfast before going to morning class.	354	3.42	1.190
7. I have no time, really and it is always a rush.	354	3.28	1.254

8. I take longer time to prepare breakfast every day.	354	3.14	1.149
9. I feel lazy to wake up early and prepare breakfast.	354	3.29	1.242

Table 3 shows the mean values for independent variables, lack of time. As it shown from the table above, the highest mean score is 3.51 which is “my class schedule is packed in the morning and till I don’t have time to prepare breakfast” and it is show that students at UMK City Campus students have a packed of class schedule. Meanwhile, the lowest mean score is 3.09 which is “I’m not good in managing my time until I always skipped breakfast” and it show that students do not know how to manage their own time.

### Descriptive Analysis for Dieting

Table 4: Total Frequency, Mean and Standard Deviation (n=354)

Items	Frequency	Mean	Standard Deviation
1. Eating breakfast helps me lose weight because it kicks starts your metabolism.	354	3.54	1.096
2. I skipped breakfast to help maintain my body shape.	354	2.90	1.317
3. I always skipped breakfast to help burn fat in the body.	354	2.83	1.336
4. I eat lot of different varieties of fruit and vegetables in the morning.	354	3.29	1.177
5. I regularly eat whole grain cereals for breakfast.	354	3.28	1.156
6. I choose fat low-products to my breakfast in the morning.	354	3.30	1.120
7. I regularly eat low sugar coated breakfast cereals.	354	3.25	1.174
8. I add less salt to my food during prepare breakfast in the morning.	354	3.16	1.117
9. I drink plenty of fluids at regular intervals every day.	354	3.86	1.040
10. I always skipped breakfast because I am not hungry.	354	3.11	1.236

Table 4 shows the mean values for independent variables, dieting. As it shown from the table above, the highest mean score is 3.86, which is “I drink plenty of fluids at regular intervals every day” and it is show that students at UMK City Campus students always drink plenty of fluids in daily life. Meanwhile, the lowest mean score is 2.83 which is is “I always skipped breakfast to help burn fat in the body” and it show that students want to take of their bodies.

## Descriptive Analysis for Economic status constraint

Table 5: Total Frequency, Mean and Standard Deviation (n=354)

Items	Frequency	Mean	Standard Deviation
How much monthly expenses are given by your parents ?	354	2.81	1.126
How much do you spend monthly for food or drink ?	354	2.51	1.041
How much amount you can save for monthly ?	354	2.24	1.193
What is the payment rate rental house for one semester ?	354	2.50	1.207
If you receive financial support. How much do you receive ?	354	2.47	1.157
How much your expenses for projects and assignments in one semester ?	354	2.36	1.138
What is the cost transportation during at UMK for one semester ?	354	2.24	1.170

Table 5 shows the mean values for independent variables, lack of time. As it shown from the table above, the highest mean score is 2.81, which “how much monthly expenses are given by your parents” and it is show that students at UMK City Campus students have monthly expenses. Meanwhile, the lowest mean score is 2.24 which are “how much amount you can save for monthly” and what is the cost transportation during at UMK for one semester.

Table 6: The Pearson Correlation Result between eating habit and skipping breakfast

Correlations			
		Eating Habit	Skipping Breakfast
Eating habit	Pearson Correlation	1	.634**
	Sign. (2-tailed)		.000
	N	354	354
Skipping breakfast	Pearson Correlation	.634**	1
	Sign. (2-tailed)	.000	
	N	354	354

According to Table 6, positive value of Pearson Correlation is .634\*\*\* shows that the relationship between eating habit and skipping breakfast is moderate positive level. Based on the results of the significant value  $p > 0.05$  this shows that eating habit is relate with the factor of skipping breakfast. Thus, the correlation between eating habit and skipping breakfast is medium significant.

Table 7: The Pearson Correlation Result between lack of time and skipping breakfast

<b>Correlations</b>			
		Lack of time	Skipping Breakfast
Lack of time	Pearson Correlation	1	.424**
	Sig. (2-tailed)		.000
	N	354	354
Skipping breakfast	Pearson Correlation	.424**	1
	Sign. (2-tailed)	.000	
	N	354	354

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

According to Table 7, positive value of Pearson Correlation is .424\*\*\* shows that the relationship between lack of time and skipping breakfast is moderate positive level. Based on the results of the significant value  $p > 0.05$  this shows that lack of time is relate with the factor of skipping breakfast. Thus, the correlation between lack of time and skipping breakfast is highly significant.

Table 8: The Pearson Correlation Result between diet and skipping breakfast

<b>Correlations</b>			
		Diet	Skipping Breakfast
Diet	Pearson Correlation	1	.239**
	Sig. (2-tailed)		.000
	N	354	354
Skipping breakfast	Pearson Correlation	.239**	1
	Sign. (2-tailed)	.000	
	N	354	354

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

According to Table 8, positive value of Pearson Correlation is .239\*\*\* shows that the relationship between diet and skipping breakfast is moderate positive level. Based on the results of the significant value  $p > 0.05$  this shows that eating habit is relate with the factor of skipping breakfast. Thus, the correlation between diet and skipping breakfast is lower significant.

Table 9: The Pearson Correlation Result between economic status and skipping breakfast

Correlations			
		Economic status	Skipping Breakfast
Economic status	Pearson Correlation	1	.344**
	Sig. (2-tailed)		.000
	N	354	354
Skipping breakfast	Pearson Correlation	.344**	1
	Sign. (2-tailed)	.000	
	N	354	354

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

According to Table 9, positive value of Pearson Correlation is .3444\*\*\* shows that the relationship between economic status and skipping breakfast is moderate positive level. Based on the results of the significant value  $p > 0.05$  this shows that eating habit is relate with the factor of skipping breakfast. Thus, the correlation between economic status and skipping breakfast is medium significant.

## DISCUSSION & RECOMMENDATION

We recommend that students need to take breakfast in the morning. Therefore, they should take breakfast because based on the survey that has been collected from the respondent, they agreed that the advantage of taking breakfast is the most influencing their eating habits. Other than that, we recommend introducing dietary guidelines to university students. Dietary guidelines are defined as set of guidelines or qualitative statements to make food choices that will help a person or population live a healthy life, maintain optimal weight and reduce the risk of chronic diseases. This is because an article shows that increased knowledge of dietary guidelines appears to be positively related to health eating patterns (Kolodinsky et al., 2007). Besides that, we recommend that the University implement a Health Education Program for students. When this program is conducted at the University then students can be involved in this program and can provide knowledge to them as well as they can take care of their health. According to the article, person who take breakfast are reported to be slimmer with a lower body mass index (BMI), have better nutrient intake, less stressed and show better cognitive performance than people who does not (Rampersaud et al., 2005). It is important that UMK city campus students are educated and strengthened in healthy eating behaviors and be able to choose healthy food choices in the future. Lastly, students should change their lifestyle towards a healthy lifestyle. It is because adapting to a healthy lifestyle can maintain health when eating breakfast. Person who skip breakfast is associated with lower nutritional status

and lead to cardiovascular disease (Sakata K et al., 2001). The formation of healthy lifestyle behaviors can have a long-term impact on their health and the health of their future families (Moy FM et al., 2009).

## CONCLUSION

The goal of this study was to identify the importance of having breakfast to University Malaysia Kelantan City Campus students every morning. In this study, skipping breakfast among city campus students influenced based on their lifestyle. Therefore, students' lifestyle was represented by city campus students in University Malaysia Kelantan which was the independent variable. Moreover, there were four dependent variables which are eating habits, economy status constraints, lack of time and dieting.

Those independent and dependent variables were analyzed by Pearson Correlation Coefficient. It shows that dependent variables were influenced by independent variable. Then, the result shows the correlation between eating habits, economy status constraints, lack of time, dieting and students' lifestyle were highly significant. In conclusion, the finding of this study prove that there are connection between eating habits, economy status constraints, lack of time, dieting and city campus students lifestyle in University Malaysia Kelantan.

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# Factors that Associated with Depression among Children in Malaysia

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## ABSTRACT

*Introduction:* Childhood depression is one of the most common mental health problems.

*Methods:* This study aimed to determine the factors associated with depression among children in Malaysia. A cross-sectional analysis was conducted among children in Malaysia. A total of 384 children aged 10 to 12 years old in Malaysia were selected as respondents for this study. A convenience sampling method was used as sampling method and a set of online self-administered questionnaires was used for data collection. Descriptive analysis, reliability test and inferential analysis which is Pearson correlation were performed in this study. All analyses were conducted at the level of significance was set at  $p < 0.05$ .

*Result:* Finding of this study showed that emotion management skills ( $p < 0.05$ ) and parenting style ( $p < 0.05$ ) were significant associated factors of depression among children.

*Conclusion:* The emotion management skills and parenting style were the important factors in predicting depression among children in Malaysia.

**Keywords: Depression, Children, Emotion, Health, Parenting**

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## INTRODUCTION

Childhood depression is one of public health problems (Allgaier, 2014). According to National Health Morbidity Survey (NHMS, 2019), 2.3% of adults have depression, while 7.9% of children 5 to 15 years of age were found to have mental health problems. Children with depression were at high risk of developing depression during adulthood.

Parenting style is very important in ensuring the mental health of children aged 10 to 12 years. A good parenting style will have a good effect on children. Depression that often involves parenting style is in terms of parental attitudes such as parental divorce, parent is always quarreling, parental interaction with depression and family difficulties cause depression among children (Krista, 2017). Family problems can lead to mental health problems by increased stress and emotions (Leticia, 2019). Emotional management skill is the ability to control the emotional state of children (Carolyn, 2011). Children emotional regulations often hides visible signs of sadness or fear or focuses attention on the reason for feeling happy. This study aims to investigate the factors that influence the depression among children in Malaysia.

There are two objectives of this research:

1. To determine the association between parenting style with depression among children.
2. To determine the association emotion management skill with depression among children.

## **SIGNIFICANCE OF THE STUDY**

The findings from the research are contribute to the body of knowledge on factors associated with depression among children in Malaysia. This research provides the importance of information and knowledge anytime, anyone, everyone, and everywhere. This study can give awareness among the community about the cause of depression among children.

Moreover, the findings of this study are also to provide useful information in developing depression intervention program. Information about early recognition of potential depression is important for both clinical practice and primary prevention. This study is very useful and helpful for parents, caregivers, teachers, mental health professionals, and counsellors.

## **LITERATURE REVIEW**

### **Depression**

Depression is more common in children aged 10 to 12 years compared to adolescents (Whitney, 2018). There is a study has stated that childhood depression has occurred because children are often exposed to cumulative family problems associated with children's mental health difficulties (Lauren, 2013). Childhood depression also occurs due to bullying and poor performance and family conflicts causing children to experience stress in dealing with the problems they experience. According to this study, children with this stress disorder cause children to decide to commit suicide due to uncontrolled depression (Girliani, 2017). Children have a higher chance of experiencing more severe depression (Norhafizah, 2019).

### **Parenting Style**

In this study, researchers found that parenting style has been associated with depression among children. The association of children's depressive symptoms with parenting indicates a high level of anxiety. Depression in children due to parenting style factors shows a great impact on children who experience anxiety, fear and depression causing depression occurs (Sahitya, 2019).

### **Emotion Management Skills**

In this study shows the skills of children in managing emotions and depression among children aged 10 to 12 years. Children who are less able to manage emotions have easily developed depressive problems in children. According to research sources, lack of emotional clarity on stress and depression responses in children (Megan, 2010). The study of depressive problems that have been studied is aimed at fostering an understanding of emotions and stress responses.

## **RESEARCH HYPOTHESIS**

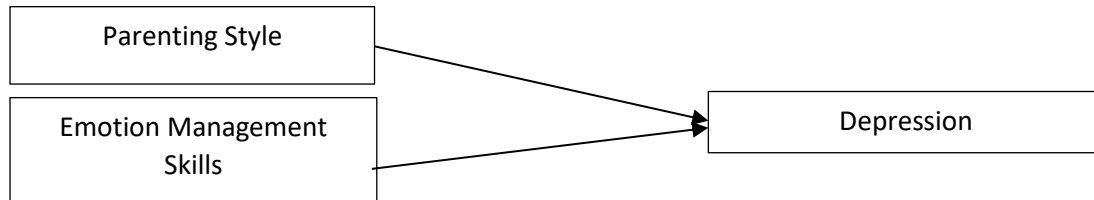
In this study, there were two hypotheses related to identify the relationship between emotion management skills, parenting style, and depression among children in Malaysia.

H1: There is significant correlation between parenting style and depression among the children.

H2: There is a significant correlation between emotion management skills and depression among the children.

## RESEARCH FRAMEWORK

A research framework has been conducted to investigate connection between the relationship emotion management skill, parenting style, and depression among children in Malaysia. The independent variables are emotion management skills and parenting style. The dependent variables are the depression among children in Malaysia.



**Figure 1: Research framework of Factors Associated With Depression Among Children**

## METHODOLOGY

### Research Design

This study used the quantitative method that questionnaire was distributed to 384 children. Moreover, research design may help researchers to carry out research objectives. Children in Malaysia will be surveyed to answer the research objectives. A cross-sectional study was used as study design. Cross-sectional studies are observational studies that analyze data obtained at certain time points in a specific sample population or subset (Maninder, 2016). It is also known as horizontal or conventional studies. Cross-sectional studies are used to clarify or reject assumptions, cheap to do and not long-term and contain a variety of variables when snapshots of data and data can be used for various types of research (Sedgwick, 2014).

### Sampling

The sampling method used in this study was the non-probability sampling techniques. The convenience sampling was used in this study since the convenience sampling is very simple to conduct with few guidelines about how the sample must be collected.

An analytical cross-sectional study was conducted among children in Malaysia. The children in Malaysia are referred to an individual who was born from year 2008 to 2010. The age of the respondents during data collection was ranging from 10 to 12 years. The target population of this study was children in Malaysia which is 7.55 million. Based on the table of Krejcie and Morgan, the minimum sample size needed for this study was 384.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### **Data Collection**

An online self-administered questionnaire was used for data collection in this study. There were four main sections in this questionnaire included section A, B, C, and D. The respondent demographic questions undertaken by a section A while section B of depression data was assessed by the Revised Child Depression and Anxiety Scale (RCADS). Children Sad Management Scale (CSMS) was conducted to evaluate the emotion management skill among children in section C whereas, Measure Parenting Style (MOPS) was conducted to evaluate the parenting style in section D. The Google Form was used by researchers to get responses from child respondents in Malaysia. Social media such as WhatsApp, Telegram, Facebook, and websites have been selected by the researchers to disseminate the questions that Malaysian respondents should answer.

### **Data Analysis**

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis, and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## **FINDINGS**

### **Descriptive Analysis**

A sum of 384 respondents that answered the questionnaire from 10 to 12 years old in Malaysia. The results of descriptive analysis of the respondents in term of their demographic profile which is gender, age, race, and state. The analysis had been done showed according to categorization of gender indicates that female respondents were 61.5% (n=236) higher than male respondents with 38.5% (n=148).

The demographic profile of age stated that the total respondents from age 10 years old were 14.3% (n=55) and the total from age group of 11 years old were 32.8 % (n= 126) while respondent from age 12 years old showed that the majority consisting of 52.9 % (n=203) answered the questionnaire.

Furthermore, the analysis according to race indicate that more than 30% of the surveyed respondents were Malay, comprising 47.9 % (n= 184), for Indian indicate the second higher were 28.9 % (n=111), while the other respondents were Chinese and other races, consisting of 11.5 % (n=44) and 11.7 % (n=45) respectively.

Lastly, the result according to the state indicate that the higher number of respondents are from Terengganu which is 20.6% (n=79) from the total respondents. Next is Johor which has 9.9% (n=38) of respondents whereas Kedah has 8.9% (n=34) of respondent who answered this questionnaire. As for Kelantan have recorded 12.5% (n=48) of respondents compare to Malacca which has recorded 6.5% (n=25) of respondents. Respondents from Negeri Sembilan are 7.3% (n=28) and respondents from Pahang is 7.8% (n=30). Meanwhile, Pulau Pinang has 4.2% (n=16) of respondents who have respond to this questionnaire. Perak has 3.9% (n=15) of respondents and Perlis has 2.1 % (n=8) of respondents followed by Sarawak which has 1.6% (n=6) of respondents. Finally, Selangor and Kuala Lumpur have

shared the same percentage which is 6.8% (n=26) of respondents. Finally, Sabah has the lowest respondent which is 1.3% (n=5) compare to rest of the state.

### Reliability Test

Table 1: Reliability test for all variable

Variables	Total items	Cronbach's Alpha value
<b>Depression (RCADS)</b>		
Anxiety	15	0.939
Depression	10	0.936
<b>Emotion regulation (CEMS) - Sadness</b>		
Inhibition		
Dysregulation	4	0.723
Coping	3	0.650
	5	0.819
<b>Parenting styles (MOPS)</b>		
<b>(I) Mother</b>		
Indifference	6	0.966
Abuse	5	0.951
Overcontrol	4	0.838
<b>(II) Father</b>		
Indifference	6	0.961
Abuse	5	0.954
Overcontrol	4	0.862

Table above shows the result of the reliability test for all variables. The result show the reliability test for variable depression (RCADS) that is anxiety and depression, Cronbach's Alpha, shows a value of 0.939 and 0.936 respectively. In addition, the result also shows the reliability test for the parenting style variable (MOPS) which includes 2 part that is part (I) and (II). Cronbach's Alpha for part (I) mother shows the value of indifference is 0.966, abuse is 0.951 and overcontrol is 0.838. Thus, for part (II) of the father, Cronbach's Alpha shows the value of indifference is 0.961, abuse is 0.954, and overcontrol is 0.862. Then, Cronbach's Alpha value of emotion managements skill (CEMS) for domain sadness inhibition is 0.723, sadness dysregulation is 0.650, and sadness coping is 0.819. This Cronbach alpha value indicates the result from 0.650 to 0.966.

## Inferential Analysis

Depression	Pearson Correlation Coefficient	p-value
Sadness inhibition	0.638	0.01*
Sadness dysregulation	0.492	0.01*
Sadness coping	0.492	0.01*
Indifference mother	0.684	0.01*
Abuse mother	0.677	0.01*
Overcontrol mother	0.652	0.01*
Indifference father	0.696	0.01*
Abuse father	0.710	0.01*
Overcontrol father	0.713	0.01*

According to the table above shows that depression between all variable. The positive value of Pearson Correlation Coefficient indifference mother is 0.684 \*\*, abuse mother is 0.677 \*\*, and overcontrol mother is 0.652 \*\* while positive value of Pearson Correlation Coefficient indifference father is 0.696 \*\*, abuse father is 0.710 \*\*, and overcontrol father is 0.713 \*\*. Moreover, the positive value of Pearson Correlation Coefficient sadness inhibition is 0.638 \*\*, sadness dysregulation is 0.492 \*\*, and sadness coping is 0.492 \*\*. The result indicating that the relationship between depression with parenting style and emotion management skill is moderately positive.

## DISCUSSION & RECOMMENDATION

This review of the literature on depression in children suggests that depression does occur among children in Malaysia. The finding of this study showed that parenting style especially overcontrol father is a factor that associated with depression among children. This finding is confirmed in research of Jafari (2013), which revealed that father closeness and secure attachment influence the child's orientation to novel social settings. In contrast, lack of affection and paternal control promote the depression in children. Moreover, fathers as overcontrolling and using harsh discipline have pushed the children to depression. This result was consistent with previous research, which showed that the actions of father controlled higher levels of child depression. Several interactions have been moderated between parent activity and depression. (Morris, 2017). Depression in children was influenced by parents through behaviour, which overly monitor and regulate the activities and routines of children (McLeod, 2007). In addition, a strong positive association between overcontrolled fathers parenting style were also found in Azmat study (Azmat, 2016).



Besides, the findings of this study also showed that emotion management skill especially sadness (inhibition) is a factor that significant associated with depression among children. The finding has been proved in previous study that was 3.6% stated current sadness or futility for more than 2 weeks that associated with depression (Yun, 2019). Analytical criteria for depression centre on core indicators of persistent and pervasive sadness, along with a loss of significance or satisfaction in activities that associated symptoms include minimal self-esteem. (Maughan, 2013) The previous study has shown that the magnitudes of the relationship between sadness and depression have increased (David, 2016). In general, children with depression have had greater emotional difficulty, inhibited emotional expression and emotional management. This finding has been supported by previous study. These findings are consistent with previous study conducted by Krenzler and co-researchers (Kranzler, 2016). Previous study also showed the direct and important effect on depressive symptoms of behavioural inhibitions that are peer attachment and shy profile (Xiaiu Lan, 2019). Thus, the present study has of sadness (inhibition) stated a strong association with depression among children. This is because the depressive episode contains symptoms such as depressed feeling, deficit of interest and pleasure, and increased fatigability (George, 2012).

## CONCLUSION

In conclusion, this study was conducted to determine the factors that influence the depression of children aged 10 to 12 years. Depression is represented by children who have dependent variables. The independent and dependent variables were analysed by Pearson Correlation Coefficient. This indicates that the dependent variable is influenced by the independent variable. The findings of this study prove that there is a relationship between determining the relationship between parenting style and depression among children and determining emotional management skills in children and its relationship to depression in children.

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# Factors That Associated with Wellness Tourism in Malaysia

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## ABSTRACT

*Introduction:* Malaysia is a country with potential in developing wellness tourism. However, there are very few studies conducted to determine the factors associated with wellness tourism. This study designed to examine the factors that associated with wellness tourism in Malaysia.

*Methods:* A cross-sectional study design was used in this study. A total of 384 of generation X and generation Y in Malaysia was involved in this study. A convenience sampling was used as sampling method and a set of online self-administered questionnaires was used for data collection. Data was analyzed by using Pearson Correlation analysis to determine the association between independent variables, namely; i) culture, ii) relaxation, iii) enjoyment and iv) beauty and wellness tourism. All analyses were conducted at the level significance was set at ( $p < 0.05$ ).

*Result:* Majority of respondents were female, the average age of respondents was 36.4 years old, having Bachelor degree and having income level in between RM 2 501 to RM 3 500. Finding of this study showed that culture ( $p > 0.05$ ), relaxation ( $p > 0.05$ ), enjoyment ( $p > 0.05$ ), and beauty ( $p > 0.05$ ) were significant associated factors with wellness tourism in Malaysia.

*Conclusion:* Finding of this study could be used in developing an effective planning to promote wellness tourism in Malaysia. Future study could focus on other motivational factors that contribute to wellness tourism.

**Keywords:** Wellness Tourism, Culture, Relaxation, Enjoyment, Beauty

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## INTRODUCTION

In recent time health and wellness are very trending globally as a major factor that helps in cultivating individual's lifestyles (Voigt & Pforr, 2014). Wellness related travel is also a fast-growing market of the tourism industry (Voigt & Pforr, 2014), and well-being tourism is also concurred majority proportions in global health tourism (Gremnan & Raikkonen, 2015). A recent statement from Malaysian Tourism Promotion Board (MTPB), the Malaysian Association of Tour and Travel Agents (MATTA) had collaborated with Association of Malaysian Spas (AMSPA). The MATTA's President, elaborated that the well-being tourism is known are the most growing tourism field globally. Malaysia is holding the top 10 list in wellness related travel's market in Asia Pacific with expenditure standings at 5 billion USD which is equivalent to RM 20.5 billion and 8.3 million trips with an escalating culture for wellness related tours and packages, especially in Malaysia Malaysian Tourism Promotion Board (MTPB, 2018).

However, currently this scope studies are constrained regarding this topic area (Hall & Page, 2014). Wellness Tourism remains a field with little observational research to collect in-depth information to find on the tourist behavior very persistently (Hall & James, 2011). There are some study papers that have concentrated with various branches of well-being tourism including spa tourist, holistic tourist, or meditate tourist (Lehto et al., 2006). There is inadequate of research on wellness tourism, where the researchers mostly relate this content to with push and pull factors that associated with motivational scope and investigates to how far that a destination's well-being and spa features dominated a personality (Azman & Chan, 2012).

Based on the Travel and Tourism Competitive Advantage Report, it has stated that the competitive ranking of countries in Southeast Asia (Blanke & Chiesa, 2011). In the ranking, Singapore was on the top and follow by Malaysia and Thailand. Although the ranking of Malaysia was higher than Thailand but Thailand has more competitive advantages on considering health and wellness tourism compare to the other countries on Southeast Asia (Schwab, 2015). In Malaysia, government has put an effort on developing effective planning to promote tourism industry but more on tourism forms of leisure and gastronomic tourism such as diverse culture and attractive scenery. However, one of the challenges of wellness tourism development in Malaysia is lack of the image management and brand engagement of ASEAN health and wellness tourism (Romanova, Vetitnev et al. 2015).

This study designed to examine the factors that associated with wellness tourism. There were several factors which affect the tourists to choose wellness tourism such as culture, relaxation, enjoyment and beauty. The results could lead to particular wellness expectations for micro enterprises, resorts and remote areas will promote 'modern types' of tourism and non-seasonal tourism niches.

There were four objectives in this research:

1. To determine the association between culture and wellness tourism.
2. To determine the association between relaxation and wellness tourism.
3. To determine the association between enjoyment and wellness tourism.
4. To determine the association between beauty and wellness tourism.

## **Significance of the study**

### ***Researchers***

The findings of this study provided information for future study that related to topic of wellness tourism and factors associated with wellness tourism. This research study was useful reference to researchers for related study in future.

### ***Tourism industry***

This research paper provided useful guidance for the tourism industry since this paper mainly related to the tourism industry. The findings of the research were useful in help to develop an intervention to increase wellness tourism program or to promote wellness tourism.

## **LITERATURE REVIEW**

### ***Wellness Tourism***

According to Jafari (2000), originally wellness tourism was called 'spa tourism' this is because it used natural resources like mineral thermal water to help people improve their general health and also help them to prevent certain diseases. Some researcher defined that wellness tourism is a form of tourism that people who travel to another place to actively pursue the activities that can help to maintain or improve their health and well-being or people who want to find distinct, real or place-based experiences or therapy activities that are not convenient at home (Johnston et al., 2011). Wellness tourism is a form of tourism based on interest orientation of tourists (Težak Damijanić & Šergo, 2013). Wellness tourism is considered as one of a subcategory from health tourism (Mueller & Kaufmann, 2001). Wellness tourism is the combination of all the phenomena and relationships as well as experiences during the journey that generated by a travel and residence by people in order to preserve or promote their health (Mueller & Kaufmann, 2001).

## ***Culture***

Richards (2000) stated that, the concept of 'culture' has expanded in recent years. Therefore, the meaning of the 'arts' has also evolved to incorporate more popular culture elements. Hofstede (2001) believes that culture could be defined as the interactive collection of common characteristics that affect response of a human group to the environment. Rittichainuwat (2008) stated that, the culture from which the tourist originates influences travel behavior. Said and Maryono (2018) indicated that some basic dimension of motivation has identified, such as socio psychology, cultural, prestige, society, education, and welfare. Culture of the tourism destination is one of the tourism motivations factors that affect tourists to choose wellness tourism destination. According to statistics from the World Tourism Organization, 37% of the international tourism industry is culturally motivated, and it is estimated that demand is increasing at a rate of 15% annually (Commission, 1997). Thus, wellness tourism as a new tourism form may affected by culture factor.

## ***Relaxation***

Relaxation known as a meditation that can give a positive effect on human body, psychology, emotional, spiritual and mental aspect in community lifestyle. Including the structure of Western mentality, relaxation approaches begin to come out in the 20th Century (cf. Bagdy & Koronkay, 1988). Based on previous study, the possibilities of well-being and wellness tourism as a catalyst recuperate quality of health in the community, expecting that value of health maybe accomplish in performing through tourism, and in certain, through wellness tourism – expecting it is common of relaxation, to release from tension and revitalization of physical and mental (Bushell, 2009). In other study of spa guests in Hong Kong (Pesonen & Komppula, 2010) exposes that each important motivator for wellness recreation hub and wellness spa are physically relaxation, enjoyment, entertainment, peacefully, way to release from stress and totally can help in health improvement.

## ***Enjoyment***

According to Kimiecik and Harris (1996), enjoyment is an optimal psychological state that cause people carried out an activity essentially for its own purpose. Enjoyment is defined as a positive emotion and a positive emotional state (Wankel, 1993). A positive emotion not just only our 'happy feelings' in pursuit of instant pleasure it is play an important role in our daily life like the more negative emotion. The positive emotions that people experience is almost endless such as hope, joy, serenity, surprise, and etc. Berger (1996) also defined enjoyment like Wankel by involved enjoyment as a dominant theme in the preliminary exercise taxonomy, providing guidelines for improving mental health and conducting sports and emotional research. Meanwhile, Watson (1988) stated that there was possible that enjoyment has different relationships with positive and negative affective states. This is because the positive and negative affect has different correlates and related to different types of the variable when view it severally. Enjoying spa services on weekends or holidays is considered to be a psychosocial motive that makes individuals tend to use spa services involving the personal attributes of tourists (Sebery, Zuhdi, & Azman, 2019).

## ***Beauty***

Beauty factor also relatable with some other terms like physical health and experience like to be more fashionable, having a refreshed feeling with the improvised appearance. Moreover, the factors that is gained is also involves weight reduction, while the items related with escalated well-being is excluded anyway. According to Mak, Wong, & Chang (2009) a study paper on review of visitors to the Hong Kong Spa Exploratory Factor Analysis (EFA) identified health and beauty as one of the five benefits factors. According to Pearce and Lee (2005)

found out that self-improvement, refreshments and health and physical activity among the factors of general tourist motivation for a wellness trip.

### Research Hypothesis

In this study, there were four hypotheses related to identify the relationship between culture, relaxation, enjoyment, beauty and wellness tourism in Malaysia.

H<sub>1</sub>: There is a significant relationship between culture and wellness tourism in Malaysia.

H<sub>2</sub>: There is a significant relationship between relaxation and wellness tourism in Malaysia.

H<sub>3</sub>: There is a significant relationship between enjoyment and wellness tourism in Malaysia.

H<sub>4</sub>: There is a significant relationship between beauty with wellness tourism in Malaysia.

### Research Framework

A research framework has been conducted to investigate the factors that associated with wellness tourism in Malaysia. The conceptual framework below shows that how independent variables are identified with the dependent variable. The independent variables for this research are culture, relaxation, enjoyment and beauty.

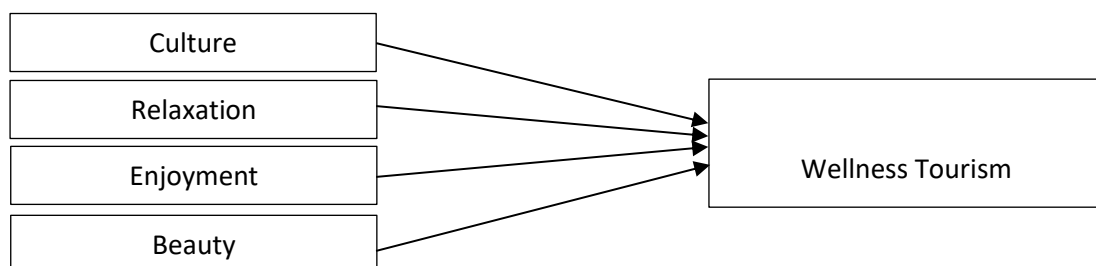


Figure 1: Conceptual Framework of Factors Associated with Wellness Tourism

## METHODOLOGY

### Research Design

This study used quantitative method as the basic method of research design. Moreover, research design may help researchers in order to carry out research objectives. The aims of this study were to identify what are the factors that attract the tourist to a wellness tourism.

### Data Collection

A set of questionnaires was distributed by Google form in order to collect all the required information with accurate, low cost and less time-consuming. Email and WhatsApp were the alternative methods when there is a problem of geographical difficulty. The respondents were randomly selected and the target population included Generation X and Generation Y in Malaysia. This study focused on generation X and generation Y is because according to Centre for the Promotion of Imports, CBI (2018), the wellness tourists most are between 36-55 years.

## Sampling

The sampling method used in this study was the convenience sampling techniques. The tourist from the generation X and generation Y age range in Malaysia was randomly chooses to distribute the questionnaire. Due to the lack of time to do the research itself and due to the obstacles of pandemic disease corona virus, it was better to select the respondents that are easy to find. The sample size of 384 was derived based on the Malaysia population from generation X and generation Y.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$s = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

$s$  = sample size

$N$  = population size

$e$  = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

$p$  = proportion of population (if unknown, 0.5)

## Data Analysis

Reliability test, normality test, and descriptive analysis, as well as Pearson's correlation were performed in this study. The data obtained was analyzed by using Statistical Package for the Social Science (SPSS) version 22.

## FINDINGS

This study was designed to determine the factors that associated with wellness tourism in Malaysia with the 4 research objectives. A total of 384 respondents in Malaysia were involved in this study. In this research, the factors that associated with wellness tourism in Malaysia were illustrated. According to the descriptive analysis in the study, majority of respondents were female, the average age of respondents was 36.4 years old, having Bachelor degree and having income level in between RM 2 501 to RM 3 500. Based on results of the study, culture, relaxation, enjoyment, beauty has a significant associated with wellness tourism in Malaysia. According to the results, the strength of association between enjoyment and wellness tourism was the strongest among the 4 independence variables in this study and followed by culture, relaxation and beauty. In addition, the beauty was the highest mean value (18.044) followed by the lowest mean value was wellness tourism (15.885).

Table 2 presented the correlation between mean value for the culture and wellness tourism of 384 respondents in Malaysia. The p value was 0.001. It showed that there was a significant relationship existed between the culture and wellness tourism in Malaysia. The value of r was 0.625. It explained that, there was a moderate strength relationship with positive direction between the culture and wellness tourism in Malaysia. Therefore, H0 was rejected.

Table 2 shown the correlation between mean value for the relaxation and wellness tourism of 384 respondents in Malaysia. The p value was 0.002. It showed that there was a significant relationship existed between the relaxation and wellness tourism in Malaysia. The value of r was 0.622. It explained that, there was a moderate strength relationship with positive direction between the relaxation and wellness tourism in Malaysia. Therefore, H0 was rejected.

As shown in Table 2, the correlation between mean value for the enjoyment and wellness tourism of 384 respondents in Malaysia. The p value was 0.001. It showed that there was a significant relationship existed between the enjoyment and wellness tourism in Malaysia. The value of r was 0.680. It explained that, there was a moderate strength relationship with positive direction between the relaxation and wellness tourism in Malaysia. Therefore, H0 was rejected.

Table 2 presented the correlation between mean value for the beauty and wellness tourism of 384 respondents in Malaysia. The p value was 0.001. It showed that there was a significant relationship existed between the beauty and wellness tourism in Malaysia. The value of r was 0.569. It explained that, there was a moderate strength relationship with positive direction between the beauty and wellness tourism in Malaysia. Therefore, H0 was rejected.

Table 1: Socio-demographic characteristic of respondents (n-384)

Socio-demographic characteristic	Frequency	Percentage (%) / Mean (SD)
<b>Gender</b>		
Male	181	47.1%
Female	203	52.9%
<b>Age</b>		36.40±7.855
<b>Education level</b>		
SPM	82	21.4%
Pre-University Level	19	4.9%
Diploma	114	29.7%
Bachelor Degree	155	40.4%
Master Degree	14	3.6%
<b>Income level</b>		
≤ RM 1,500	12	3.1%
RM 1,501 – RM 2,500	76	19.8%
RM 2,501 – RM 3,500	169	44.0%
RM 3,501 – RM 4,500	73	19.0%
RM 4,501 – RM 5,500	32	8.3%
> RM 5,500	22	5.7%

Table 2: Association between culture, relaxation, enjoyment and beauty with wellness tourism using Pearson's Correlation Coefficient

Independent Variables	Pearson's Correlation	p-value
<b>Culture</b>	0.625	0.001
<b>Relaxation</b>	0.622	0.002
<b>Enjoyment</b>	0.680	0.001
<b>Beauty</b>	0.569	0.001



## DISCUSSION AND RECOMMENDATION

The finding of this study showed that culture is a factor that significant associated with wellness tourism. This finding was in line with previous study that found there was 37% of the international tourism industry is culturally motivated, and it is estimated that demand is increasing at a rate of 15% annually (Commission, 1997). This could be due to the culture from which the tourist originates influences travel behavior (Rittichainuwat, 2008). On the other hand, the previous study related to tourists' preferences to evaluate the wellness tourism market in Jamaica found that only 2% visited specifically for health and wellness, religious reasons and culture (Valentine, 2016). It may due to the differential of population of the study.

Besides, the finding of this study also showed that relaxation is a factor that significant associated with wellness tourism. This finding was supported by previous study that revealed rest and relaxation was the primary reasons of tourists for visiting the hotel types of mountain, city and beach (Rančić, Pavić, & Mijatov, 2014). Similarly, previous study discovered that escape and relaxation had the highest grand mean among of other six benefit factors (Hall, Voigt, Brown, & Howat, 2011). Previous study also found that regarding travel characteristics, most tourists travelled for rest and relaxation (59%) while others came to visit friends and family (17%), for business (10%) and for weddings (7%) (Valentine, 2016).

Another finding of this study has showed that enjoyment is a factor that significant associated with wellness tourism. This finding was consistent with previous study related to spa motivations and tourist visits to spa in Kuala Lumpur found that the most significant variables in the push motivational factors were enjoyment, and it was the motivation factor that have a strong correlation relationship with the visitor intention to visit spa in Malaysia (Sebery et al., 2019). According to Azman & Chan (2012), many tourists receive spa treatments during the holidays is usually related to enjoyment purposes and other psychosocial factors.

The finding of this study has showed that beauty is a factor that significant associated with wellness tourism. This finding was supported by previous study that revealed beauty was one of the influential factor tourists visit to spa with third ranked among the other 4 influential factors (Sebery et al., 2019). Another survey with 165 wellness tourists using the Vrnjacka Banja Spa facilities, Serbia reported obsession with health and beauty as of their significant factor that motivates the tourist for spa visitation (Dimitrovski & Todorović, 2015). The survey results as among five motivating factors that were chosen obsession with beauty is the fourth most significant factor (Dimitrovski et al., 2015).

The strongest association factor is enjoyment because the  $r$  value showed (0.680) is the highest. The second strongest association factor is culture with (0.625). The third strongest association factor is relaxation with  $r$  value (0.622), and the association between beauty and wellness tourism is weakest with  $r$  value (0.569) in this study.

The results of the analysis in this study are concluded, and the discussion on the results has been presented. The following are a few thoughts to be shared and considered for the future study that related to wellness tourism in Malaysia. For future research multi-language Mandarin and Tamil were suggested instead of the English and Malay versions. This was because it would allow the distinct race to grasp the question's significance clearly thereby precision, reliability and efficacy can be increased. Besides that, if there is sufficient time and budget for future study, it could also be recommended to go through all states in Malaysia to collect data. Next, the spa and wellness industry need to develop its services further because, based on some respondents, the spa in Malaysia did not meet its standards. Lastly, to give a good image of the tourist, the wellness industry itself needs to have the help of the local community because nowadays the tourist who wants to visit the spa will learn about the spa in social media and see what the local community's feedback about the spa itself is.

## CONCLUSION

As a conclusion, the researchers found that culture, relaxation, enjoyment, and beauty have significant associated with wellness tourism in Malaysia. The strength of association between enjoyment and wellness tourism was the strongest among the 4 independence variables in this study and followed by culture, relaxation and beauty. Thus, culture, relaxation, enjoyment, and beauty were important factors that associated with wellness tourism in Malaysia, while especially enjoyment. Government could intensify enjoyment nature and cultural nature of wellness tourism. To developing effective planning to promote wellness tourism in Malaysia is urgently needed for economic recovery.

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# Factors That Influence Male Staffs and Male Students (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes

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## ABSTRACT

The objective of this study is to investigate the factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes. The study was conducted because of e-cigarettes have become one of the latest trend that is increasingly widespread in Malaysia. The study focused on few factors that influence the male staff and male students at Faculty Hospitality, Tourism and Wellness (FHPK) at Universiti Malaysia Kelantan (UMK). The factors are behavior factor, knowledge factor and environment factor. The university that we are choose is Universiti Malaysia Kelantan itself as research setting. A total of 181 respondents came from various demographic and smoking status have been randomly selected to participate in this study. Questionnaires were distributed beginning in early June until the end of June. The final results of this research will decide which factors that most influence male staffs and male students at Faculty Hospitality, Tourism and Wellness (FHPK) at Universiti Malaysia Kelantan (UMK) in changing tobacco cigarettes to e-cigarettes.

Keywords: E-cigarettes, Factor, Influence, FHPK, UMK

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## INTRODUCTION

Nowadays advanced technology leads to high economic competition among all the industries in the world including Malaysia. There are a few changes that occur in Malaysia. One of them is the usage of cigarettes, which is before this, the smoker only consumes tobacco cigarettes, but now, they change the e-cigarettes because of a few factors. For us, we want to look from behavior factors, environment factors and knowledge factors.

Therefore, our main focus in this study are to find out whether these factors are influence the male staffs and male students In Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes.

There are three objectives of this research:

1. To identify the environment factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes.
2. To identify the behavior factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes.
3. To identify the knowledge factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes.

## **Significance of the Study**

### **Researchers**

It will help for further understanding why the male staffs and male students in Faculty Hospitality, Tourism and Wellness Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes.

### **Consumers**

This study also helps the public to aware to the changes of e-cigarettes and the reaction of the e-cigarettes to the individual. Beside that, it also can help the public to be aware to the changing of the surrounding and the reasons why they are change from tobacco cigarettes to e-cigarettes/

## **LITERATURE REVIEW**

Factors that influence man to use e cigarette are behavior, environment, and knowledge. Men were easily exposed and influenced in the smoking early at under eighteen (18) age and they were still school because of the great factor which environment. An environment consists of a group of friends and the opening of liquid vapor shops and it can influence men because usually men using tobacco cigarette.

Nowadays, there are many liquid - vapor shops around the world since e-cigarettes become popular and the price is affordable and cheaper than tobacco cigarettes. Therefore, men easily influenced because most of the men using e-cigarettes since there were statements and studies from some countries claimed e-cigarette are less harmful. There is a claim made by proponents and manufacturers, which is it can be used as smoking cessation devices, a healthier alternatives to tobacco cigarettes that were stated ( Yao T, Jiang N, Grana R, Ling PM, Glantz SA. 2014).

Next, the factor of knowledge there are many advertisements for e-cigarettes and influencing men to use the e- cigarettes widely. Besides that, as stated by Ramo et. al there are such claims state that they use tobacco cigarette as a quit- smoking aid and are influenced to a certain extent, customers, especially smokers (Ramo DE, Young -Wolff KC, Prochaska JJ, 2014). Researchers assume it seems probable that a greater factor that a greater factor that influences them to use e- cigarettes is with behaviour factors. With the risk of smoking increases among men, they probably use e- cigarette as alternative smoking cessation. Those who smoke cigarette Wills TA, Gibbons FX, Sargent JD, Schweitzer RJ were shows increasing in positive expectations of cigarette smoking and increases in peers. The effect of adolescent e- cigarette can be seen use on by onset mediated: a longitudinal analysis. *Psychol Addict Behav.*2016; 30(8): 876-886. Besides that, there are many shared online by the public about e-cigarettes as it was a growing presence on social media platforms (Link AR, Cawkwell PB, Shelly DR & Sherman SE., 2015).

### **Environment Factor**

There is some news that we heard from the consumer that had to consume tobacco cigarettes faces many disease like lung cancer. Some people exchange from tobacco cigarettes to e-cigarettes because there were some statements stated that e- cigarette is less harmful and it was a smoking cessation tool. The environment is one of the factors that contribute to the using of e- cigarettes. E –cigarettes were stated that it can cause lower amounts of nicotine absorption than tobacco cigarettes and their vapor contains no carbon monoxide. It have been done resulted by RUYAN Group. As conclude in this research, e- cigarettes represent “a safe alternative to smoking”. So, as alternatives, they were changing their habits to electronic

cigarettes. It was because electronic cigarettes are perceived to be less harmful to health, less addictive, and more socially acceptable than tobacco cigarettes. However, it could undermine the public health message which is all tobacco - related products are unhealthy.

Besides that, friends, family, and the perception of social acceptability are the common reason for e- cigarettes that been found by Pepper and colleagues (2004). Besides that, many shops sell and provide this kind of electronic cigarettes. Electronic cigarettes are offered many types and also flavors additives to attract more consumers to consume it. In 2009, the US Food and Drug Administration (FDA) was the ban on the flavourings of cigarettes because the available flavourings are more than production and marketing. A survey was conducted and the results shows the variety of flavours was one of the factors changing from tobacco cigarettes to electronic cigarettes.

### **Knowledge Factor**

The next factor is the knowledge factor. It was because there is study which involve 45 - 64 years old smokers showed that many were not aware of health benefits of cessation and did not understand that by quitting smoking, they could reverse many of the health effects of smoking ( Dawel & Anstey, 2011; Kerr et al., 2006) . An external agency (Strategic Allies Ltd). Most of them were wants to follow the trends because of more information and videos on the internet. Nowadays, the internet becomes the most popular source to get the information that we want to get. Therefore, consumers can use the internet as the main source to find more about e-cigarettes.

Smokers turned vapers usually more educated when it's related to studies regarding vaporizing. These kinds of people are aware towards the fact that said 95% vaping are safers compared to the tobacco cigarettes and some studies advice that vaping are not impact lung or health health. The time that they consumed is not a problem as long as they have intentionally wanted to quit from smoking. Combusted tobacco are the problem. The used of dosage by the vapers or users of nicotine gums or patches, nicotine is not toxic. The long term vaping is not a public health problem; not any more than long term use of nicotine gums." (Dr. Jean-Francois Ether, 2014).

## **Behavior Factor**

The smokers who are first time in trying e- cigarettes believe that e-cigarettes are socially acceptable, effective as a cessation tool, and safer than conventional cigarettes and are not addictive. It is imperative to educate the public about the risks of harms and addiction- related to e- cigarettes (Grana et.al 2014).

The behavior gives the impact of using e- cigarettes. Nicotine is the cause of the changes in the brain which might increase stress and can lead to depression. A negative mood can relieve when using e-cigarettes.

Others, they easily wanted to try when their favourite actors also influencing them in changing them in changing them from tobacco cigarettes to electronic cigarettes. Their habits want to follow what their idols do because they think it was cool and they assume that what their action is a trend and they have to follow it.

## **Research Hypothesis**

In this study, there were four hypotheses that are we have which is:

H1: There is a significant of the factors that affect e-cigarettes used

H2: There is a significant relationship between e-cigarettes used and the environment factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes

H3: There is a significant relationship between e-cigarettes used and the behavior factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes

H4: There is a significant relationship between e-cigarettes used and the knowledge factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes

## Research Framework

A research framework has been conducted to investigate the factors that influence male staffs and male students in Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes:

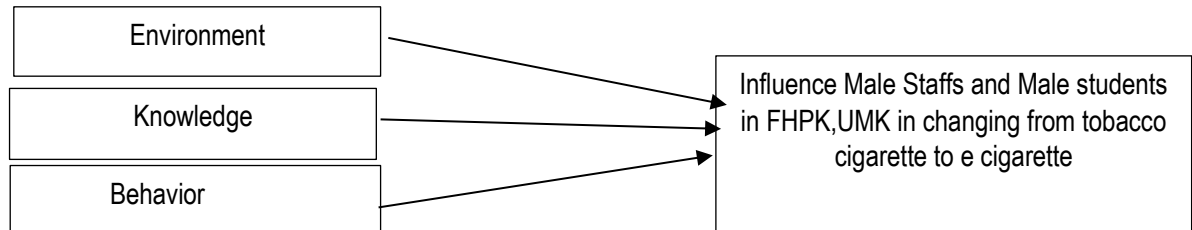


Figure 1: Research framework of the Factors That Influence Male Staffs and Male Students Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes

## METHODOLOGY

### Research Design

This study used the quantitative method that the data will be collected through survey research and gather all the information from the respondent. By using this methods is easy and better. Other than that, it will help this study to find out more data about the factor that changing habits of male staff and male students in using e-cigarette. The total of the respondent is 181 respondents that had been selected to make this study success.

### Data Collection

In the first stage, the data collection used in this study was questionnaire as soon as researchers find out about the respondents using e-cigarettes. Instructions design to prevent a social desirability bias because researchers want to choose the smokers that using e-cigarettes rather than smokers that use conventional cigarettes or tobacco cigarettes.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data by observing e-cigarettes, smokers and approach them to answer the questionnaires. Data collection will be completed in less than five minutes. There are 3 components in the questionnaire which are behaviour, knowledge, and environment. Each one of the components consist of eight questions. Then, the questionnaire will be divided into two part which is Section A is focused on Social Demographics and section B was according to independent variable.

### Sampling

The sampling method used in this study was the non- probability sampling rather than probability sampling which is voluntary response sampling. It was dividing the target into important subcategories. As we want to focus on the Universiti Malaysia Kelantan male staff and students in Faculty Hospitality, Tourism, and Wellness (FHPK), we have to recognize them and have to know if they were our sample or not.



In achieving reliable and valid sample of this study, the researchers used the table from Krejcie & Morgan (1970) to determine the sample size. The table will be shown as below:

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
 "S" is sample size.  
 Source: Krejcie & Morgan, 1970

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

**Error! Reference source not found.** = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

Independent t-test sample compare the means of two independent groups in order to determine that the associated population means are significantly different. The independent samples t-test is a parametric test. Independent sample t-test requires the assumptions of homogeneity of variance. A test for the homogeneity of variance call levene's test.

1.1 Ho1: There is no significant relationship between e- cigarettes used and environment factor in changing the habits of Male Staff and Male Students at Faculty Hospitality, Tourism and Wellness (FHPK) at Universiti Malaysia Kelantan in using e- cigarettes.

Table 1.0: Comparison of environment of male staff and male student from Faculty of Hospitality, Tourism and Wellness (FHPK) in Universiti Malaysia Kelantan

	Position	N	Mean (SD)	t	df	P value
Environment	Male Staff	11	4.55 (0.522)	0.932	179	0.352
	Male Student	170	4.20 (1.219)	1.886	18.163	0.075

From the table 1.0, are shown that comparison of environment of male staff and male student from Faculty of Hospitality, Tourism and Wellness (FHPK) in Universiti Malaysia Kelantan. In position Male Staff (M= 4.55, SD=0.522), t (179) =0.932 reported had not significantly compared to Male Students (M=4.20, SD=1.219), t (1.886) =0.075,  $p > 0.05$ . From the result stated, researcher confirmed to accept research hypothesis one.

1.2 Ho1: There is no significant relationship between e- cigarettes used and behaviour factor in changing the habits of Male Staffs and Male Students at Faculty Hospitality, Tourism and Wellness (FHPK) at Universiti Malaysia Kelantan in using e- cigarettes.

Table 1.2: Comparison of behaviour of male staff and male student from Faculty of Hospitality, Tourism and Wellness (FHPK) in Universiti Malaysia Kelantan

	Position	N	Mean (SD)	t	df	P value
Behaviour	Male Staff	11	4.45 (0.688)	1.135	179	0.258
	Male Student	170	4.13 (0.933)	1.483	12.515	0.163

From the table 1.2, are shown that comparison of behavior of male staff and male student from Faculty of Hospitality, Tourism and Wellness (FHPK) in Universiti Malaysia Kelantan. In position Male Staff (M =4.45, SD = 1.135) t (179) = 0.258 reported that not significantly compared to Male Students (M=4.13, SD=0.933), t (12.515) = 1.483,  $p > 0.05$ . From the result stated, researcher confirmed to accept research hypothesis one.

1.3 Ho1: There is no significant relationship between e- cigarettes used and knowledge factor in changing the habits of Male Staff and Male Students at Faculty Hospitality, Tourism and Wellness (FHPK) at University Malaysia Kelantan in using e- cigarettes.

Table 1.3: Comparison of knowledge of male staff and male student from Faculty of Hospitality, Tourism and Wellness (FHPK) in Universiti Malaysia Kelantan

	Position	N	Mean (SD)	t	df	P value
Knowledge	Male Staff	11	4.27 (0.647)	1.198	179	0.233
	Male Student	170	4.01 (1.009)	-0.032	10.961	0.183

In the table 1.3, are shown that comparison of knowledge of male staff and male student from Faculty of Hospitality, Tourism and Wellness (FHPK) in Universiti Malaysia Kelantan. In position Male Staff (M = 4.27, SD = 0.647) t (179) = -0.037 reported that significantly higher compared to male students (M =4.01, SD= (1.009), t (10.961) = -0.032 p <0.05. With the result stated, researcher confirmed to accepted hypothesis one.

## DISCUSSION & RECOMMENDATION

The main objective of this study is to investigate the factors that changing the male staffs and male students Faculty Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan in changing tobacco cigarettes to e-cigarettes. Based on findings in chapter 4, researcher agreed environment, behaviour, and knowledge does not affect the male staff and male student in changing tobacco cigarettes to e – cigarettes.

Recommendation, the study can involving larger number of respondents from three UMK campus should be conducted in future in order to get more effective result of the factors that influence respondents in three UMK campus in changing of using from tobacco cigarette to e-cigarette. Secondly, future study could include a comparison between three UMK campus to see whether which factor influence them the most in changing of using from tobacco cigarette to electronic cigarette (e- cig). Lastly, researchers also felt that the study can be done with or towards the postgraduate student due to majority of respondents are undergraduate students in this research. Therefore, this can help researcher to know that which factor influence the undergraduate students or the post graduate students in changing of using from tobacco cigarette to e- cigarette.

## CONCLUSION

The aim of this study was to identify factors that influence male staff and male student at Faculty Hospitality, Tourism and Wellness (FHPK) at Universiti Malaysia Kelantan in changing tobacco cigarette to e – cigarettes. Therefore, factors that have e-cigarettes use is the reason men are influenced by it which was dependent variable. Moreover, there were three independent variables which is environment, behaviour, and knowledge. Those independent and dependent variables were analysed by descriptive and T – Test. It shows that dependent variables influenced by independent variables. Then the result shows that has a no significance difference in environment, behaviour and knowledge. In conclusion, the finding of this study proven that there is no significant between environment, behaviour and knowledge

in changing tobacco cigarette to e-cigarettes among male staffs and male students at Faculty Hospitality, Tourism, and Wellness (FHPK) at Universiti Malaysia Kelantan.

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# Factors that Influence the Increasing of Obesity among UMK City Campus Students

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## ABSTRACT

This research presents a study of factors that influence the increasing of obesity among UMK City Campus students. Obesity can define as an illness involving a high amount of body fat. Obesity become one of the most important public health problems in the world because Malaysia is one of the countries was higher in obesity compared to other ASEAN country. Obesity is medical problem and called as a Non-Communicable Disease (NCD) with high risk of several diseases like heart attack disease, diabetes, and hypertension certain cancers in body. World Health Organization characterized obesity is a disorder during which excess body fat refer an accumulated within the body which may end in serious physical, psychological, health, behavioral, social and economic. Thus, this situation can affect the wellbeing of student life. Therefore, this study aims to determine factor that influence the increasing of obesity among UMK City Campus students. To be more specific, in this research to determine significant relationship between eating habits, physical activity and stress between obesity. There are 357 students have been randomly involving as respondents to answer the questionnaire conducted by the researcher. Pearson correlation used to determine on the link of independent variables towards factors associated with obesity among UMK's students. The result indicates that there is a significant relationship of all three factors. The researcher findings on survey conducted by 357 respondents provide insight and evidence on the high prevalence of factors associated with obesity that were eating habits maybe due to its availability, convenience, palatability. The findings of the data are essential in order to improve awareness to the university student about obesity problem.

**Keywords: Obesity, Eating Habits, Physical Activity, Stress, University Malaysia Kelantan**

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## INTRODUCTION

In the global context, Malaysia is one of the countries was higher in obesity compared to other ASEAN country. Obesity can define as an illness involving a high amount of body fat. The dependent variable is obesity among UMK City Campus Students. There are many reasons why some student has difficulty to avoid obesity in their life. Usually, in term of environment factor, personal daily routine, exercise choice and attitudes behaviour. As a student, mostly have spent time more in university is tend to highly influential in changing adult behaviour, in term of physical inactivity and other life style (Racette et al., 2005). High level of physical inactivity and number of disordered eating attitude and behaviour was effect the health condition in college student (Melissa, William, Betty, & Terril, 2007). According to the WHO, (2019) Malaysia was record as a highest rate of obesity among ASEAN countries with 64% of male while female was 65% have selected either obese or overweight. In continually rising obesity problem in Malaysia, various effort and method have implemented within the past decade to scale back this problem. These include healthy lifestyle campaign, eating habit programmers and therefore the development of the nutritional research priorities in Malaysia.



This study aims to investigate the factors that influence the increasing of obesity among UMK City Campus Students.

There are three objectives of this research:

1. To investigate the relationship between eating habits and obesity among UMK City Campus student;
2. To identify the relationship between physical activity and obesity among UMK City Campus student; and
3. To determine the relationship between stress and obesity among UMK City Campus student.

## **SIGNIFICANCE OF THE STUDY**

### ***Academic Researcher***

This research pursues to contribute clearer information and address all the existence of information to new researchers that who wants to study about obesity. This can help them to investigate and explore more about the study related with this topic. Our research will be of interest to other researcher to do the research, because if this research is perfect, this study will be as a guideline or reference for future researcher that wishes to study on this issue. Future researcher could do their literature review on this study to gain an idea on the results on previous research shows.

### ***Obese People***

This study is important to people who suffer from obesity. This is because, in this research study more about factors that influence the increasing the obesity. So, when people who are suffering from obesity reading this review will help them reduce obesity experience for them. The factors that can lead to the obesity what they doing in their daily lives like consume more fast food, physically inactive or stress can also be avoid preventing obesity. This is because; obesity problems that a person facing is able to affect health and even make life difficult. Hence, this study will have a positive affect to obese people especially university students. The factors studied focus more on the causes to the students face like social status.

### ***Community***

Availability of this study will give importance to the community to learn more about obesity. In addition, the increase in the awareness of obesity is one of the reasons why this study is more significant to the community. If community lack of awareness about obesity it can lead to become serious health problem like diabetes, cardiovascular or hypertension.

### ***World Health Organization (WHO)***

This research is important to this organization because they are easier to track information of the obesity more too male or female students in university society. Indirectly, WHO also easy to get statistical about obesity of Malaysian.

## **LITERATURE REVIEW**

### ***Eating Habits***

Students at the higher institution are prone to get obese since the college or university life is most likely assist with complex environment, where students experience a decrease in exercise, a hike in stress level, and the adoption of unhealthy food intakes like the consumption of canned drinks, sugar, fried and processed foods and irregular meal intake. Poor eating habits are one of the significant health problem among the students whom experienced the transition of their university life, as the students will be prone to stress and have no time for physical activities. (El-Kassas et al., 2015; Rashid et al., 2009).

Students experience a significant shift in their lifestyle, when they live far from home like in hostel will eventually effect their food consumption. Leaving far from home, left the students with no choice except getting hawker stalls food, which have low nutritional value and are unhealthy compared to the homemade food. There are studies shows the dietary of students staying in different states or country from their family will lead them into a number of unhealthy lifestyle practices (El-Ghazali, Ibrahim, Kanari, & Ismail, 2010).

### ***Physical Activity***

Physical activity level plays crucial and a protective role against obesity, as well as its important in the regulatory system controlling the storage, distribution and utilization of calories. Both physical inactivity and sedentary behavior is one of the negative attitudes someone in daily routine. Regularly practicing this attitude might be having big changes to get risk of obesity life. Adult should be getting at least 150 minutes in doing moderate physical activity for each week to reduce risk of obesity.

Based on the previous research, the physical activity that influence the increasing of obesity is showed the result in this factor is more tendency high among female student compared to the male student (Alebshehy, 2016). On the other hand, physical activity also can be influence by environment factor, which is if their friend decreases the participation in sport; will cause them to be lazy to engage in activities that keep their body healthy during leisure time. Recently, world technology was trending nowadays reason their lack of physical activity among age group.

### ***Stress***

Stress also can contribute to the obesity among university students (Wimmelmann, 2015; Gupta, 2009; Kim, 2016). Stress defined as a changing emotional too negative presumption through up with behavioural, physiological and biochemical changes (Estrada, 2018). For student their more tendency to become stressful in daily basic because overload of the homework or assignment (Yang et al., 2007). This factor also become increasing of students because their concerns about the lack of demand in market about future work opportunities (Lou, Zhou & Wu, 2005). This will allow them to take more food consumption to release stress in daily life. It has a significant impact on student health and lifestyle that is their possible to get obesity problem. This factor leads to obesity because their lack of irregularity in diet and exercise (Vengatesan, 2018).

According to Padmasree et al., (2012) the professional students, a high risk when obesity is concerned predicted 67% will increase the risk of obesity. This is mainly because student is stressful. The pressure of examination, discrepancies between expectation and reality all can anticipated to bring psychological stress very demanding course, time schedules of degree become their less physical activity and increase of food intake.

## RESEARCH HYPOTHESIS

In this study, there were three hypothesis related to identify the relationship of obesity between the factors eating habits, physical activity and stress among the UMK City Campus students.

- H1: There is a significant relationship between eating habits and obesity among UMK City Campus students.
- H2: There is a significant relationship between physical activity and obesity among UMK City Campus students.
- H3: There is a significant relationship between stress and obesity among UMK City Campus students.

## RESEARCH FRAMEWORK

A research framework been conducted to investigate the connection between the eating habits, physical activity and stress with obesity among UMK City Campus students. The framework of this research will use the Ecological Model that development by Urie Bronfenbrenner (1970). Ecological Model has considered as an acceptable framework to relation individual and social activities with environmental determinants to prevailing health problem. In addition, the framework demonstrated the most important factor influence the increasing the obesity.

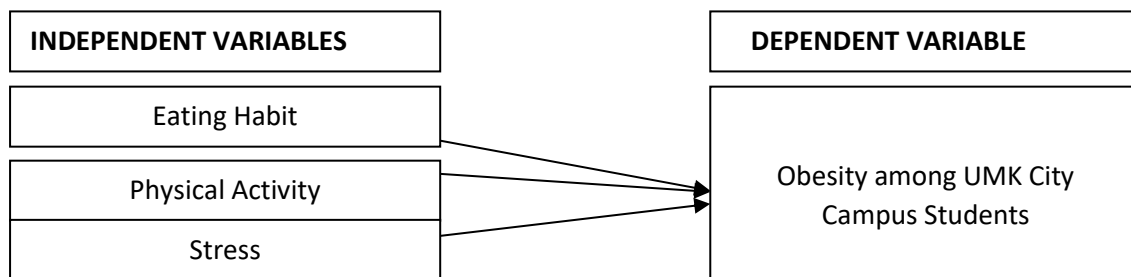


Figure 1: Research framework of Factors that Influenced the Increasing Obesity among UMK City Campus Student

*Source: Adopted from Urie Bronfenbrenner (1970); Deliens (2014); Che Wan Jasimah (2019) & Sartorius (2015)*

## METHODOLOGY

### Research Design

This study used a quantitative design. The surveys used questionnaire distributed to 357 respondents to collect the primary data as the sources to get information about obesity problem among UMK's students. This method will allow a greater understanding of analysis and provide a more through factors towards obesity problem.

### Data Collection

In this research study, primary data and secondary data are suitable approach for gathering the data. Primary data focused to the questionnaires. A questionnaire assigned randomly to the respondents and according to Krejcie & Morgon (1970) table, our respondent will be 357 UMK's student. A set of questionnaires was distributed to the population to collect the data which are UMK City Campus students. This questionnaire divided into 6 sections. The section

A is demographics and it designed to collect the background information of respondents. Section B consist of Likert scale and open-ended questions, the question based on obesity (DV) and section C to E which categorized factor of obesity (IV) which is eating habits, physical activity and stress. Meanwhile, section F refer to questionnaire feedback to respondents. In this study, researchers use nominal scale, where the respondents asked to determine their ratio scale to get the respondent's demographic in section A. In section B until F, researchers use ordinal scale.

## Sampling

The sampling method used in this study was the probability method, which is multi-stage stratified random sampling method. The researcher uses this method because of cost effective and time effective that will helps simplified the population into subgroup. Therefore, firstly selected student in randomly which divided into two faculty which is FKP and FHPK. Then, choose the students from year 1 until year 4. The population also separated into males and females. This ordering consequence will help us in order to collect a sufficient of respondent data regarding questionnaire.

In achieving reliable and valid sample of this study, the researchers refer Krejcie & Morgan (1970) table to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were five data types of data analysis used in this study, that were frequency analysis, descriptive analysis, reliability analysis, Pearson correlation and multiple linear regression. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

### 1) Frequency Analysis

Frequency for gender analysis consist of 128 males, and 229 females who involved in answering the online questionnaire the percentage of gender are 35.9% and 64.1% respectively of total 357 respondents.

Next, frequency for age analysis shows the highest percentage of respondents 52.1% were aged between 22-24 years old, and 24.4% of the respondents were aged 19-21 years old. Meanwhile, respondents aged with 25 and above occupy 23.5% of the respondents.

The frequency for marital status illustrates that 357 respondents, which is equal to 82.9%, are single. Meanwhile, there are 17.1% of respondents are married.

Frequency for of Malay category has the highest percentage of 36.1%. Next, followed by Indians that record as 32.2%. Chinese category has the percentage of 25.5% out of 357 respondents. 6.2% of the respondents are from other races has records the lowest percentage in filling up this online questionnaire.

Besides that, the frequency for program available in UMK City Campus, the highest percentage of respondents of 53 students, which is, equals to 14.8% are from SAB. Follow by 14.6% by SAK students, 13.7% by SAE students, 13.02% by SAH students, 12% by SAL students, 11.5% by SAR students, and 10.6% by SAP students and SAW showing the least number of percentage that is about 9.5%.

Lastly, frequency the Body Mass Index (BMI) of the respondents shows the obese category has the highest percentage of 53.2% followed by overweight, which records as 18.5%. Underweight category has the percentage of 16.8% out of 357 respondents. 11.5% of the respondents are normal has records the lowest percentage in filling up this online questionnaire.

### 2) Descriptive Analysis

Table 1: Result of Descriptive Statistics Dependent and Independent Variable

Variables	Mean	Standard Deviation
<b><u>Dependent Variable</u></b>		
Obesity	4.6913	0.52900
<b><u>Independent Variable</u></b>		
Eating habit	4.4443	0.56025
Physical Activity	4.3804	0.59356
Stress	4.4347	0.55922

The above table shows the mean value for dependent variable, obesity is 4.6913, but independent variable, which is eating habits (4.4443), is slightly higher than stress (4.4347) and followed by physical activity is (4.3804). Meanwhile, the range standard deviation for dependent variable obesity (0.52900), and for independent variable, eating habit (0.56025), physical activity (0.59356) and stress was recorded (0.55922).

### 3) Reliability Analysis

Table 2: Result of the Reliability Analysis

Variable	Cronbach's Alpha	Number of item	Strength of Associated
<b><u>Independent Variable</u></b>			
Eating Habit	0.902	5	Acceptable
Physical Activity	0.918	5	Acceptable
Stress	0.911	5	Acceptable
<b><u>Dependent Variable</u></b>			
Obesity among UMK City Campus Students	0.937	5	Acceptable

The acceptable value for Cronbach's Alpha range from 0.7-0.95. Based on Table 2 shown the first independent variable is eating habit, the value shows 0.902. The second independent variable is physical activity is 0.918. The third independent variable is stress and the value shown 0.911. Then, the value for obesity shows is 0.937. It can be concluded that the entire variable is reliable based on the test because the Cronbach's Alpha is more than 0.70.

### 4) Pearson Correlation Analysis

Table 3: Result of Pearson Correlation

Items		Obesity	Eating Habits	Physical Activity	Stress
Obesity	Pearson Correlation	1	.494**	.426**	.457**
	Sig. (2-tailed)	357	.000	.000	.000
	N		357	357	357

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

According to Table 3, the relationship between eating habits and obesity is moderate positive correlation.  $H_1$  is accepted. There is a connection between eating habits and obesity as the correlation coefficient is 0.494 or 49.4%. It means  $H_0$  should be rejected. It can be concluded that obesity is influenced by eating habits. Therefore, there is a connection among eating habits and obesity.

Based the table above, the relationship between physical activity and obesity is moderate positive correlation.  $H_1$  is accepted. Therefore, there is a connection between physical activity and obesity as the correlation coefficient is 0.426 or 42.6%. It means  $H_0$  should be rejected. It can be concluded that obesity is influenced by physical activity. Therefore, there is a connection between physical activity and obesity.

The result of correlation analysis between the factors has shown in the table was for the relationship between stress with obesity. The relationship between stress and obesity is moderate positive correlation.  $H_1$  is accepted. Therefore, there is a connection between stress and obesity as the correlation coefficient is 0.457 or 45.7%. It means  $H_0$  should be rejected. It can be concluded that obesity is influenced by stress. Therefore, there is a connection between stress and obesity.

## 5) Multiple Linear Regression

Table 4: Summary of the Multiple Linear Regression Analysis

Coefficients <sup>a</sup>							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Comment
		B	Std. Error	Beta			
1	(Constant)	2.479	.205		12.098	.000	
	Eating Habits	.332	.076	.351	4.338	.000	Significant
	Physical Activity	.021	.081	.024	.264	.792	No Significant
	Stress	.145	.091	.154	1.591	.113	No Significant
a. Dependent Variable: Obesity							

Based on the regression result, eating habits (standardized beta = 0.332,  $p < 0.001$ ) was the most significant determinant for increasing of obesity among the UMK student compared to other variables. The physical activity and stress variables resulting no significant and excluded determinant in this research probably due to the assumption placed by the respondents towards impact of increasing obesity among them. UMK's students always has involved in a lot social programmes and they choose safe lifestyles by participated in curriculum activities. From example, Suksis, Wataniah and Palapes Laut. Besides that, many physical exercises will carried out in each club or community like, cycling, swimming, jogging, running competition, ping-pong also soccer. SAW program student also has always-coordinated fitness activities based on past records like Zumba once a week. In additional, stress also no significant and excluded determinant in this research probably due to stress can have a direct impact on their weight. This may affect their eating habits and may also not feel hungry or may forget to eat altogether when experiencing stress, leading to weight loss. Studies of the effects of stress management techniques in addition to dietary interventions for weight loss are scarce (Christaki et al, 2013).

## DISCUSSION & RECOMMENDATION

There is a significant relationship between eating with obesity among the student. This means, eating habits is one of the factors associated with obesity among students in UMK. The items had a good reliability analysis with the Cornbrash's Alpha value of 0.902 in the actual survey. The first independent variable showed that the relationship between eating habits and obesity is moderate positive correlation. Therefore, H1 was support, as there was a significant association between eating habits and obesity. There is a connection between eating habits and obesity as the correlation coefficient is 0.494 or 49.4%. The findings were consistent with the results of (El-Kassas et al., 2015; Rashid et al., 2009), found that poor eating habits are one of the significant health problem among the students whom experienced the transition of their university life as they are exposed to stress and lack of time for physical activities. Besides, the results are also agreed with (El Ghazali, Ibrahim, Kanari, & Ismail, 2010); undesirable practices that affects their overall health are characterizes by the daily diets of the university students staying at hostel or other place far from their home. This is all because during this period, it is accompanied by the adoption of unhealthy food intakes like the consumption of canned drinks, sugar, fried and processed foods and irregular meal intake.

Next, there is a significant relationship between physical activity with obesity among the student. This means, physical activity also the factors associated with obesity among UMK students. The items had a good reliability analysis with the Cronbach's Alpha value of 0.918 in the actual survey. Therefore, H1 was support, as there was a significant association between physical activity and obesity. The results showed that there was a relationship between physical activity between obesity which that 0.4260 or 42.6%. In today, student's hectic life, it becomes difficult for them to spare time for physical activities because of the overload assignments and studies. It is make them to setting for a long time in front computers. Moreover, for relaxation, students tend to search the internet, watch movies or play computer games and rarely involve in physical activities. The body as fat stores physical inactive lifestyle of students triggers weight gain as they do not used up the energy provided by the food, and the extra energy consumed. This result were reliable with the findings of Rosen et al (2014) that stated most of the teenagers are lead to increase the amount of obesity, because of their take a long time with media social or gadget that can be decrease level of physical activity and this finding was reliable with the results.

Lastly, there is a significant relationship between stress with obesity among the students. This means that stress is the factors influenced with obesity among UMK students. The items had a good reliability analysis with the Cronbach's Alpha value of 0.911 in the actual survey. H1 accepted, as there was a significant association between stress and obesity. Therefore, there is a connection between stress and obesity as the correlation coefficient is 0.457 or 45.7%. Due to the pressure of examination, discrepancies between expectation and reality all can anticipated to bring psychological stress very demanding course, time schedules of degree and less physical activity. The finding was consisted to Che Wan Jasimah (2019) said stress would influence because of the professional and social live. The authors proven with university student many of assessment also tough of learning, and their lack time to rest but this factor also increasing the obesity because of student is impaired sleep.

As recommendation to reduce percentages of obesity in university student, need to give awareness to them. The institutions can use effective interventions to improve student's eating habits such as providing markets to sell healthy meals in campus. Next, increase physical activity in daily routine are a necessity. Thus, use health promotion approach in educational approach. The advantages of educational approach is to give information, unsure knowledge and understandings the phenomenon of obesity through its impact on their health. Besides that, consider improvements curriculum content and delivery regarding the subject of nutritional intake for the specific amounts and limits for foods group and body weight management is a call for action as university arenas represent the final chance for nutritional education to the student. Lastly, students' needs control by the individual himself like do a health screening to detect obesity symptoms at an early stage. Adopt a balanced diet in their daily food intake such as referred on the food pyramid also avoid excessive food intake compared to energy expenditure, such as reduce sedentary habits and limit the use of gadgets in daily activities.

## **CONCLUSION**

The research objective to determine the relationship between eating habits, physical activity and stress between obesity, have moderate positive relationship. This study shows, 190 students considered as obese person. In addition, the major factor that most influence the increasing obesity has been identified which is eating habits with the results shown by the t-test, 4.338 values. Data collected from questionnaire distributed to 357 respondents in UMK City Campus students. Among three independent variables, eating habits is highly correlated with obesity that is about 49.4%. It seems that most of student obesity caused by eating habits. All the hypotheses in this study are accepted. This research would also help students, to changes their lifestyle. In conclusion, the findings of this study proven that there is connection



between eating habits, physical activity and stress to the obesity factors among UMK City Campus students.

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# Factors that Influence the Intention of Purchasing Beauty Products Among Female Consumers from Leading Drugstore in Terengganu

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## ABSTRACT

A variety of choices may confuse consumers to make the right decision, but their main intention of purchasing a beauty product will help them to make a better choice. The objective of this study is to define the relationship connection between brand, knowledge, social media and price toward the intention of purchasing beauty products among female consumer from leading drugstore in Terengganu. There are 384 consumers have been randomly involved in questionnaires survey conducted by the researcher. This study intends to determine the significant relationship between brand, knowledge, social media and price influence to intention to purchase a beauty product among female consumer from selected drugstore in Terengganu. The researchers used quantitative methods, the main source is the use of questionnaire survey, and primary data is the use of previous research. The elements analysis of the survey is result revealed social media, price and knowledge strongly influence female consumer to purchasing a beauty product from leading drugstore in Terengganu.

**Keywords: Intention of purchasing beauty product, Brand, Knowledge, Social Media, Price, Female Consumer**

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## INTRODUCTION

The primary scientific experiment on beauty was carried out by (Hogarth in 1753 and also cited in Armstrong, 2004) states that beauty was an objective property of objects related to their proportions based on Pythagoras' idea (David M. Frohlich, 2004). Beauty products that sold in the market are divided by two types which is drugstore makeup product and fancy makeup products. A variety of choices may confuse consumers to make the right decision, but their main intention of purchasing a beauty product will help them to make a better choice. This study aims to investigate factors that influence the intention of purchasing a beauty product among female consumers. The target population of the study is the female consumer who stay in Terengganu.

Most of the research before this has been given important on non-manufacturing industries which is service sector such as hotel industry, technology, CRM technology, details of the psychology models, technology and internet shopping usage, that make the term of beauty products on the framework are with less concentration (Kayhan, 2014). Many types of natural cosmetic claims that their products are natural, organic, herbal, does not bring damage to nature, sustainable, not harm the pollution, vitamin and others. It will make consumers confused and hard to decide the two process on the purchasing the beauty products (Herich, 2018; Hsu et al., 2017). Most of the research has focused on sustainable consumption behaviour (Tanner, 2003; Vermeir, 2008; Carrete, 2012; Lorek, 2013; Gleim, 2013; Johnstone, 2015; Hsu, 2017; Hasan, 2018). But still few studies only have been conducted on individual consumer purchasing behaviour (Matić and Puh, 2016; Chin et al., 2018). There are four objectives of this research:

1. To measure the relationship between brand and intention of purchasing beauty products among female consumers in Terengganu.
2. To study the relationship between knowledge and intention of purchasing beauty products among female consumers in Terengganu.
3. To investigate the relationship between social media and intention of purchasing beauty products among female consumers in Terengganu.
4. To examine the relationship between price and intention of purchasing beauty products among female consumers in Terengganu.

## **Significance of the Study**

### *Beauty Product Consumer*

This study gives benefits to the consumers that use beauty products. They will gain knowledge on what the aspects that are important to know when they want to purchase a beauty product. The consumers also can know that with their income which is high or low, they will able to purchase the beauty products in Watsons and Guardian at affordable price from different brands, prices and ingredients. Consumers also know that why the aspects on purchasing beauty products are importance before using any beauty products in the market.

### *Beauty Product Seller*

This study will give benefits to the seller especially drugstore which is Watsons and Guardians. Seller will more focusing on well-known beauty product in their drugstore to impress more consumers to purchase the beauty products. Even though seller also can get benefit from this research by marketing their own brand, because brand is one of the main intention of consumer to purchase beauty product. This can make them feel motivated to sharpen their skills on selling beauty products as it can make the drugstore more well-known as for good consumer service.

### *Beauty Product Manufacturer*

This research is important to the manufacturer because they are easier to produce good and safe product to the consumer based on what are the problem that having by the consumer.

Indirectly, the manufacturer also can aware on what are the ingredients that are not suitable for consumer. The manufacturer also sells the beauty product that are already approved by the Ministry of Health (MOH) as it can increase their profit to the company and also make them to produce more beauty products.

## **LITERATURE REVIEW**

### **BEAUTY PRODUCT AND INTENTION OF PURCHASING**

Beauty products refer to any of various preparations that are applied to the human body to create beautifully, preserve or change the appearance (Britannica, 2011). Keller (2001) described purchasing behavior as a buyer feel that was convinced to buy a product or service that would make consumers happier or view the product different from someone else.

#### **Brand**

Brand is one of the usual aspects that always considered by consumers whenever they want to purchase a beauty product, (Malaysia Insider, 2014). Brand name has the ability to create loyal consumer of the products which make it have a link with the brand loyalty (Lorne & IIsang, 2014). According to Saydan (2013), correct image of the brand is important to the consumer, particularly in the field of beauty products, to secondary batteries the target of the organization, and stance the brand.

#### **Knowledge**

Awareness and growing consumer awareness of hazards Synthetic chemicals drive the need for a healthy lifestyle and for organic personal care products (PCP). Some personal care products (PCP) comply with the definition of cosmetics and drugs. When there are two kinds of products intended use, this kind of situation could occur (FDA Triclosan, 2010). The main concern for human health in all of these products is caused by exposure to arsenic, cadmium, mercury, and give rise (Cao et al., 2010).

#### **Social Media**

Technology plays an important role in shaping consumer behavior and mind set in this period. The content creators are known as beauty vloggers or beauty influencers. Development technology and social media were offering new platforms for marketers to create their marketing strategies and influence buying decisions for consumers. Consumer purchases are strongly influenced by culture, according to Kotler et al. (2013),

## **Price**

Aspect of price is very important thing which is considered for the average consumer (Janany and Shivany, 2017). Price has its significant impact which is evaluate consumer to make their final decision and alternative product (Zsofia Kenesei and Sarah Todd, 2003). Purchasing decision are influences by the price and the quality of the product and states that the price and quality product will be affect the trust of consumer (Suhaily and Darmoyo, 2017).

## **Research Hypothesis**

In this study, there were four hypotheses related to identify the relationship between brand, social media, knowledge, price and intention of purchasing beauty products among female consumers.

- H1: There is significant relationship between brand and intention of purchasing beauty products among female consumers in Terengganu.
  
- H2: There is significant relationship between knowledge and intention of purchasing beauty products among female consumers in Terengganu.
  
- H3: There is significant relationship between social media and intention of purchasing beauty products among female consumers in Terengganu.
  
- H4: There is significant relationship between price and intention of purchasing beauty products among female consumers in Terengganu.

## Research Framework

A research framework has been conducted to investigate connection between the relationship brand, knowledge, social media and price with the intention of purchasing beauty products. The independent variables are brand, knowledge, social media and price. The dependent variable are intention of purchasing beauty products.

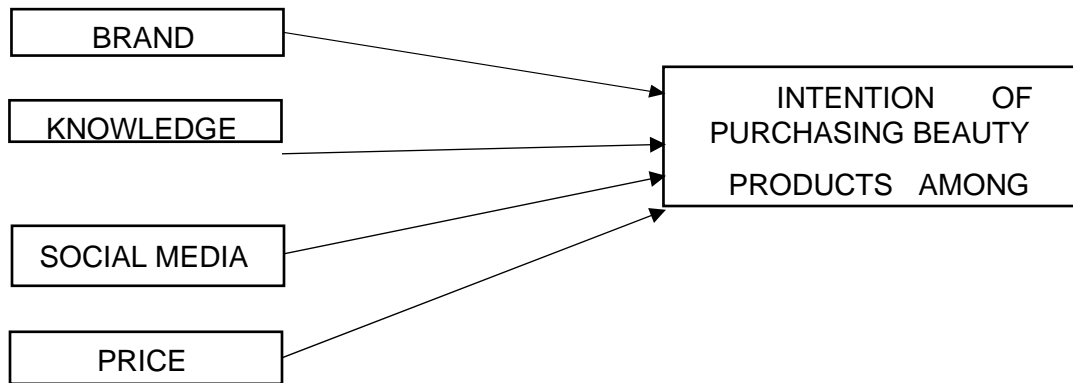


Figure 1: Research framework of a variable in the intention of purchasing beauty products among female consumer in Terengganu.

## METHODOLOGY

### Research Design

This study used the cross-sectional design and the quantitative method that questionnaire was distributed to 384 female consumers. Moreover, research design may help researchers in order to carry out research objectives. Female consumers that stay in Terengganu will be surveyed to answer the research objectives.

### Data Collection

In the first stage, the data collection used in this study are questionnaires. A questionnaire will be assigned randomly to the respondents and according to Krejcie and Morgan (1970) which on the table, our respondents are selected will be 384 respondents. The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data which are female consumers that stay in Terengganu. The research will divide questionnaire into 6 sections which are Section A, Section B, Section C, Section D, Section E and Section F. For Section A, the questionnaire provides the general information about respondent's demographics such as age, race, status, monthly income, education level, frequencies respondent visits to drugstore monthly and frequencies respondents on favourite brands of beauty products. For the Section B, C, E and F, the questions will elaborate more on the dependent and independent variables which include the Brand, Knowledge, Social Media, Price and Intention of purchasing beauty products that will be examined in the survey. There will be two types of scales namely nominal and ordinal.

## Sampling

The sampling method used in this study was the non-probability sampling which is convenience sampling. The researchers use this method because the target population of respondents meets the certain practical criteria. The convenience sampling used because it kind of affordable method of collecting data because the researcher can use social media such as Google form to collect data so that they will not have face-to-face with respondents. The questionnaire will be distributed randomly to female consumers that stay in Terengganu.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula has shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

N = population size

n = sample size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were four data types of data analysis used in this study, that were Frequency analysis, Descriptive analysis, Reliability analysis and Pearson correlation coefficient. The data obtained was analyzed by using Statistical Package for the Social Science (SPSS).



## FINDINGS

### Frequency Analysis

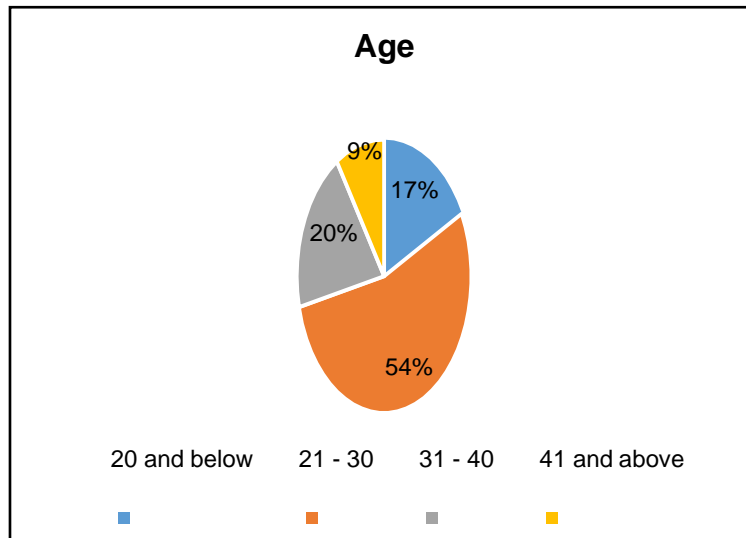


Figure 1.1: Respondents by Age

Figure 1.1 shows the distribution of respondents according to age. It illustrates that the highest percentage of respondents (53.9%) were aged 21 – 30 with 207 respondents. This followed by age 31 – 40 with 75 respondents (19.5%). There are respondents which age 20 and below the frequency of 67 respondents (17.4%) and the least number of percentages about age 41 and above with 35 respondents (9.1%).

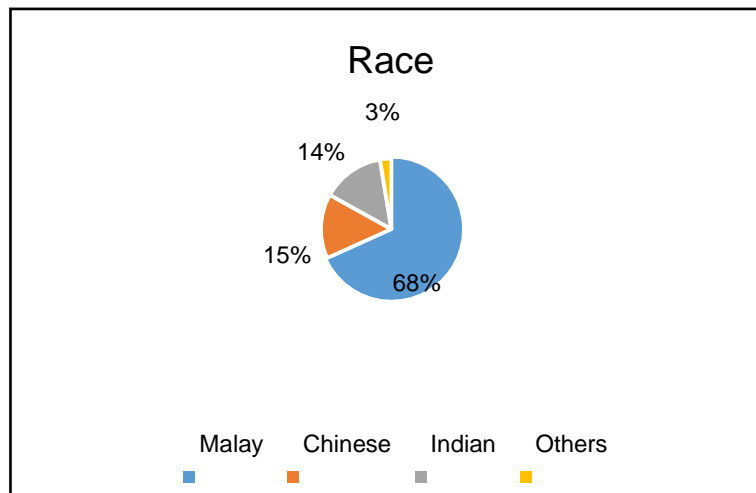


Figure 1.2: Respondents by Race

Figure 1.2 shows respondents according to race. It illustrates that the highest percentage came from Malay that is 262 respondents (68.2%), followed by Chinese and Indian, there were 57 respondents (14.8%) and 55 respondents (14.3%) respectively. Meanwhile the lowest number of percentages is others that is 10 respondents (2.6%).

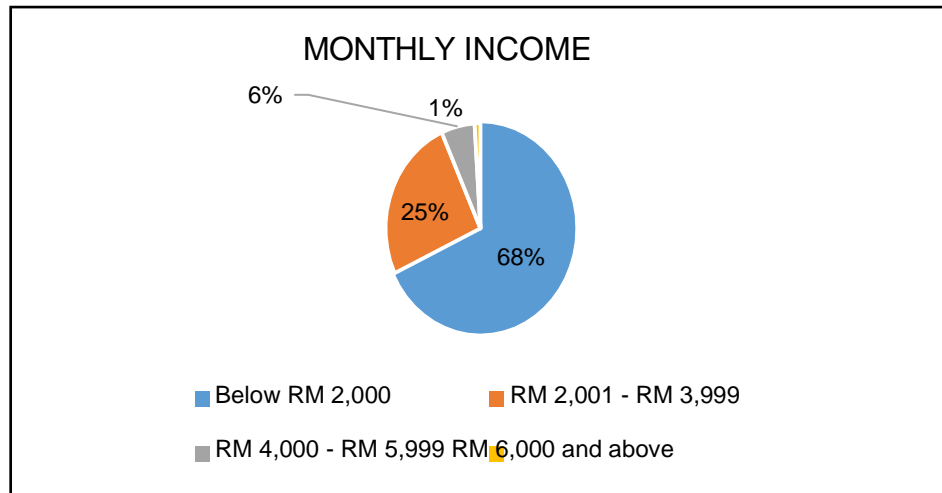


Figure 1.3: Respondents according to Monthly Income

Figure 1.3 shows the respondents according to their monthly income. It illustrates that the highest percentage that achieved monthly income below RM 2,000 was about 261 respondents (68.0%). The second highest monthly income of respondents is RM 2,001 – RM 3,999 was about 97 respondents (25.3%) meanwhile the third group that is RM 4,000 – RM 5,999 was about 22 respondents (5.7%). The lowest monthly income of respondents that is RM 6,000 and above was about 4 respondents (1.0%).

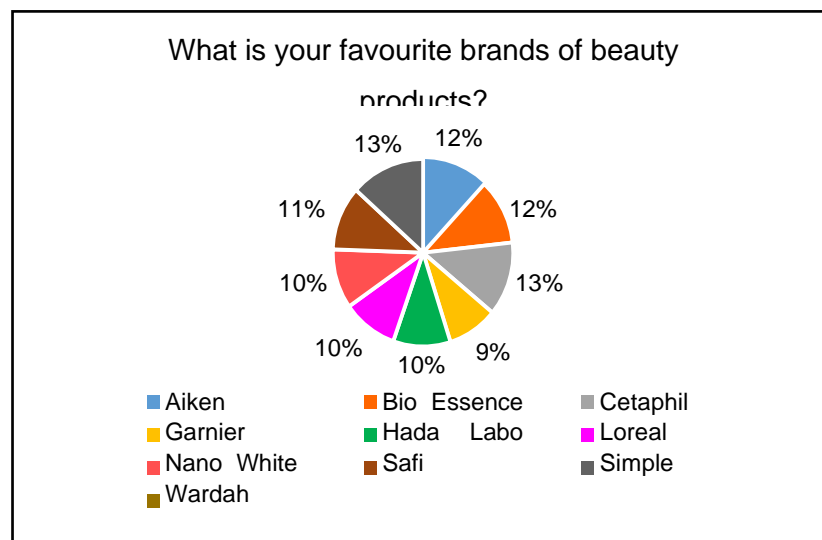


Figure 1.4: Respondents according to frequencies favourite brands of beauty products

Figure 1.4 shows the respondents according to frequencies favourite brands of beauty products. It illustrate that the highest percentage came from Simple about 47 respondents (12.2%), followed by Cetaphil with 45 respondents (11.7%), Aiken with 42 respondents (10.9%) and Bio Essence about 40 respondents (10.4%). For Safi, it was about 39 respondents (10.2%), Hada Labo and Nano White respectively about 36 respondents (9.1%) and Loreal about 35 respondents (9.1%). The least number of percentages is Garnier and Wardah respectively about 32 respondents (8.3%).

## Brand

Table 2.1: Total Frequency, Mean and Standard Deviation of Brand (n=384)

Items	Frequency					Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree		
1. Attraction to a well-known brand product.	5 (1.3%)	31 (8.1%)	60 (15.6%)	174 (45.3%)	114 (29.7%)	3.94	0.944
2. Frequency of buying the beauty product.	5 (1.3%)	16 (4.2%)	54 (14.1%)	142 (37.0%)	167 (43.5%)	4.17	0.912
3. Brand recognition with other competitors.	8 (2.1%)	14 (3.6%)	81 (21.1%)	161 (41.9%)	120 (31.3%)	3.97	0.926
4. Stick with the regular brand of beauty product.	4 (1.0%)	21 (5.5%)	71 (18.5%)	146 (38.0%)	142 (37.0%)	4.04	0.931
5. Knowledge about beauty products is important.	3 (0.8%)	16 (4.2%)	55 (14.3%)	151 (39.3%)	159 (41.4%)	4.16	0.877

Table 2.1 shows the mean values for independent variables, brand. As it shown from the table above, the highest mean score is 4.17, which is the frequency of buying the beauty product. Meanwhile, the lowest mean score is 3.94 which is attraction to a well-known brand product.

Table 2.2: The Correlation Result between Brand and Intention of purchasing beauty products

	Brand
Intention of purchasing beauty product (DV)	0.561**

According to table 2.2, positive value of Correlation is 0.561\*\* shows that the relationship between brand and intention of purchasing beauty product is moderate positive level. It shows that 56.1% dependent variables influenced by independent variables (brand). Thus, the correlation between brand and intention of purchasing beauty product is moderately significant.

## Social Media

Table 3.1: Total Frequency, Mean and Standard Deviation of Social Media (n=384)

Items	Frequency					Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1. Social media help to decide beauty product purchase	5 (1.3%)	22 (5.7%)	63 (16.4%)	166 (43.2%)	128 (33.3%)	4.02	0.920
2. Purchase beauty product after watching review.	4 (1.0%)	24 (6.3%)	71 (18.5%)	159 (41.4%)	126 (32.8%)	3.99	0.927
3. Check out a new beauty product on social media.	4 (1.0%)	26 (6.8%)	71 (18.5%)	152 (39.6%)	131 (34.1%)	3.99	0.945
4. Beauty vlogger's effect the purchase of cosmetic products.	8 (2.1%)	42 (10.9%)	78 (20.3%)	138 (35.9%)	118 (30.7%)	3.82	1.052
5. Seek advice from social media contacts for opinion.	11 (2.9%)	42 (10.9%)	84 (21.9%)	146 (38.0%)	101 (26.3%)	3.74	1.055

Table 3.1 shows the mean values for independent variables, social media. As it shown from the table above, the highest mean score is 4.02, social media help to decide beauty product purchase. Meanwhile, the lowest mean score is 3.74 which is seek advice from social media contacts for opinion.

Table 3.2: The Correlation Result between Intention of Purchasing Beauty Product and Social Media

	Social Media
Intention of purchasing beauty product (DV)	0.925 **

According to table 3.2, the positive value of Correlation is 0.925 shows that the relationship between social media and intention of purchasing beauty product is strong positive level. It shows that 92.5% dependent variables influenced by independent variables (social media). Thus, the correlation between social media and intention of purchasing beauty product is highly significant.

## **DISCUSSION & RECOMMENDATION**

The main objective of this study is to identify the intention factors of purchasing beauty products among female consumer from leading drugstore in Terengganu. Based on findings, researcher agreed brand, knowledge, price and social media does affect the intention of purchasing beauty products among female consumer from leading drugstore in Terengganu. The respondents agreed that brand is important as they usually buy beauty products on brand that they usually use. Then the respondents agree that knowledge affect the intention of purchasing beauty products as they know that knowledge is important when consuming beauty products. Next, the respondents agree that social media most effect on purchasing beauty products as respondents usually buy beauty products because on the advertisements and they will get information real quick about the beauty products. Last, the respondents agree on price affect the intention of purchasing beauty products as they look at price when they want purchase beauty products and the products need to be affordable in drugstore.

Recommendation, the researcher should wider researcher place not only focus in Terengganu it can be expand east coast Malaysia to more accurate researcher data. This is because in other places also got respondents that use beauty products from drugstore. Moreover, recommended to keep researcher questionnaire brief. This is because in the questionnaire, there are some respondents did not answer the question.

## **CONCLUSION**

The aim of this study was to identify the intention factors of purchasing beauty products among female consumer from leading drugstore in Terengganu. The importance of the study is to give benefits to the consumers that use beauty products as they will get knowledge when they want to purchase a beauty products. This study also will give benefits to the seller as they will convince the customer to buy their products. This also become important to the manufacturer as they will produce good and safe products based on the problem that customer's having. In this study, the intention factors was influenced by brand, knowledge, social media and price. Therefore, the intention factors of purchasing beauty product which was dependent variable. Moreover, there were four independent variables which is brand, knowledge, social media and price. Those independent and dependent variables were analyzed by Pearson Correlation Coefficient. Then the result shows the correlation between brand, knowledge, social media, price and intention of purchasing beauty products is highly significant. In conclusion, the finding of this study proven that there is connection between brand, knowledge, social media and price with the intention of purchasing beauty product among female consumers from leading drugstore in Terengganu.

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# Factors That Influence Toward Stress amongst Female Students Year 4 In University of Malaysia Kelantan, Pengkalan Chepa

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## ABSTRACT

Stress become a worried mental health among people in Malaysia and stress is kind of emotional disorders which often experienced by humans especially among the university students in Malaysia and stress can be described as a state or feeling of anxiety, frustration, and others. In addition, stress is one of the inevitable pattern in all facets of human life. The objective of this study is to identify the relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 students University of Malaysia Kelantan, Pengkalan Chepa. In the questionnaires distributed by the researcher, about 265 students were randomly involved. This study focused on stress amongst female year 4 at the University of Malaysia Kelantan, Pengkalan Chepa. Using descriptive analysis, this study studied the relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 University of Malaysia Kelantan, Pengkalan Chepa. Cyberbullying, education, and psychosocial discoveries amongst female of the University of Malaysia Kelantan, Pengkalan Chepa year 4 are the components of the research study. This study provides numerical data regarding cyberbullying, education, and psychosocial amongst female year 4 University of Malaysia Kelantan, Pengkalan Chepa. The findings of the data are essential in order to improve stress amongst female year 4 University of Malaysia Kelantan, Pengkalan Chepa.

**Keywords: Stress, Cyberbullying, Education, Psychosocial**

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## INTRODUCTION

Stress is one of the diseases that cause emotional or physical stress because of the stress factor that affects a person. Through signs of stress such as frustration, lack of sleep, headache, unmotivated and other signs, a person who stresses the emotional and physical impact could be found. Studies state that about 61 percent of college students seeking a counselor based on survey have about 45 percent of student stress related to stress factors contributing to them (Winerman, 2017).

Around 39.1 percent of individuals in Kelantan have mental health claims. Problems because of different factors that cause them to have stress (Gani, 2019). Stress among students due to academic pressure and increased stress for students who have a major examination due to the pandemic disease in Malaysia known as Covid-19 where individuals need to remain at home or order for movement control (MCO) (Chonghui, 2020).

This study aims to identify the relationship between cyberbullying, education, and psychosocial with stress amongst year 4 in University of Malaysia Kelantan, Pengkalan Chepa. For cyberbullying, studies have shown that 20% to 72% of young people have been victims of cyberbullying that affects emotional and psychosocial issues (Joaquín González-Cabrera et al., 2019). People nowadays use social media as a platform for good purpose and individual usually



have their own personal gadget such as smart phone, iPad, laptop, and others gadget but there a people use this social media for bullying a victim which known as anonymous or unknown identity.

During the pandemic disease, university students have to adapt new norms where learning through online and become stressful by trying to adapt the new way of learning where different from usual which face-to-face learning. Poor of Internet connection at their place and others factor lead student to has stress (Lim, 2020). Education also be a factor in stressing individuals because of stressful due to university assignments and other activities. Students who have encountered educational stress due to academic performance that effects them emotionally and physically (Vasugi. S & Hassan, 2019). There is a study reported poor relationship in family could lead an individual to stress (Elma I Lorenzo-Blanco et al., 2016).

There are three objectives of this research:

1. To investigate the relationship between cyberbullying with stress amongst female year 4 students in University of Malaysia Kelantan, Pengkalan Chepa
2. To identify the relationship between education with stress amongst female year 4 students in University of Malaysia Kelantan, Pengkalan Chepa.
3. To determine the relationship between psychosocial with stress amongst female year 4 students in University of Malaysia Kelantan, Pengkalan Chepa.

## **Significance of the Study**

### *Researchers*

This research can be a part of reference for other researcher in future about relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 in University of Malaysia Kelantan, Pengkalan Chepa. These finding show the researcher how cyberbullying, education, and psychosocial can affects stress amongst female year 4 in University of Malaysia Kelantan, Pengkalan Chepa.

### *Students*

The purpose of research is to let students know the relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 in University of Malaysia Kelantan, Pengkalan Chepa. It is a way to enhance their knowledge about the factor influence stress by practice the way cope with stress. Students are able to have a thoughtful understanding of stress through this finding.

### *Female*

The finding of this research is to encourage especially female to practice the way in cope with stress and there are many recommendation or suggestion from specialist to cope with stress. Example of relieve stress by doing physical activity, meditate, create a time for hobbies, and eliminate your triggers. Those methods need to practice by individual especially female to get fully benefit from stress management.

## **LITERATURE REVIEW**

### **Cyberbullying**

According to (Chia-Wen Wang et al., 2019) the victims of cyberbully will experience emotionally, health problem involves mental and physical disease. The new technology in this era is worldwide use such as smartphone, social networking services (SNSs), and information and communication technologies (ICTs).

Growth of technology change the way of communication towards online communication and there is individual known as perpetrator use technology provided as a medium or platform to do cyberbullying and internet harassment toward other individual known as victim. According to (Nixon, 2014) there is a different way of communication before development of technology such as face-to-face communication and today anonymous or unknown individual who create situation of cyberbully will use these medium to posting comment and posting embarrassing picture

Cyberbullying can also be defined as an intentionally and do it repeatedly of harm charged through the use of cell phones, computer, tablet and also other electronic devices, which is it involves sending an interruption or threatening messages, posing a negative comment about other person in the Web site like Facebook, Twitter, Myspace.

### **Education**

According to (M Ashraful Islam, Wen Ting Tong, Wah Yun Low, & Yuen, 2018), it is found that, as much as 29% of undergraduate students which can be regard as an ample amount was diagnosed with stress. They also signify that students in their second year, with lower family income, combine with frequent lack of sleep, and those with Post – Traumatic Stress Disorder (PTSD) should be observed carefully by the higher institution.

Next, in the previous studies that state the Malaysian student are unable to regulate themselves well when facing high level of the academic or education stress (Atefeh Ahmadi, AliAkbar Haghdoost, Mohamed Sharif Mustafa, & Alavi, 2014). Moreover, that also state of the undergraduate students in a public university in Malaysia, they do not have a high level of mindfulness about their pressure of academic or education that can lead to the stress

### **Psychosocial**

Psychosocial or relationship between family member, friends and others could influence an individual life either positive or negative such as negative environment at home could affected individual psychological where the factor that caused negative environment due to family economic and others reason that could create cheerful environment inside the home.

Next, psychosocial also can be refers to the relationship between social interactions from a psychological point of view. It is a field of study that covers aspects of social life as well as clinical psychology. Support from the psychosocial is very important that can reduce and also prevent someone from having excessive stress.

Otherwise, the lack of support from the psychosocial can cause someone easily to get a pressure from the surrounding it and it lead to the chronic stress. Furthermore, according to (Lakyntiew Pariat, Angelyne Rynjah, Joplin, & Kharjana, 2014), living as a student living college life is one of the most entertaining individual experiences.

However, from a closer perspective, it shows that college students actually face challenges and pressure from other people in their daily lives that are actually related to higher stress. These pressures, if not handled well, will only affect their academic and social performance and emotional and social performance.

### **Research Hypothesis**

In this study, there were three hypothesis related to identify the relation of stress between the factors cyberbullying, education and psychosocial among the UMK City Campus students.

H1: There is a significant relationship between factors of cyberbullying with stress among female student's year 4 in University Malaysia of Kelantan, Pengkalan Chepa.

H2: There is a significant relationship between factors of education with stress among female student's year 4 in University Malaysia of Kelantan, Pengkalan Chepa

H3: There is a significant relationship between factors of psychosocial with stress among female student's year 4 in University Malaysia of Kelantan, Pengkalan Chepa.

## Research Framework

Based on the literature review, this framework is adopted from National Institute of Technology, Roukela, and Odisha year 2013 – 2014. This figure showed the research model that should be implemented in order to examine the relationship between the factor of cyberbullying, education and psychosocial with stress among female student's year 4 in University of Malaysia Kelantan, Pengkalan Chepa.

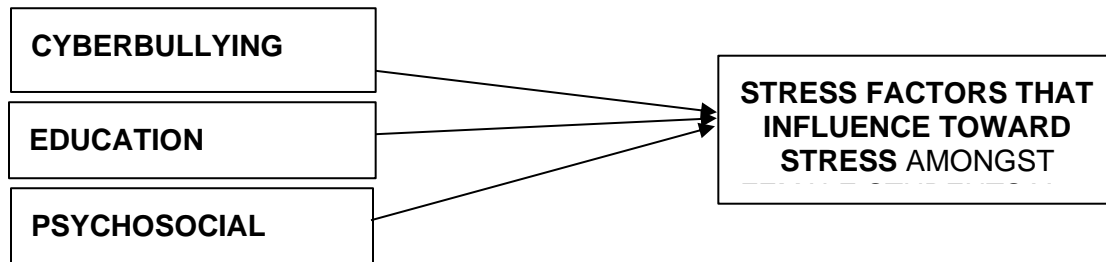


Figure 1: Research framework of factors that influence stress among Female Student year 4  
Source: The role of conceptual frameworks in epidemiological analysis  
(Victora, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

## METHODOLOGY

### Research Design

This study used the quantitative method that questionnaire was distributed to 265 female year 4 students. Quantitative in research design used a structure question questionnaire to collect data from these respondents. The questionnaire will be used as a main instrument to get the variables information from the respondents. Moreover, research design may help researchers in order carry out research objective. Female year 4 students University of Malaysia Kelantan, Pengkalan Chepa will be surveyed to answer the research objectives. From the questionnaires, all the data obtain from the respondents will be used as the main information in this study.

### Data Collection

In the first stage, the data collection used in this study are questionnaires. This method is easy and doubt can be clarified. The total numbers of female year 4 students in University of Malaysia Kelantan, Pengkalan Chepa is 821 students. A questionnaire will be assigned randomly to the respondents and according to the table of Krejcie & Morgan (1970), our respondents will be 265 female year 4 students from eight different courses in University Malaysia Kelantan, Pengkalan Chepa.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data which are female year 4 students University of Malaysia Kelantan, Pengkalan Chepa. The research will be divided questionnaire into 3 sections which are section A, section B and section C. For Section A, the questionnaire provides the general information about female year 4 student demographics such as race, age, religion, marital status and course. Other than that, for Section B and C, the questions will be elaborate more on the

dependent and independent variables which are (i)Stress, (ii)Cyberbullying, (iii)Education and (iv)Psychosocial that will be examined in the survey.

### Sampling

The sampling method used in this study was the non-probability sampling which is the simple random sampling. The researchers used this method because when dealing with large of population where the randomization it was difficult; the non-probability sampling technique provide benefits towards the researchers since it is very easy to conduct. Besides that, in this study, the researchers used the purposive sampling while conduct the research because researcher knows the specific characteristic that exists in the population or respondents. The respondent of this study consist 265 of female 4th year students University of Malaysia Kelantan, Pengkalan Chepa.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

### Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

### Frequency Analysis

#### I.1 Demographic Profile

Figure 1.1: Respondent by age

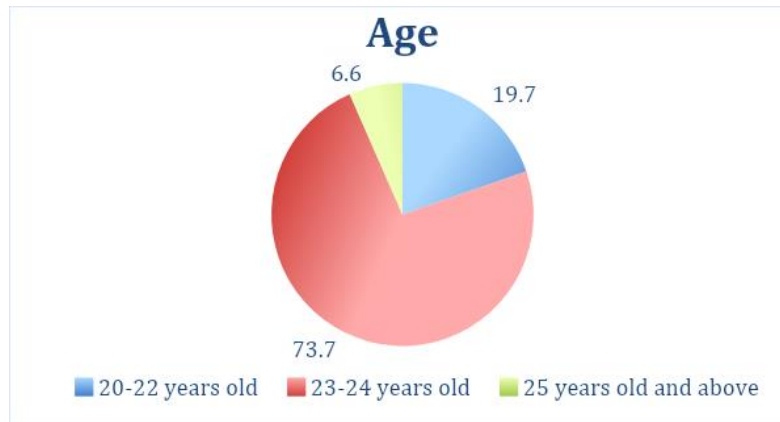


Figure 1.1 shows the distribution of respondents according to age. It illustrates that the highest percentage of respondents (73.7%) were aged 23 – 24 years old. Meanwhile, respondents with 20-22 years old occupies 19.7%. Lastly, there are only 6.6% of respondents who are 25 years old and above.

Figure 1.2: Respondent by Course taken

In UMK PC

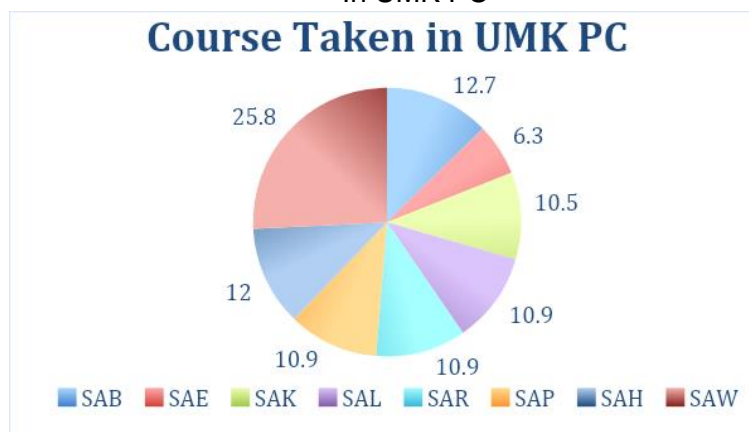


Figure 1.2 shows the distribution of respondents according to course taken in UMK PC. It illustrates that the highest percentage of respondents (25.8%) were SAW students. Followed by SAB students with 12.7%. Next is, SAH students with 12% followed by SAP, SAR, SAL students with the same percentage of 10.9%. Meanwhile, 10.5% of them were from SAK and lastly SAE had the lowest percentage of students responding according to the course taken in UMK PC (6.3%).

Result of Reliability Analysis

**Table 2.1: Reliability analysis result**

Variable	Number of items	Cronbach's Alpha
All variable analysis	45	0.874
Stress	10	0.847
Cyberbullying	10	0.798
Education	10	0.772
Psychosocial	10	0.842

The result of the reliability analysis shows that all variable is 0.874, which is highly reliable. Besides that, the alpha value shows the result from all variable which is 0.847, 0.798, 0.772 and 0.842 respectively as shown in the table 4.3.6. This alpha value can be accepted because already more than 0.7 as suggested by HR-Guide, LLC (2018) state that if the alpha value is below than 0.50, cannot be accepted, the value of 0.60 and above is normal, 0.70 is more than normal, 0.80 is good and 0.90 is better.

*Hypothesis testing*

**Table 3.1 Hypothesis Testing**

		Education	Psychosocial	Cyberbullying	PSS
Education	Pearson Correlation	1	.335**	.418**	.359**
	Sig. (2-tailed)		.000	.000	.000
	N	276	270	274	275
Psychosocial	Pearson Correlation	.335**	1	.444**	.461**
	Sig. (2-tailed)	.000		.000	.000
	N	270	270	268	269
Cyberbullying	Pearson Correlation	.418**	.444**	1	.432**
	Sig. (2-tailed)	.000	.000		.000
	N	274	268	274	273
PSS	Pearson Correlation	.359**	.461**	.432**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	275	269	273	275

- 1) *Ho1*: There is a significant relationship between stress and education among female year 4 students University of Malaysia Kelantan, Pengkalan Chepa.
- 2) *Ho2*: There is no significant relationship between stress and psychosocial among female year 4 students University of Malaysia Kelantan, Pengkalan Chepa.
- 3) *Ho3*: There no significant relationship between stress and cyberbullying among female year 4 students University of Malaysia Kelantan, Pengkalan Chepa.

The table 3.1 shows that the relationship between independent variable such as education, psychosocial, and cyberbullying with dependent variable stress. Based on the results, the significant value for education, psychosocial, and cyberbullying are all below than 0.05, and when the p is less than 0.05, that means we reject the null hypothesis and accept the alternative hypothesis. Which proves that there is a significant relationship between cyberbullying and stress within female year 4 students University of Malaysia Kelantan, Pengkalan Chepa.

The value of Pearson Correlation for education is 0.359 which indicates that the strength of the relationship between education factor (DV) and stress (IV) is medium. Meanwhile, the value of Pearson Correlation is 0.461 shows that the strength of the relationship between psychosocial factor (DV) and stress (IV) is medium. Lastly, the value Pearson Correlation is 0.432 shows that the strength of the relationship between cyberbullying factor (DV) and stress (IV) is medium.

## **DISCUSSION**

The objectives of the study is to determine the relationship between cyberbullying, education, and psychosocial with stress amongst female year 4 UMK Pengkalan Chepa students. The findings of the study from the result of our analysis showed that there was significant association between cyberbullying, education, and psychosocial with stress. Similarly, previous study also showed significant relationship between cyberbullying, education, and psychosocial with stress.

Moreover, according to the Pearson Coefficient values, even though all of the factors scored medium for the strength of correlation, but based on the value, psychosocial has the strongest correlation with stress compared to the other two factor, followed by cyberbullying, and lastly is education since;  $(0.461 > 0.432 > 0.359)$ .

## **CONCLUSION**

The aim of this study was to determine factors that affect stress among the female students year 4 in UMK PC. In this study, stress (DV) was influenced by (IV) such as; education factors, psychosocial, and cyberbullying. Those independent and dependent variables were analyzed by Pearson Correlation Coefficient. The result shows the correlation between education, psychosocial, cyberbullying and stress is averagely significant. In conclusion, there is a connection between education, psychosocial, cyberbullying and stress among the female students year 4 in UMK PC. it is recommended that a replication of this study in other universities could be conduct to determine if the results differ from those observed in this study which consists of only female and future study could include a comparison between the female and male in their final year student in their university to see whether there is a difference in psychological states.

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# Knowledge, Attitude and Practice of Skin Whitening Product Among Female Residents at College Taman Bendahara

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## ABSTRACT

The purpose of this study is to indicate that knowledge, attitude and practice on whitening products among the female residents in College Taman Bendahara. In this study, skin whitening products are influenced by knowledge, attitude and practice. Therefore, subjective norms represent by female students at College Taman Bendahara is dependent variable. In addition, there are three independent variables which are knowledge, attitude and practice. Independent and dependent variables were analysed by Pearson correlation coefficients. This indicates that the dependent variable is influenced by independent variables. In addition, the results show that the relationship between knowledge, attitude, and practice and subjective norms are highly significant. Thus, the findings of this study prove there is a relationship between knowledge, attitude and practice and subjective norms concerning skin whitening products among female residents in College Taman Bendahara

**Keywords: Knowledge, attitude, practice, subjective norms, Female Students.**

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## INTRODUCTION

Skin whitening is the whitening of the epidermal layer through the application from natural, make-up, or dermatological merchandises (Charles, 2012). Skin whitening is additionally recognised as skin lightening or skin bleaching and has been used for centenary (Li, Min, and Belk, 2008). The definition of beauty is subjective and depends on the individual, but the fairness of the skin is an essential element in defining female beauty (Mohd Shahrol et al., 2019). People often relate fair skin to wealth and desirability in women (Li et al., 2008).

Women's knowledge of whitening products might affect their choice or utilization towards the particular whitening product. However, consumers show minimal concern about skin whitening products (Mohd Shahrol et al., 2019). They did not seem aware that knowledge towards whitening products or treatments might help them in choosing the right products to get an excellent result in their skin and body.

Consolidated section which classifies the human being's sensitivity of action, additionally his or her point of view regardless the positive and negative aspects to the matter of that behaviour is refer to attitude (Siti Nor Bayaah, 2018; Ajzen, Timko and White, 1982). Despite an increasing number of side effects reported, the use of skin whitening products remains prevalent worldwide (Peltzer and Pengpid, 2017; Monazzam, Rashid, and Ali, 2014).

Whitening agents are frequently used to deal with melasma or additionally regarded as chloasma, pores, and skin discoloration that can have an effect on anyone, specifically human beings with an ancestral predisposition (James, Berger and Elston, 2015; Rendon, Berneburg, Arellano and Picardo, 2006). Even though being conscious of the dangers incurred with the practice of skin whitening, female have been nonetheless engaged in this practice or did no longer favour to cease it, as they infrequently prompted through the wish to end up or stay stunning (Emmanuel Armand Kouotou et al., 2017; Petit, 2006).

As the desire to appear "white" has become widespread, this study aims to measure the knowledge, attitude, and practice among year one female residents in College Taman Bendahara concerning skin whitening products. This is because there are lot of issues related to the damage of skin and health problems regarding the misuse of skin whitening.

There are three objectives of this research:

1. To determine the relationship, exist between knowledge and subjective norms when purchasing skin whitening product
2. To determine the relationship between attitude and subjective norms when buying skin whitening products.
3. To identify the relationship between practice and subjective norms towards using a skin whitening product.

### **Significance of the Study**

#### *Woman*

The study's findings recommend that all women should limit the practice of using skin whitening products that might contain high chemicals, which result in negative impacts on the skin and health. A study that took place in India carried out to test the ingredients contained in 23 skin fairness cream. It shows that almost 50% of those cream contained steroids that could be harmful to the skin (Agarwal et al., 2011). Therefore, before taking action to purchase on whitening products, the ingredients should be checked first to make sure that it's safe from chemical products, which will give side effects to the health.

#### *Students*

From the findings, the students need to know how important it is to gather information and knowledge first before using skin whitening products and how will attitude affect subjective norms in decision making while buying skin whitening products. Thus, it will help give the students an awareness of how to decrease the consumption of skin whitening products that may cause harm to skin and health.

#### *Future Researchers*

The notion presented can be part of a guideline data to another researcher, who is carrying new studies about the connection between knowledge, attitude and practice of using skin whitening products among female residents in College Taman Bendahara, UMK. It can show the researcher how those variables linked to the usage of skin whitening products.

## **LITERATURE REVIEW**

### **Perception of knowledge, attitude and practice Knowledge**

It can be defined as awareness, the consciousness of familiarity gained by experience or learning, and it also refers to the facts, feeling or experiences known by a person or a group of people (Rahman et al., 2015). Product Knowledge is known as the knowledge that can help to differentiate products or services from the others (Kotler and Keller, 2009; Lai et al., 2010). Subjective knowledge refers to a consumer's self-perception of how much they know about a

product or service while, objective knowledge relates to the product information that has been stored in consumers' memories and experience-based knowledge refers to information gained from previous product usage experiences (Ghazali, et al.,2017).

### **Attitude**

The theory of planned behavior specifies the nature of relationships between beliefs and attitudes. According to those models, people's evaluations of, or attitudes toward behavior are determined by their accessible beliefs about the behavior, where a belief is defined as the subjective probability that the behavior will create a specific outcome. Besides which according to Theory of Reasoned Action (TRA), an attitude is representing as a function of behavioral beliefs and outcome evaluation. A person perceives that the outcome of performing the behavior is positive; she or he will have a positive attitude, which thought to be negative (Idris et al., 2015).

### **Practice**

Skin whitening used in connection with skin bleaching or skin lightening is the practice of the brightening of the skin tone using substances, mixtures, or concoctions. The mechanism is mainly by reducing the concentration or production of melanin pigment within the skin (Essence, 2016). Protection to the skin against the excesses of the ultraviolet rays that come from the sun is certainly provide from melanin substance (Askari, 2017). The comprehension of "black is beautiful" is no more the norm as far as users of skin lightening agents are concerned. Merrick Garland believes that the fairer a lady is, the more likely she is to attract a male than the darker ones (Sule, 2014).

### **Research Hypothesis**

In this study, there were three hypotheses related to identify the relationship between knowledge, attitude, practice concerning whitening products among female residents in College Taman Bendahara.

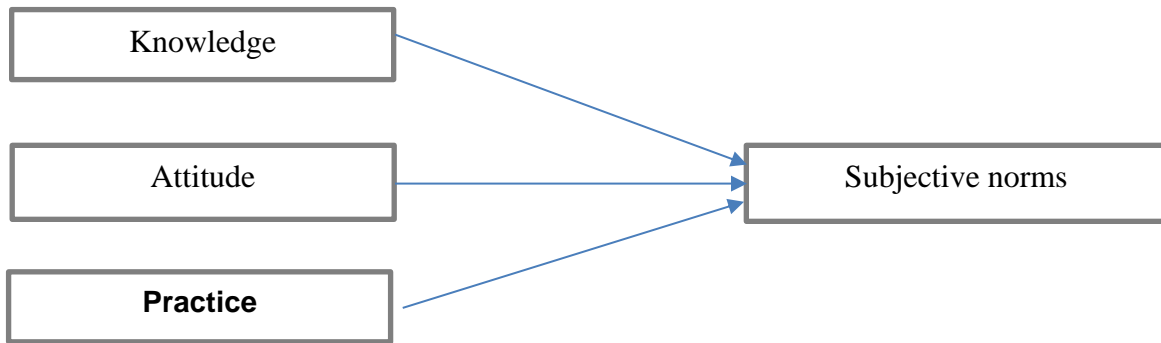
H<sub>0</sub>: There is no significant relationship between knowledge and subjective norms

H<sub>1</sub>: There is a significant relationship between attitude and subjective norms

H<sub>1</sub>: There is a significant relationship between practice and subjective norm

### **Research Framework**

A research framework has been conducted to investigate the relationship between knowledge, attitude, and practice concerning whitening products among female residents in College Taman Bendahara. The independent variables are knowledge, attitude and practice. The dependents variables are the subjective norms of female resident College Taman Bendahara.



**Figure 1: Research framework of variable in the subjective norms of female resident College Taman Bendahara.**

## **METHODOLOGY**

### **Research Design**

This study used a cross-sectional research that measured by using questionnaire. This questionnaire then, was distributed through online survey via google form to 50 female students. Thus, research design will help researcher to meet with research objectives. Female Residents at College Taman Bendahara will be surveyed to answer research objectives.

### **Data Collection**

In the primary stage, the data collection used in this study are online survey by using google form. Due to pandemic situation we need to conduct it through online survey, this method however is easier with minimal costs and automation in data input and handling. Online survey will be distributed through link randomly to the 50 respondents focusing on year 1 female student. The collection of data is only by using online survey, as due to COVID-19 pandemic, we can't collect the survey on fieldwork. A set of questionnaires was assigned on google form. The questionnaire was divided into 5 sections, which are Section A, B, C, D and E. Section A provides the general information about year 1 female students of College Taman Bendahara demographics, such as age, marital status and race. For the Section B, C, D and E, the questions are focusing on the dependent and independent variables which are (i) knowledge, (ii) attitude, (ii) practice and (iv) subjective norms.

### **Sampling**

Convenience sampling is a non-probability sampling method where the sample is taken from a group of people easy to contact or reach. This method was chosen because every member of the population has an equal and known chance of being the sample's subject. The links of the survey will be distributed randomly to the female residents of College Taman Bendahara. In achieving a reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size.. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

A sample size of 260 will be used, and year 1 female residents will be chosen to involve in this research. However, the total respondents of this research changed due to pandemic COVID-19 in Malaysia. The researchers could not get the actual total sample size because of students' residential factors, distance factors and disease outbreak factors. Thus, this research involved as many as 50 respondents of year 1 female residents.

## Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

### Frequency Analysis

#### 1.1 Demographic Profile

From the data Respondents by Age, it illustrates that the highest percentage of respondents was 20 years old respondent which is 27 respondents (54%), followed by 21 years old with 12 respondents (24%), 19 years old with 7 respondents (14%), 22 years old with 2 respondents (4%) and the least number of percentages at 1 respondents (2%) were 24 years old and 40 year old.

Next is Respondents by Marital Status. It illustrates that the highest percentage of respondents is single which 49 respondents (98%) and the least number of percentages at 1 respondent (2%) is married.

Respondents by Race in year 1 female residents of College illustrate the highest percentage of respondents of 48 (96%) female residents which are from Malay. However, there is no respondent from Indian and Christian while Chinese shows the least number of respondents of 2 (4%) female residents as respondents.

Result from the Respondents according to Regulation of Buying Beauty Products illustrates the highest respondents is 19 (38%) female residents are rarely bought beauty products. Meanwhile, there are 2 (4%) female residents as the respondents which are also the least percentage are twice a week and never bought beauty products.

From Respondents according to the Reason for Purchasing Beauty Products, it illustrates that the highest percentage come from to get beauty which is 31 respondents (62%), followed by Others, 13 respondents with a percentage of 26%, Cheapest price 4 respondents (8%) and the

least number of respondents is 2 (4%) comes from ease of payment method.

The Distribution of Respondents by Estimated Monthly Income illustrates that highest respondents is 36 (72%) come from others. Followed by 13 respondents (26%) at RM500 – RM1000 monthly incomes. RM2001 – RM3000 only have one respondent and no respondents have with monthly income RM1001 – RM2000.

## Descriptive analysis

Table 1: Results of Pearson Correlation

Model	Pearson Correlation
Subjective Norm (DV)	1
Knowledge	0.284**
Attitude	0.317**
Practice	0.565**

### 2.1 Descriptive analysis for Knowledge

The mean score and standard deviation of the knowledge for question 1, mean score is 4.38 and the standard deviation is 0.855. For question 2, mean score is 3.48 and the standard deviation is 0.886. For question 3, mean score is 3.42 and the standard deviation is 0.883. For question 4, mean score is 4.10 and the standard deviation is 0.953. For question 5, mean score is 3.92 and the standard deviation is 0.986. As it shown from the table above, the highest mean score is 4.38, which is “Have you ever heard about skin whitening products?” and it shows that most of year 1 female residents College Taman Bendahara have knowledge about skin whitening products. Meanwhile, the lowest mean score is 3.42 represents by “Do you know the sources to find information on the ingredients of skin whitening products?”

Based on the results of the significant value  $P > 0.05$  this shows that knowledge is not related with the subjective norms towards purchasing a whitening product among year 1 female residents in College Taman Bendahara. The negative value of Pearson Correlation is 0.284\*\* shows that the relationship between knowledge and subjective norms is negative level. It shows that 28.4% dependent variable influenced by independent variable (knowledge). Thus, the correlation between practice and subjective norms is not significant.

### 1.2 Descriptive analysis for Attitude

The total mean score and standard deviation of the practice for question 1, mean score is 2.38 and the standard deviation is 1.086. For question 2, mean score is 3.22 and the standard deviation is 1.130. For question 3, mean score is 2.32 and the standard deviation is 1.203. For question 4, mean score is 2.72 and the standard deviation is 0.904. For question 5, mean score is 2.98 and the standard deviation is 0.915. As it shown from the table above, the highest mean score is 3.22, which is “Do you find it more of a beauty factor?” and it shows that most of the year 1 female residents of College Taman Bendahara share same thought that they used skin whitening product as it more to beauty factor. Meanwhile, the lowest mean score is 2.32 represents by “Do you think if you had a lighter complexion you will be treated better?”, and the results shows most of the students think oppositely, that having a fair complexion does not affect how people will treat us.

Based on the results of the significant value  $P < 0.05$  this shows that attitude is related with the subjective norms towards purchasing a whitening product among year 1 female residents in College Taman Bendahara. The positive value of Pearson Correlation is 0.317\*\* shows that the relationship between attitude and subjective norms is positive level. It shows that 31.7% dependent variable (attitude) influenced by independent variable (knowledge). Thus, the correlation between practice and subjective norms is highly significant.

### 2.3 Descriptive analysis for Practice

The total mean score and standard deviation of the knowledge for question 1, mean score is 2.36 and the standard deviation is 1.156. For question 2, mean score is 2.60 and the standard deviation is 1.262. For question 3, mean score is 1.76 and the standard deviation is 1.041. For question 4, mean score is 2.86 and the standard deviation is 1.262. For question 5, mean score is 2.50 and the standard deviation is 1.233. As it shown from the table above, the highest mean score is 2.86, which is the quantity of skin whitening products affect the effectiveness of those products and it shows that most of year 1 female residents in College Taman Bendahara confidence that effectiveness of those skin whitening products is influenced by the quantity of the usage. Meanwhile, the lowest mean score is 1.76 which is used skin whitening products for a long time (2 years - 4 years) and it shows that year 1 female residents do not practice skin whitening products for a long period of time.

Based on the results of the significant value  $P < 0.05$  this shows that practice is relate with the subjective norms towards purchasing skin whitening products among year 1 female residents in College Taman Bendahara. The positive value of Pearson Correlation is 0.565\*\* shows that the relationship between practice and subjective norms is positive level. It shows that 56.5% dependent variables influenced by independent variables (practice). Thus, the correlation between practice and subjective norms is highly significant

Table 2: Correlations

		Subjective Norms Mean	Knowledge Mean	Attitude Mean	Practice Mean
Subjective Norms Mean	Pearson Correlation	1	.284*	.317*	.565**
	Sig. (2-tailed)		.045	.025	.000
	N	50	50	50	50
Knowledge_Mean	Pearson Correlation	.284*	1	.029	.246
	Sig. (2-tailed)	.045		.844	.085
	N	50	50	50	50
Attitude_Mean	Pearson Correlation	.317*	.029	1	.553**



	Sig. (2-tailed)	.025	.844		.000
	N	50	50	50	50
Practice_Mean	Pearson Correlation	.565**	.246	.553**	1
	Sig. (2-tailed)	.000	.085	.000	
	N	50	50	50	50

Table 3: Results of reliability test, mean and standard deviation.

Model	$\alpha$	M	SD
Subjective Norm (DV)	0.839	2.88	0.919
Knowledge	0.790	3.86	0.674
Attitude	0.695	2.72	0.708
Practice	0.832	2.42	0.923

## DISCUSSION & RECOMMENDATION

Knowledge is not related to the subjective norms towards purchasing skin whitening products. Thus, there is weak relationship between subjective norms and knowledge when purchasing a whitening product. Majority of year 1 female residents in College Taman Bendahara have one product knowledge categories. This is because according to Mohd Shahrol Abd Wahil et al., (2019) the definition of beauty is subjective and depends on the individual, but the fairness of the skin is an essential element in defining female beauty. Attitude influenced subjective norms towards purchasing skin whitening products. This study revealed the widespread use beauty products among university students. Thus, it supported the study made by Nireesha et al., (2020) most of the young generation are using this beauty product. Practice is related to the subjective norms towards purchasing skin whitening products. Minority of year 1 female residents did practice of purchasing skin whitening products, thus it supported Hunter (2011), women engage in skin lightening practices more than men, driven by strong desire to lighten their skin colour.

Recommendation, the type of respondents can be widened from female student's only students only which include both genders, female and male university students. Focus on whitening product can be broadening from whitening skin care only to whitening product including supplements or which include all of them. The sample size could be widened in the future research to emphasize the topic about utilizing of skin whitening products among university students. Lastly, researchers need to increase the number of respondents because 50 respondents cannot represent for 800 female students at college Taman Bendahara.

## CONCLUSION

The objective of this study is to determine the relationship between knowledge, attitude, and practice towards subjective norms in purchasing skin whitening products among female residents at College Taman Bendahara. There were thirty students have been randomly involved in the questionnaire conducted in this research. From the finding, this research indicated that knowledge have weak relationship, meanwhile attitude and practice have strong relationship towards subjective norms when purchasing skin whitening products among female residents at College Taman Bendahara.

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# Motivational Factors That Affect the Visit Intention to Loqoh Wellness and Spa in Kota Bharu Town Public

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## ABSTRACT

This study examines the motivational factors on visit intention to Loqoh Wellness and Spa Kota Bharu with 103 visitors participated in this study. Pearson correlation was used to determine on the link between the privacy, relaxation, environment, health and beauty and spa service towards the factors of the visit intention to Loqoh Wellness and Spa. The results indicates that there are significant relationship of five factors.

**Keywords: Visit Intention, Wellness, Islamic Spa, Kota Bharu**

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## INTRODUCTION

Founder of the Islamic Spa Practice that meets the requirements of Islamic Malaysia Development Department (JAKIM) Mrs Norulstem Abdul Razak said today, almost no system exists can be a guide for the natural spa business because its systems or procedures are important to implement is translated into the Standard Operating Procedure (SOP) until it is implemented in accordance with Islamic law.

The Global Wellness Institute defines wellness as an active activity, choice, and lifestyle that leads to overall health. The first Global Spa & Wellness Economy Monitor was published by Global Wellness Institute in 2014, measuring the size of the global wellness economy for the first time. (Global Wellness Institute, 2016)

Spa interpretations provided by the Global Wellness Institute as described above in accordance with the definitions provided by the International Spa Association defines that Spa as a place dedicated to overall well-being a variety of professional services that promote body, mind and body rejuvenation spirit (International Spa Association 2014). There are four objectives of this research:

### Problem Statement

Dependent variables are monitoring and computational variables that depend on independent variables. Visits to Muslim Friendly Spa are our dependent variables and we take Loqoh Spa as our study. Loqoh Spa is a Spa that follows Sharia Law and the International Spa Association. The definition of the International Spa Association is a variety of medical facilities, the spa is a place dedicated to holistic well-being that encourages the regrowth of skin, body and spirit. So, there have some issues in the problem statement which is privacy, environment, relaxation, health and beauty and spa service. For the first, is privacy in Islam can be said is gender separation in Muslim Friendly Spa. Gender separation is very necessary especially to avoid harm to family members, especially from strangers (Rashidi Othman et al., 2019). Moreover, in the case of aurah, safety and security need to be protected from other gender perspectives. Then, according to Chen, Chang and Wu (2013), relaxation is the most important trait to go to Muslim Friendly Spa. Visiting

the Muslim Friendly Spa is a moderate activity (physical rest), to improve the quality of life and relaxation by Bole (2016). It was also found that relaxation, pampering, and beauty are the reasons why people visit the Spa. In addition, environment also include as the problem statement. Shariah-compliant elements practiced by the practice of Muslim Friendly Spa include the concept and interior decoration that is in accordance with the Islamic faith, providing the area of musollah / prayer and starting treatment by reading the verses of the Quran. (Jamaluddin, 2018). Plus, health and beauty are also the most trait why people go to Muslim Friendly Spa. Beauty is natural, Islam does not oppose the idea of beauty but even encourages us to be beautiful. As health is a blessing and belief in God, maintaining the health of mind, body or soul is a religious obligation of Muslims. Then, the spa services provided by the therapist for the therapy should include all the Department of Islamic Development Malaysia that has been mentioned until the spa is an Muslim Friendly spa.

### **Research Question**

- 1) Does the relationship between privacy and the visit intention to Loqoh Wellness and Spa?
- 2) Does the relationship between stress relief or relaxation and the visit intention to Loqoh Wellness and Spa?
- 3) Does the relationship between the environment and the visit intention to Loqoh Wellness and Spa?
- 4) Does the relationship between the health and beauty improvement and the visit intention to Loqoh Wellness and Spa?
- 5) Does the relationship between the spa service and the visit intention to Loqoh Wellness and Spa?

### **Research Objectives**

- 6) To identify the privacy has affects the customers in the Loqoh Wellness and Spa among Kota Bharu public.
- 7) To identify the harmony environment has affects among customers of Kota Bharu public to the Loqoh Wellness and Spa.
- 8) To evaluate the Spa services packages has affect the customers to the Loqoh Wellness and Spa among Kota Bharu town public.
- 9) To identify the relaxation has affect customers to the Loqoh Wellness and Spa among Kota Bharu town public.
- 10) To identify the health and beauty improvement has plays the role among customers to Loqoh Wellness and Spa in Kota Bharu town public.

### **Research Hypothesis**

- a) Privacy have a good positive relationship among therapist and customers Kota Bharu town.
- b) Environment has provided a harmony situation to the customers Kota Bharu town.
- c) Spa service has built a strong connection between the Spa and customers

- Kota Bharu town.
- d) Relaxation has given customers release their stress in Muslim Friendly Spa Kota Bharu town.
  - e) Health and beauty have given Muslim Friendly Spa a high confidence in their life.

### **Significance of the Study**

The significance of this study is to evaluate the visit intention of customers towards Islamic Spa or Halal Spa that have in Malaysia. With an emphasis on Islamic concepts, it will focus on attracting Muslim customers while giving consumers another option to choose a conventional Spa or Islamic Spa to fulfil their needs.

## **LITERATURE REVIEW**

### **Visit Intention**

Muslim-friendly Spa is the understanding of Islamic teachings and preferences of Islamic-based products (Othman et al., 2012). Shari'ah compliant spa, a similar meaning and mission could be attributed such treatments offered and products used are suitable for Muslim customers by Malaysian Islamic Development Department also urged to develop comprehensive guidelines for Shari'ah compliant spas (Bernama 2014).

### **Privacy**

The latter concerns physical and private space and defined as 'a state of limited access to a person' by Schoeman (1984). Islam protects the privacy of people apart from penetration both criminal and civil legal by Islamic Law. Surah Al-Hujraat verse 12, Allah said the forbidden things should be avoided for Muslim, which is in relation of appreciation others, privacy and maintaining trust.

### **Relaxation**

Relaxation is the mental and physical freedom from tension or stress (McCaffery, 1979). Mak and Wong (2007) and Smith and Puczko (2009) suggest that the health and spa providers should focus on tourist needs and wants in developing and marketing their product in the context of relaxation. Relaxation and serenity to the customers on visiting a Spa are the effortless activity physical rest, for the enhancement of the quality of life and relaxation by Bole (2016).

### **Environment**

Environment includes the surroundings, conditions or influences that affect on organism (Davis, 1989). Shari'ah Compliant elements practiced by Islamic Spa Practices included concept and internal decoration that is consistent Islamic faith, provides musollah / prayer area and begins treatment with reading Al-Quran verses. (Jamaluddin, 2018).

## **Health and beauty**

In Islam, use of beauty products is either halal or non-halal and they should consider the services offered meet the needs of Muslims. Therefore, the protection of the soul / soul has been underlined in the Maqasid Al-Shariah which covers the importance of maintaining a healthy lifestyle to maintain health and well-being, whether physical, mental or spiritual.

## **Spa Service**

The Jabatan Kemajuan Islam Malaysia has emphasized that the spa operators comply with the Standard Operating Procedures in accordance with Islamic law in Malaysia. Spa services include massage, water treatments, steam, sauna, exercise, nutritional and dietary programs, yoga, meditation, herbal therapy or other body, mind and spirit relaxation services (ASEAN, 2016).

## **Research Hypothesis**

In this study, development of this hypothesis tested using an appropriate statistical analysis procedure to decide if it can be accepted or rejected relating to the relationship between privacy, relaxation, environment, health and beauty and spa service in Loqoh Wellness and Spa.

H1: There is a significant relationship between privacy with visit intention to Loqoh Wellness and Spa.

H2: There is a significant relationship between relaxation with visit intention to Loqoh Wellness and Spa.

H3: There is a significant relationship between environment with visit intention to Loqoh Wellness and Spa.

H4: There is a significant relationship between health and beauty with visit intention to Loqoh Wellness and Spa

H5: There is a significant relationship between spa service with visit intention to Loqoh Wellness and Spa.

## **Research Framework**

The study model is presented as there are motivational factors that affect the visit intention to Loqoh Wellness and Spa. There are five items in the independent variable that are reliant towards the dependent variable are privacy, relaxation, environment, spa services, stress relief and health and beauty improvement.

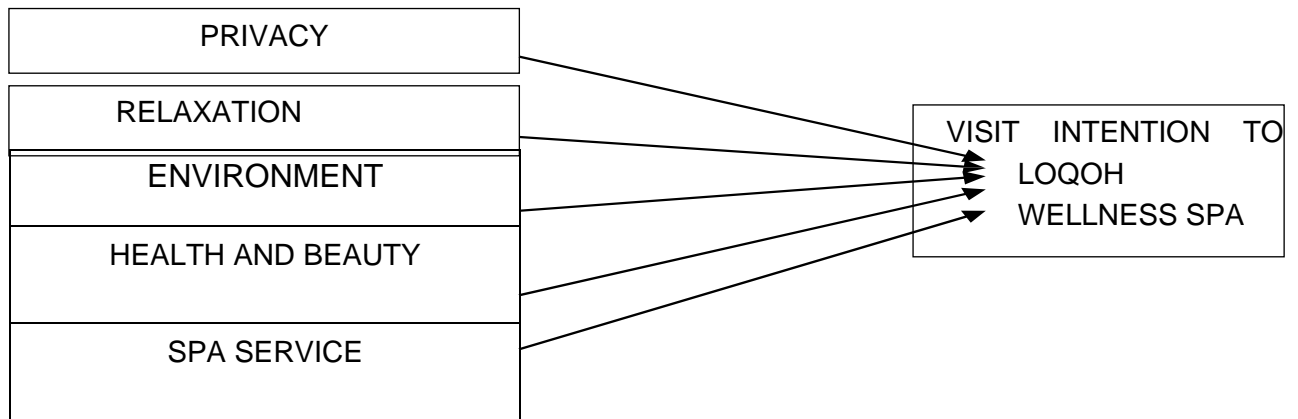


Figure 1: Conceptual framework of the motivational factors that affect the visit intention to Loqoh Wellness and Spa among Kota Bharu town public.

*Source: The role of conceptual frameworks in epidemiological analysis (Victora, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)*

## METHODOLOGY

### Research Design

This research used a quantitative method and questionnaire was distributed to 103 visitors. In addition, research design may help researchers in order to carry out research objectives. Visitors of the Loqoh Wellness and Spa will be surveyed to answer the questionnaire.

### Data Collection

Firstly, the data collection used in this study is questionnaire. This method is clear and uncertainties can be resolved. The total numbers of visitors of Loqoh Wellness and Spa are 140. A questionnaire will be assigned randomly to the respondent and according to table of Krejcie and Morgan (1970), our respondent will be 103 visitors.

Secondly, the next stage of data collection was a fieldwork. A set of questionnaires was distributed to the population which is the visitor who has visit the Loqoh Wellness and Spa to collect the data. In this research, questionnaire will be divide into seven section which is Section A for demographics (gender and age), Section B for dependent variable (visit intention to Loqoh Wellness and Spa) and independent variables for Section C, Section D, Section E, Section F, and Section G (privacy, relaxation, environment, health and beauty and spa service). In this questionnaire have use an ordinal scales to measure the levels of agreement or disagreement on



some questions.

### Participant

Participants were 103 Kota Bharu town publics enrolled in visit intention to Loqoh Wellness Spa. 76 participants identified themselves as women and 27 participants identified themselves as men. Participants mostly in their 31 until 40 years old.

### Sampling

For this research, researcher use probability sampling method which is cluster sampling as a sampling procedure. Researcher will use the cluster sampling because researcher divide the population into separate group called clusters. This method applied to make sure a fair and equal representation of the variables for this study.

### Data Analysis

The data obtained will be analyse using Statistical Package for the Social Science (SPSS) and the data types of data analysis used are descriptive frequencies analysis, descriptive statistical analysis and pearson correlation.

### FINDINGS

The study on the visit intention to this spa has addressed five objectives : (1) to identify the privacy factor that affects the customers in the Muslim Spa among Kota Bharu public. (2) to identify the harmony environment factor that affects the customers of Kota Bharu public to the Muslim Spa. (3) to evaluate the services packages factor that affect the customers to the Muslim Spa among Kota Bharu town public. (4) to identify the relaxation factor that affect the customers to Muslim Spa among Kota Bharu town public and (5)to identify the health and beauty improvement factor that plays the role among customers of Kota Bharu town public. The purpose of this chapter was to answer all this research questions. All the analyses of this research were explained on the finding. The data was the analyzed by using Statistical Package for Social Science (SPSS) version 25.0. There were also different type of analysis been used in this study which is :

#### Descriptive Frequencies Analysis

The main basic of this analysis in this study including the descriptive frequencies analysis. Researchers discuss in detail of the respondents' profile data was obtained from the questionnaire which was gender and age. Researcher had presented the part A in the form of table and simple graphic form.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	27	26.2	26.2	26.2
female	76	73.8	73.8	100.0
Total	103	100.0	100.0	

Table 1.1 and figure 1.1 above shows the number of the respondents based on their gender (male and female). From the result shown above, the number of females is higher compared with male respondents. Female respondents calculated about 76 respondents or 73.8%, which surpass male respondents with only 27 respondents or 26.2% of it.

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years old and below/ 20 tahun dan ke bawah	2	1.9	1.9	1.9
	21 - 30 years old	13	12.6	12.6	14.6
	31-40 years old	78	75.7	75.7	90.3
	41-50 years old	3	2.9	2.9	93.2
	51years and above/51tahun dan keatas	6	5.8	5.8	99.0
	preagnant woman/ ibu mengandung	1	1.0	1.0	100.0
	Total	103	100.0	100.0	

Table 1.2 and Figure 1.2 above shows that the number of respondents based on the segmentation of the age. The highest number of respondents are from 31-40 years old which is 75.7% and represents 78 numbers of respondents. The lowest number of respondents is pregnant woman which is 1.0% and represents 1 respondent. Next, the number of respondents of 20 years old or below which is 1.9% which represent 2 number of respondents. Other than that, 21-30 years old shows 12.6% which represents 13 of respondents and finally, the 51 years and above shows about 5.8% which represents 6 respondents.

#### Descriptive Statistic Analysis

For descriptive statistics, researchers have made this analysis for find mean, standard deviation to compare mean and standard deviation between, independent variables for each part of the dependent and independent variables. From that, the researcher will know which answer the respondent agree or disagree.

	N	MEAN	STANDARD DEVIATION
B01	103	4.89	340
B02	103	4.90	329
B03	103	4.87	362
B04	103	4.89	340
B05	103	4.86	344
ValidN (listwise)	103		

From table 2 above it is shown that the independent variable is the mean for environment. There were 103 respondents selected for this research. The highest mean score was 4.87, which is D02 (I feel safe going to the Muslimah Spa because of the concept and internal decoration that is consistent Islamic faith). Meanwhile, the lowest the mean score is 4.75, of which D01 (I felt the conducive environment provided by the Muslimah Spa influenced me to go there). Meaning for this descriptive statistic for environment show the results agree. Then for the standard deviation, the highest being the D01 (I felt the conducive environment provided by the Muslimah Spa influenced me to go there) which 458 and the lowest is D02 (I feel safe going to the Muslimah Spa because of the concept and internal decoration that is consistent Islamic faith) which is only 334.

### Pearson Correlation Analysis

This research used the Pearson correlation analysis to determine the relationship between the dependent variables and independent variables and to check was the hypothesis for this study being accepted or rejected. According to Hair et al., (2013), the correlation coefficient varies between -1.00 and +1.00. An r-value of 1 indicates a perfect positive linear correlation. This happen when the value of both variables increases together and their directions on a disperse plot structure a straight line. Whereby, an r- value of -1 shows a perfect negative linear correlation. This happens when the values of the variable increase while the other variables decrease and their correlation on a plot structure form a straight line.

### Correlations

		LoqohSpa	Privacy	Relaxation	Environment	HealthandBeauty	SpaService
LoqohSpa	Pearson Correlation	1	.751**	.376**	.580**	.210*	.467**
	Sig. (2-tailed)		.000	.000	.000	.033	.000
	N	103	103	103	103	103	103
Privacy	Pearson Correlation	.751**	1	.267**	.659**	.095	.532**
	Sig. (2-tailed)	.000		.006	.000	.339	.000
	N	103	103	103	103	103	103
Relaxation	Pearson Correlation	.376**	.267**	1	.422**	.691**	.505**
	Sig. (2-tailed)	.000	.006		.000	.000	.000
	N	103	103	103	103	103	103
Environment	Pearson Correlation	.580**	.659**	.422**	1	.245*	.696**

	on						
	Sig. (2-tailed)	.000	.000	.000		.013	.000
	N	103	103	103	103	103	103
Health and Beauty	Pearson Correlation	.210*	.095	.691**	.245*	1	.420**
	Sig. (2-tailed)	.033	.339	.000	.013		.000
	N	103	103	103	103	103	103
Spa Service	Pearson Correlation	.467**	.532**	.505**	.696**	.420**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103

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

\* . Correlation is significant at the 0.05 level (2-tailed).

From table 3 above the study tested the relationship between dependent variables and independent variables. First, the relationship between privacy and Loqoh Spa was the outcome of the correlation study between the variables shown in Table 4.10. There was a significant relationship about 0.751 or 75.1% between privacy with Loqoh Spa, which is it places as high level based on rules of thumb about correlation coefficient size whereas the significant number of correlations is higher than 0.7. The study tested the relationship between dependent variables and independent variables. First, the relationship between relaxation and Loqoh Spa was the outcome of the correlation study between the variables shown in Table 4.10. There was a significant relationship about 0.376 or 37.6% between relaxation with Loqoh Spa, which is it places as small but definite relationship level based on rules of thumb about correlation coefficient size whereas the significant number of correlations is higher than 0.2. The study tested the relationship between dependent variables and independent variables. First, the relationship between environment and Loqoh Spa was the outcome of the correlation study between the variables shown in Table 4.10. There was a significant relationship about 0.580 or 58.0% between environment with Loqoh Spa, which is it places as moderate level based on rules of thumb about correlation coefficient size whereas the significant number of correlations is higher than 0.4. The study tested the relationship between dependent variables and independent variables. First, the relationship between health and beauty and Loqoh Spa was the outcome of the correlation study between the variables shown in Table 4.10. There was a significant relationship about 0.210 or 21.0% between health and beauty with Loqoh Spa, which is it places as small but definite relationship level based on rules of thumb about correlation coefficient size whereas the significant number of correlations is higher than 0.2. The study tested the relationship between dependent

variables and independent variables. First, the relationship between spa service and Loqoh Spa was the outcome of the correlation study between the variables shown in Table 4.10. There was a significant relationship about 0.467 or 46.7% between spa service with Loqoh Spa, which is it places as moderate level based on rules of thumb about correlation coefficient size whereas the significant number of correlations is higher than 0.4.

## **DISCUSSION & RECOMMENDATION**

This research found that Kota Bharu town public is most comfortable to indulge their body and soul at the Loqoh Wellness and Spa. The results of this study, visit intention to Loqoh Wellness and Spa among this sample is high, and various parties must make efforts to increase the influence of Muslimah Spa. This to ensure that Muslimah Spa capable to control the visit intention among Kota Bharu town public. Inclusively, this research proves that all the independent variables (privacy, relaxation, environment, health and beauty and spa service) have positive relationship with dependent variables (visit intention to Loqoh Wellness and Spa). Along these lines, the entire hypotheses are acceptable for this research. This is implied that the Kota Bharu town public more intent to visit the Muslimah Spa because of the motivational factors (privacy, relaxation, environment, health and beauty and spa service).

Through this research has give many benefits to many parties that involved directly or indirectly during this research. This research was significance to people around Kota Bharu. The knowledge about Islamic Spa is quiet low. Through this study, people can improve their knowledge about Islamic Spa. This study may help people around Kota Bharu to know the visit intention towards Islamic Spa. So that, the people able to know their intention when visit Islamic Spa. This study also helped people what their intention to visit Islamic Spa.

## **CONCLUSION**

In summary, the findings of this study showed that, there is significant relationship between privacy, health and beauty improvement, environment, relaxation and spa services among Kota Bharu people in Kelantan. It means that people in Kota Bharu, Kelantan have visit intention to Islamic Spa. These findings indicate that visit intention towards Islamic Spa are influenced by privacy, relaxation, environment, health and beauty improvement and spa services among people in Kota Bharu, Kelantan. We have collected data from questionnaire were distributed to 103 respondents in Kota Bharu, Kelantan. Based on the result table 1.1, we found that the highest number of respondents was from people in Kota Bharu, Kelantan which is female 76 (73.8%) out of 103 respondents. Among five independent variables privacy is the highest correlated to visit intention towards Islamic Spa which is about 329 (4.90). We can see that the most people in Kota Bharu, Kelantan are looked at the privacy in their visit intention towards the spa. The result of all analysis was shown in the table 3. All the hypothesis in this study are supportive.

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# Prevalence, Predictors and Triggers of Migraine Headache Among Female Students in Kemumin Residential College

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## ABSTRACT

Migraine headache becomes quite severe and incapacitating for patients. Migraine is viewed as a significant health problem among university students, predominantly female students. This study explores the prevalence and explain the predictors and triggers of migraine headache at Kemumin Residential College of Universiti Malaysia Kelantan. A qualitative approach with semi-structured interviews involving eight purposive respondents were collected among the female students with migraine headache symptoms. The data obtained were analyzed using a content analysis method. The findings indicated that the female students' prevalence including the frequency of migraine and had a psychiatric disorder. The predictors of migraine headache due to the presence of chronic disease and an unstable hormone. This research also indicated that stress and changes in environmental stimuli cause the triggers of migraine headache symptoms. This research proposes that female students in Kemumin Residential College of Universiti Malaysia Kelantan were aware of migraine headache and know-how and why they experienced migraine headache symptoms.

**Keywords: Prevalence, Predictors, Triggers, Migraine Headache, Female Student**

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## INTRODUCTION

Migraine is an essential type of headache and one of the chronic neuroinflammatory disorders with multiple facets (Ibrahim et al., 2017). According to the Department of Neurology in India, migraine is the second most common cause of headache, affecting 15 % of women (Bansal, 2019). This qualitative study focused on understanding migraine headache better, explore the prevalence of migraine headache, and explain the predictors and triggers of migraine headache among female students at Kemumin Residential College.

In this study, the researcher is focused on female students age 18 and above. Women between the ages of 20 until 45 years old had a high risk of getting a migraine problem (Ibrahim et al., 2017). Migraine is considered a significant health problem among students at universities. Students in universities usually work hard and require constant concentration and study, which can cause much stress and sleep disturbances (Ibrahim et al., 2017). The prevalence of headache is higher in women (78%) than in men (68%) and this is primarily due to the high preponderance of migraines in women. Before puberty, there is a slightly higher prevalence of migraine in boys than in girls (Dzoljaic, 2002).

Under-diagnosed and under-treated headache disorders are the most common scenario among students who have adversely affected their academic performance (Subhash et al., 2020). The World Health Organization (WHO) ranked migraine as one of the 20 most disabling medical illnesses globally. According to the current diagnostic criteria of the International Headache Society (IHS), studies have shown that the lifetime prevalence of migraine is higher in Western (European and North American)

countries and lower in Asian countries (Nappi, 2008).

There are three objectives of this research:

1. To explore the prevalence of migraine headache among female students in Kemumin Residential College.
2. To explain the predictors of migraine headache among female students in Kemumin Residential College.
3. To explain the triggers of migraine headache among female students in Kemumin Residential College.

## **Significance of the Study**

### ***Ministry of Health***

This will give more information and consciousness about the data of migraine headache among students in Malaysia. It also can be a body of proficiency to the Ministry of Health.

### ***Student***

It can provide self-education for prevalence, predictors and triggers of migraine headache among students. By increasing the number of students at present and life expectancy it will increase the apprehension of migraine headache and improve the quality of life.

### ***University***

Inputs and data obtained from the study can help universities to formulate seminars and programs related to migraine headache. This occurrence can increase understanding and also can change students' sentiments about migraine headaches. Apart from that, this study can help universities provide a suitable curriculum to students.

### ***Future Researcher***

Future researchers can use this research for understanding of migraine headache among students in university. By this research it can be used as reference and guidelines by other researchers especially major in health education. Alongside other researchers can use the data for different populations and areas for migraine headache. In the same way it gives awareness and improves Malaysian Quality of Life about migraine headache peculiarly students

## **LITERATURE REVIEW**

### **Prevalence of Migraine Headache**

Migraine headache within primary headaches are those localized on one side of the head, that arise in episodes, lasting 4-72 hours, increases with physical activities preventing one from completing tasks with moderate or severe throbbing (Akalin et al., 2020). As headache is common among children and adolescents, about 10%–30% of children and adolescents report weekly or daily headaches (Pompili et al., 2010).



Psychiatric comorbidities have a much higher prevalence in patients with migraine than in the general population, and even more so in patients with chronic migraine than in patients with episodic migraine. Depression is one of the most common psychiatric comorbidities in patients with migraine. More than half of the patients with migraine will meet the criteria for at least one anxiety disorder in their lifetime (Minen et al., 2016). Migraine is also common and burdensome among people associated with bipolar disorder (Fornaro & Stubbs, 2015).

### **Predictors of Migraine Headache**

The presence of chronic disease is also one of the effects factors of migraine predictors (Ibrahim et al., 2017). Concerning evidence shows that the possibility of a patient having a brain tumor is 0.045% when a diagnosis of migraine can be made on clinical grounds (Kernick et al., 2008). According to Columbia Hospital's Public Health Specialist, Arteriovenous Malformation (AVM), which is a chronic disease classified as a silent killer, is caused by abnormal blood vessels in the brain (Bashirun, 2015). Many people are not aware that they have AVM disease because they think it is just a typical headache or dizziness associated with migraine (Rashiqah, 2015).

Symptoms that have affected the onset of migraines include menstruation, menarche, pregnancy, and menopause, as well as the use of hormonal contraception and hormone substitution. Migraine usually begins after menarche occurs more often in days before or during menstruation and improves during pregnancy and menopause. Unbalanced exogenous hormones may cause migraines to deteriorate (Sacco et al., 2012).

### **Triggers of Migraine Headache**

A student's life is full of pressures associated with a heavy workload, study, exam, emotional reactions to interpersonal and economic circumstances. In female patients, the triggering "stress" factor was more common than in males. Giffin (2020) also cited tiredness as a migraine cause factor. He found that feeling fatigued and exhausted in their analysis is the most common premonitory symptom (Rafique et al., 2020).

In patients reporting Osmophobia as a premonitory symptom, the odors as a migraine trigger were significantly more frequent. Also reported as typical triggers of migraine pain were flickering light, bright sunlight, certain odors, or some food (Schulte, 2015). Migraine individuals are often more sensitive than individuals without migraine to various environmental stimuli (Friedman & Dye, 2009).

### **Research Framework**

A research framework has been conducted to investigate the connection between prevalence, predictors and triggers of migraine headache of female students in Kemumin Residential College.

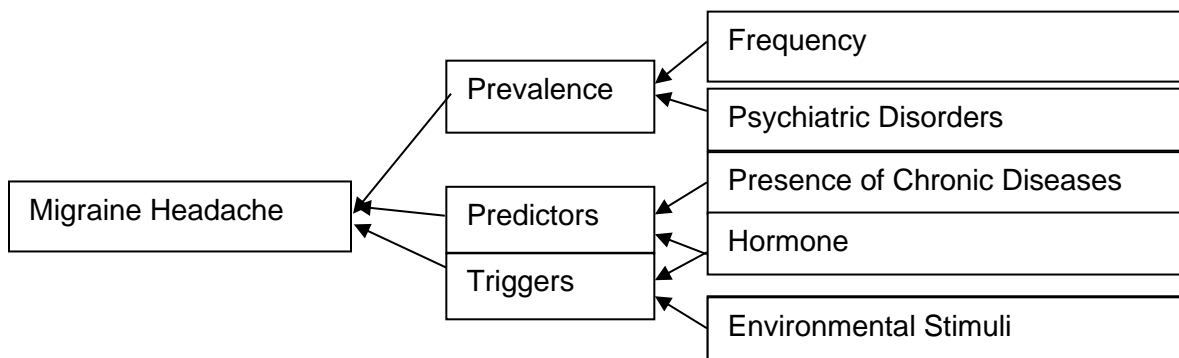


Figure 1: Research framework of prevalence, predictors and triggers of migraine headache among female students in Kemumin Residential College

## METHODOLOGY

### Research Design

This research is using qualitative as a primary tool to collect the respondent 's data. The research focused on a qualitative analysis process that attempts to explain a social or human question from a range of perspectives.

### Sampling Design

The purposive and snowball sampling technique used to identify female students with migraine headache 18 years and above. This sampling has used to achieve the aim objective for this research and to obtain data from the respondent. The female student of Kemumin Residential College was selected for this study, with eight respondents with migraine headache symptoms.

### Research Instruments

The question is divided into two categories which consist of demographic and the second one is the question about the prevalence, predictors and triggers of migraine headache. The semi structured interview guide provides a clear set of instructions for interviewers and can provide reliable or comparable qualitative data. The adaption instrument used for this research is The Migraine Disability Assessment Test (MIDAS).

### Data Analysis

Content Analysis method used to analyze the data. Content analysis is one of the most popular methods used for qualitative research. The researcher needs to transcribe the interview and get an overview through transcripts by reading it many times.

## FINDINGS

As many as eight (8) respondents are interviewed for this research. The respondents that are interviewed are various types of ethnic consist of Malay, Chinese and Indian students due to the place that the research took place, 'Kemumin Residential College' where it is used as student accommodation for University Malaysia of Kelantan. All the respondents are focused on female students only. Every respondent is given the same questions when interviewed. The respondents are asked questions regarding the factors of migraine headaches.

### ***Do you think the prevalence of migraine headache is caused by frequency of migraine?***

One of the prevalence of migraine headache is shown by the frequency of the migraine duration. The frequency of the headache attacks in most migraineurs is from one to four headache attacks per month (Lipton et al., 2017).

From the interviews conducted, most respondents state that they have at least 3 to 4 times of migraine attacks in a month. Besides that, there are also respondents stated that they only have 1 and 2 frequency of migraine duration per month. Below are part of the conversation involved from the interview.

*"The frequency of migraines I have around 1-2 times a month." (Respondent 1)*

*"I have at least 3 or 4 migraine attacks in a month." (Respondent 2)*

*"Maybe 4 to 5 times in a month..." (Respondent 3)*

*"I think this migraine occurs 2 times in a month..." (Respondent 4)*

*"This migraine probably occurs 4-5 times in a month." (Respondent 5)*

*"Maybe 3 times in a month..." (Respondent 6)*

*"...and now I have a headache once a month." (Respondent 7)*

*"Maybe 2 times in a month..." (Respondent 8)*

All the eight (8) respondents agreed to the question given. Few respondents also said that the frequency of migraine attacks depends on the situation that they faced. Therefore, there might be an increase or decrease in their frequency of migraine duration in a month.

### ***Do you think the prevalence of migraine headache is caused by psychiatric disorder?***

The psychiatric disorder also has a prevalence of migraine and has more potential in a patient with psychiatric comorbidities (Fornaro & Stubbs, 2015). Psychiatric comorbidities have a much higher prevalence in patients with migraine than in the general population, and even more so in patients with chronic migraine than in patients with episodic migraine (Minen et al., 2016).

Based on the interview, the respondents are having symptoms such as anxiety and depression that are associated with the psychiatric disorder. Below are part of the conversation involved from the interview.

*"I often feel anxious about the assignments and problems in my life. I also had depression at the same time..." (Respondent 1)*

*"I feel depressed before having a migraine." (Respondent 3)*

*"I have never felt anxious before the migraine attack but I often had the feelings of wanting to be alone and feel worthless." (Respondent 4)*

*"I experience anxiety and depression before having a migraine attack..." (Respondent 5)*

*"I got an anxiety attack before having a migraine." (Respondent 6)*

*"I am really sure because the depression attack will be led to a migraine headache." (Respondent 8)*

Six (6) out of eight (8) respondents which experienced anxiety and depression mentioned that they had similar symptoms that are associated with psychiatric disorders. These are related with the previous research that stated depression and anxiety disorders are common psychiatric comorbidities in patients with migraine (Minen et al., 2016).

### ***Do you think the predictors of migraine headache are caused by the presence of chronic disease?***

The presence of chronic disease is also one of the effects factors of migraine predictors (Ibrahim et al., 2017). The two highly prevalent cultural myths come out by the decisions making towards an investigation of patients that had a chronic migraine in which there are headaches commonly occur due to modern medicine diagnoses and brain tumors that can only be investigated based on blood test results or an abnormal scan (Weatherall, 2015).

Based on the interview, most of respondent's stated that they agree with the predictor that is associated with presence of chronic disease such as high blood and diabetes. Below are part of the conversation involved from the interview.

*"Chronic disease sometimes can make people have a migraine; it is a side effect from the disease..." (Respondent 1)*

*"...having a disease such as cancer, diabetes or heart attack, migraine easily attacks..." (Respondent 2)*

*"I was diagnosed with high a blood pressure disease when I am 18 years old." (Respondent 3)*

*"I am aware that the side effects of chronic disease can make migraine worse." (Respondent 4)*

*"I also have had asthma..." (Respondent 5)*

*"I was diagnosed with a diabetes disease..." (Respondent 6)*

*"Since my mother had a chronic disease..." (Respondent 7)*

*"...chronic disease can make the headache or migraine worse because of the side effect." (Respondent 8)*

All of eight (8) respondents agreed that presence of chronic disease can be predictors on migraines. The presence of chronic disease affected by migraine such as high blood and diabetes. According to Columbia Hospital's Public Health Specialist, AVM, which is a chronic disease classified as a silent killer, is caused by abnormal blood vessels in the brain (Hepp, 2015).

### ***Do you think the predictors of migraine headache are caused by hormones?***

Another predictor of migraine is related to hormones. Female hormones may be an important factor responsible for the sex difference of headache disorders (Rasmussen & B. K., 1993). Symptoms of migraines include unstable hormones and problem menstruation cycle.

Based on the interview conducted, respondents state that they have a problem when menstruating and unstable hormones. Below are part of the conversation involved from the interview.

*“My menstruation cycle is quite stable but sometimes my body feels lethargic...” (Respondent 1)*

*“I am also having an unstable hormone problem when menstruating.” (Respondent 2)*

*“Yes, having an unstable hormone...” (Respondent 3)*

*“Period pain happens when we are in menstruation...” (Respondent 4)*

*“... sometimes in one or two days before the menstruation starts.” (Respondent 5)*

*“...extra body weight my hormone is unstable...” (Respondent 6)*

*“My menstruation cycle also has a problem.” (Respondent 7)*

*“...unstable hormone problems when menstruating.” (Respondent 8)*

All of eight (8) respondents experience that hormones can predict them on migraines. Moreover, unbalanced exogenous hormones may cause migraines to deteriorate, as women with migraines may be exposed to increased risk of vascular disease. Other than that, the danger of vascular disease included stroke, heart attack, and vascular death (Sacco et al., 2012).

### ***Do you think the triggers of migraine headache are caused by stress?***

Triggers of migraine headache are symptoms that give action for a migraine attack. In female patients, the triggering "stress" factor was more common than in males. Giffin (2020) also cited tiredness as a migraine cause factor. He found that feeling fatigued and exhausted in their analysis is the most common premonitory symptom (Rafique et al., 2020).

Based on the interview, respondents state that they have a migraine if they are in a depressed situation such as stressful life, uncomfortable surroundings, workload on assignment and the body feeling tired, fatigue and exhausted. Below are part of conversations during the interview.

*“I will have a migraine headache when I am under pressure in my life.” (Respondent 1)*

*“I got migraine headaches when I felt pressure. It is because of the college environment such as when doing the group assignment...” (Respondent 2)*

*“You are stressed in certain things you will get a headache even if it is a small problem.” (Respondent 3)*

*“We are having pressure or need to do a lot of things at one time...” (Respondent 4)*

*“Having pressure is a normal thing to all people...” (Respondent 5)*

*“As a final year student this semester, definitely gives me lots of pressure with a ton of assignments...” (Respondent 6)*

*“Being under pressure is one of the symptoms that can lead to migraine.” (Respondent 7)*

*“I always experience pressure whenever I feel tired, fatigue and exhausted. This situation is due to the assignment that needs to be completed...” (Respondent 8)*

All of eight (8) respondents experience that stress can trigger them on migraines. Stress is the most common cause of attacks for migraine patients. Migraine symptoms themselves can be a stressor that can lead to a rising occurrence of migraines in a vicious cycle (Sauro & Becker, 2009).

### ***Do you think the triggers of migraine headache are caused by environmental stimuli?***

Some environmental factors have also identified as common migraine pain triggers. Also reported as typical triggers of migraine pain were flickering light, bright sunlight, certain odors, or some food (Schulte, 2015). Migraine individuals are often more sensitive than individuals without migraine to various environmental stimuli (Friedman & Dye, 2009).

Based on the interview, most respondents stated that they believe migraines happen because of the changes in environmental stimuli and mostly when exposed to direct bright sunlight. Below are part of conversations during the interview.

*“I also experienced migraine attacks when exposed to a noisy environment and flickering light and bright sunlight.” (Respondent 1)*

*“My mother always complains that she will feel dizzy and get a headache when there is changing weather.” (Respondent 2)*

*“I believe that a change in weather or climate can trigger some people...” (Respondent 3)*

*“I get migraines when I am exposed to the bright sunlight...” (Respondent 4)*

*“I am very sensitive towards bright sunlight because it can give me a migraine headache” (Respondent 6)*

*“Usually my migraine can attack when I am exposed to rain and direct sunlight.” (Respondent 7)*

*“It is easier for me to get migraines when the weather on that day is hot.” (Respondent 8)*

Seven (7) out of eight (8) respondents experience that environmental stimuli can trigger them on migraines. Studies in neurophysiology and neuroimaging suggest a modified top-down attention control of the visual cortex and an improved orientation response to acoustic stimuli in migraineurs (Mickleborough et al., 2011).

## **DISCUSSIONS & RECOMMENDATION**

Migraine headache is a disease that often strikes when a person suffers from one of the migraine factors which are prevalence, predictors and triggers. Risk factors that may relate to this pain are frequency of migraine, psychiatric disorder, presence of chronic disease, hormones, stress and environmental stimuli.

Based on the research, most of the respondents agreed that prevalence of migraine headache is based on the frequency of the migraine and the psychiatric disorder. At least 3 to 4 times in a month that migraine attacked most of the respondents. It was aligned with the previous research that stated most migraineurs had frequency from one to four headache attacks per month (Lipton et al., 2017). Those affected by migraines were more likely to have psychiatric disorders like depression and anxiety. These were related with the previous research that stated depression and anxiety disorders were common psychiatric comorbidities in patients with migraine (Minen et al., 2016). It is recommended if the students who frequently suffer migraines to get a mental health screening. It is important to co-treating from the doctors about all of the symptoms. Take meditation and learn vital strategies to reduce the impact of psychiatric disorder.

Besides, most of the respondents stated that the presence of chronic disease and hormone were the predictors of migraine headache. They believed that those were major predictors they suffered from migraine headaches. As stated from the previous research that chronic disease was also one of the effects factors of migraine predictors (Ibrahim et al., 2017) and also related with the other research that stated female hormones may be an important factor responsible for the sex difference of headache disorders (Rasmussen & B. K., 1993). It is recommended that individuals need to change their lifestyle and food taking. Food taking is mostly important because it can affect health. Presence of chronic disease can be avoided from getting disease and to have better hormone production.

From the interview, most of the respondents agreed that triggers of the migraine headache caused by stress and environmental stimuli. There were respondents stated they have migraines due to workload of assignments that caused the body to feel tired, fatigue and exhausted. It was matched with the research by Giffin (2020) that found feeling fatigued and exhausted were the most common premonitory symptom of stress. They also stated that migraines occur due to changes in weather such as exposure to direct sunlight or rain and also a noisy environment. As stated in the previous study, light and bright sunlight were reported as typical triggers of migraine pain (Schulte, 2015). The migraine signs are recommended to be tracked in a diary. One needs to notice themselves when and after the headache happens. In avoiding the triggers of migraine headache, an individual must eat food on time, avoid caffeine, be careful with exercise, get regular shut-eye, downsize the stress and keep the energy.

## **CONCLUSION**

This research has identified a few prevalence, predictors and triggers that led to migraine headache among female students with age range 18-25 years old. Based on The Ministry of Health journal in February 2020, migraines are one of the most common headaches and they are encountered by an average of 2% until 15% of the world population. It is on the 20th stage due to the condition of an individual, which prohibits them from attending classes, and thereby decreases their standard of living. Headache is a constant and serious disorder that interferes with daily work. In order to help monitor symptoms and improve the quality of life, the patient is advised to seek medical treatment.

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# Risk Factors of Insomnia Disorder among Science Students in University Malaysia Kelantan

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## ABSTRACT

Insomnia is a common sleep disorder that trigger a problem fall asleep, hard to stay asleep, or cause people to wake up too early and not be able to get back to sleep. The objectives of this study are to identify the factors of insomnia and to study the relationship between the risk factors and insomnia disorder among University Malaysia Kelantan Science Students. There are 320 Science students who have been randomly involves in the questionnaires conducted by the researcher. The elements analysis of the survey results revealed that the lifestyle of students, stress and phone usage strongly influences insomnia among Science students. Data analysis was conducted by using SPSS. This study provided numerical data about the lifestyle of students, stress, phone usage and insomnia among the Science students of University Malaysia Kelantan. Stress stated that the highest value of correlation. The findings which are the relationship between the lifestyle of students, stress and phone usage of the data are essential to improve the risk factors of insomnia among Science students of University Malaysia Kelantan. Based on research findings, it was found that all research objectives were achieved and all hypothesis were supported. Thus, lifestyle of students, stress and phone usage influence Science students in University Malaysia Kelantan to get insomnia.

**Keywords: Insomnia Disorder, Lifestyle of Students, Stress, Phone usage, Science Students**

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## INTRODUCTION

Insomnia is a sleeping disorder in our lives where it is hard to sleep or stay asleep, even when a person has the opportunity to do so. The condition is primarily characterized by discontent with the duration or quality of sleep, and difficulties in initiating or sustaining sleep, along with severe anxiety and daytime disability. It may appear more frequently than not as a significant problem or may co-occur with other medical or psychological conditions, such as pain and depression (Morin, Drake, Harvey, Krystal, Manber, Riemann & Spiegelhalder, 2015). Excessive daytime sleepiness among adults has been demonstrated to be a public health issue (Zailinawati, Teng, Chung, Teow, Lee & Jagmohni, 2009). Studies show that insomnia affects 9.4% to 38.2% of university students (Haile, Alemu & Habtewold, 2017).

The search for new solutions to improve community health has been reflected in paying attention to lifestyle concepts, especially a healthy lifestyle. Lifestyle factors in later life largely determine human health. In any case, the way of life of youngsters particularly students are not quite the same as others since they are undoubtedly vulnerable and open to all curiosity and changes. The study period involves a lot of physical and mental resources, as the students have to split their time between classes, tests, and social life. Students are chosen because of the above-mentioned accessibility and responsiveness to change and fashion and because of the lifestyle aspect associated with studies (Jakubiec, Kornafel, Cygan, Gorska-Klek & Chromik, 2015). The change from adolescence to adulthood also coincides with the college years are a vulnerable time when young people make lifestyle decisions that continue in later adulthood and impact lifelong health (Deasy, Coughlan, Pironom, Jourdan & Mcnamara, 2014).

Besides, insomnia increases rapidly among students because they are exposed to multiple stressors in their studies. This study shows that the academic overload, pressure to strive for success, and future burdens that amend their sleep quality. Though persons that have family records such as depression or anxiety and also maybe lead to the factor of due to traumatic experiences (Goel, Sadeh-Sharvit, Trockel, Flatt, Fitzsimmons-Craft, Balantekin & Taylor, 2020). Based on Belingheri, Pellegrini, Facchetti, De Vito, Cesana and Riva (2020), the study shows that anxiety can be one of the risk factors in the future of anxiety. The relationship between anxiety (and depression) affects the insomnia among Science students because they think too much about their future and struggling to achieve their targets. Thus, the best results have shown that most of the Science students keep pressure to have a good achievement that can affect sleep quality and achieve insomnia. It is because performance in studies must be the priority than having a good sleep.

Smartphone usage has a direct impact on insomnia. As we know, smartphones are the most powerful source of information technology and communication. The researcher concluded that smartphone radiation can increase the species of reactive oxygen that is important for the development of metabolic and neurodegenerative diseases (Subramani Parasuraman, Yee, Chuon & Ren, 2017). Based on Alhassan, Alqadhib, Taha, Alahmari, Salam and Almutairi, (2018) smartphone addiction is a common problem among adults worldwide. It expresses itself in their phones' excessive use when engaging in a variety of activities such as learning, driving, social interactions and sleeping. It can be said that users of society are unaware of smartphone use addiction is a serious problem that can harm the thinking, behavior, tendencies, feelings and well-being of a person. It can be a risk factor especially for depression, loneliness, anxiety and sleep.

This study aims to identify the factors of insomnia among University Malaysia Kelantan Science Students. The target population of the study is the Science students of University Malaysia Kelantan.

There are two objectives of this research:

1. To identify the factors of insomnia among University Malaysia Kelantan Science Students.
2. To study the relationship between the risk factors and insomnia disorder among University Malaysia Kelantan Science Students.

### **Significance of the Study Students**

The results of the study are important because students will know the ways to avoid getting insomnia and able to apply the ways in daily routine to stay a healthy lifestyle. Thus, it gives the advantage to the students to improve their academics.

#### *University Malaysia Kelantan*

This study will benefit University Malaysia Kelantan as the subject to be studied. This institution will in the end know what are the important strategies and programs that needed when practicing insomnia among students to a daily healthy lifestyle.

#### *Future Researcher*

This research aims to contribute clearer information and address all new researchers' existence of information related to insomnia factors among students. This can help them investigate more on insomnia-related study.

## **LITERATURE REVIEW**

### **Insomnia**

Insomnia is an inability to sleep even if someone has a desire to sleep. Insomnia is a common sleep complaint, with 10% of adults in the general population experiencing insomnia disorder, defined as lasting longer than three months in insomnia disorder (POgei, 2020). Various factors involving insomnia disorders especially to young adults but very few are known. Most sleep experts agree that the adult sleep requirement is typically between 6 and 10 hours of sleep per 24-hour period with the majority of individuals requiring approximately 8 hours of sleep per day (Shakeel, 2019). Long-term insomnia is associated with an increased risk of major new-onset depression and perhaps an independent risk factor for heart disease, hypertension and diabetes, especially when combined with less than 6 hours of night's sleep (John Winkelman, 2015).

Insomnia is a common health problem experienced by Malaysians. According to the World Health Organization (2006), showing the life expectancy for women in Japan reached 86 years and the age of men is 79 years. While in the United States, the hope of life expectancies to women reach 83 years and the age of men 79 years. In Malaysia, life expectancy for women only reaches 79 years, and men are 69 years. In Malaysia, 33.8% of the general population were reported to have insomnia symptoms and 12.2% had chronic insomnia (Zailinawati, 2008). Due to academic demands and the high prevalence of insomnia disorder among science students, they are exposed to a lot of pressure. Napping in the lecture halls is common among science students, but the daily sleepiness rate in this group is less well documented (Teng, 2009). About one-third of the population had associated with impaired daily function and it has a significant impact on psychological well-being and daily functioning because of the insomnia disorder.

### **Lifestyle of students**

Lifestyle patterns define the well-being of an individual, and behaviours established early in life appear to continue throughout life. Lifestyle can be healthy or unhealthy, based on food preferences, level of activity, and general behaviour. In certain cases, students develop unhealthy lifestyle patterns to alleviate the burden of academic life. In several physical and psychological issues in students, the presence of stress can be blamed and attempts have been made to quantify their relationship to their positive or negative lifestyle choices (Jafari, 2018). Sleep is influenced by lifestyle and complex environmental factors. These are known as "sleep hygiene rules," which define the generally established set of behaviours that can promote sleep. Any of these rules on sleep hygiene are lifestyle-related, such as physical exercise, smoking habits, alcohol consumption and eating habits. Sleep is strongly controlled by the circadian rhythm whose pacemaker is established in the pineal gland and the effector of which is melatonin (Gianfredi, 2018). A chronic unsound lifestyle, including diabetes, obesity, and depression, is believed to be implicated in the onset and progression of diseases. Lifestyle diseases are not only the greatest threat to a healthy life span, but they also harm the national health expenditures (Sato, 2016).

### **Stress**

Insomnia also related to poor sleep quality because of science students some of them facing depression and psychological stress (Waqas, 2015). This study shows that most science students have different background culture that can cause of their performance in science fields. Although, they said that science fields are the most stressful field in education because of the high demand for academic performance and professional (Waqas, 2015). Because of that science students always facing stress and depression because they think a lot about their performance the next day. Otherwise, daily test can affect their sleep quality and can bring major disorders like insomnia (Waqas, 2015). That has been shown that science student always does some revision before they get to sleep but

their mind keeps using and never get rest. These symptoms can lead them to psychological stress and depression in their life.

### Phone usage

For teenagers and students, phones are necessary in their live and phone have made their lives more comfortable, easier, and safer but on the other hand, extreme use of mobile phones will lead to poor health which led to fatigue, stress, headaches, and sleep disturbance. By Kesari et al., radiation form the mobile phones would increase reactive oxygen species, which play an important role in the development of metabolic and neurodegenerative disease (Parasuraman, 2017). In their study, Sharma et al. (2019) stressed that the increasing use of mobile phones is adversely affecting daily activities as well as science student's studies. When we're talking about "nomophobia," or 'No Mobile Phone' (NMP) numbers, 66% of people in the UK are afraid of either losing or being separated from their phones, while 41 % of people own [1]. While the addiction to smartphone use in India, according to a meta-analysis, ranged from 39% to 44% as measured for fixed effects ( $P < 0.0001$ ) (Sharma et al., 2019).

### Research Hypothesis

In this study, there were three hypotheses related to identify the relationship between lifestyle of students, stress, phone usage and insomnia among the Science students of University Malaysia Kelantan.

H1: There is a relationship between the lifestyle of student and insomnia factor among Science student of University Malaysia Kelantan.

H2: There is a relationship between stress and insomnia disorder among Science students of University Malaysia Kelantan.

H3: There is a relationship between phone usage and insomnia disorder among Science students of University Malaysia Kelantan.

### Research Framework

A research framework has been conducted to investigate the connection between the relationship lifestyle of students, stress, phone usage and insomnia disorder among Science students in University Malaysia Kelantan. The independent variables are lifestyle of students, stress and phone usage. The dependent variable is insomnia disorder among Science students in University Malaysia Kelantan.

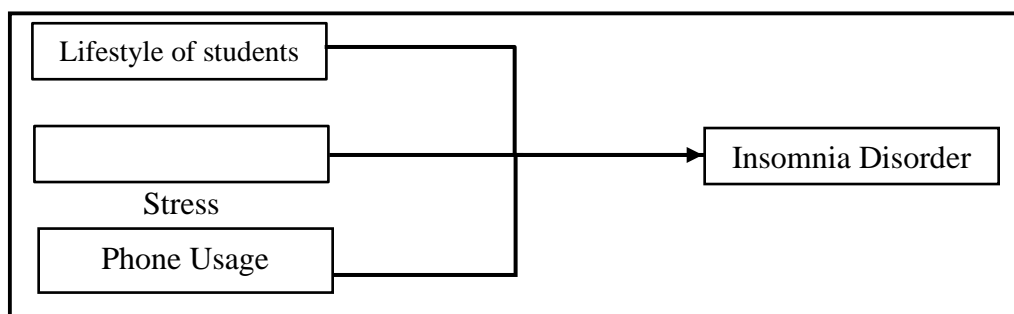


Figure 1: Conceptual framework of the relationship between lifestyle of students, stress and phones usage towards insomnia disorder among Science students of University Malaysia Kelantan.

## METHODOLOGY

### Research design

This study used the quantitative method. The survey comprises the data of age, gender, study profile, ethnicity, year of study, and so far. The questionnaires incorporate 3 sections, A, B and C which are connected with demographic variables, dependent variable, and independent variables. The amount of the respondents that will be selected from this study are around 320 respondents from Science students in University Malaysia Kelantan.

### Data collection

The data collection method used in this study is a questionnaire. The data collection is the main analysis for getting a result of the problems. This research will use the quantitative approach based on research questions and research objectives according to previous studies. This questionnaire was distributed to Science students of University Malaysia Kelantan to have a judgment of insomnia factors that affect science students.

Before making the questionnaire to respondents, the information was briefly about the study of insomnia among students through media social such as WhatsApp. The online questionnaires will be sent via WhatsApp to all Science students of University Malaysia Kelantan. The students will get an explanation for a few information to avoid misunderstanding with the questionnaire. There are 320 respondents were involved among 1928 Science students. The respondents must answer all the questions given and the researcher will get random answer from the questionnaires.

### Sampling

Sedgwick. P (2013) describes there are two types of sampling methods that can be used to recruit research participants -random sampling (sometimes referred to as probability sampling) and non-random sampling (sometimes known as a non-probability). In this study, the researchers use convenience sampling in non-probability sampling by considering the time factor for both the survey and the population. The researchers decide to uses (Robert V. Krejcie, 1970) as a model of this study.

$$S = \frac{x^2 N p (1 - p)}{e^2 (N \cdot 1) + X^2 p (1 - p)}$$

n = sample size (320)

N = population size (1928)

E = the degree of accuracy expressed as proportion

(0.05)  $x^2$  = chi-square of freedom 1 and confidence 95%

(3.841) p = proportion of population (if unknown, 0.5)

### Data analysis

An instrument that is used in analysing the data is a statistical tool or otherwise called Statistical Package Social Science (SPSS) version 24. SPSS information will translate into measurements, for example, mean, variance, standard deviation and the reliability test. Three data types of data analysis were descriptive statistic, reliability test and Pearson correlation.

## FINDINGS

The study was conducted to identify the factors of insomnia among University Malaysia Kelantan Science Students. The focus of this study is to analyse the relationship between the risk factors and insomnia disorder among University Malaysia Kelantan Science Students. In this case, primary data was undertaken which is a set of questionnaires that were used to get feedback from respondents. According to Krejcie and Morgan (1970), based on the table rule of thumb that was developed, the number of sample is 320 respondents were selected.

Based on Table 1, it shows that there are 210 (65.6%) respondents which are represented female meanwhile 110 (34.4%) respondents represented male. It shows that female respondents higher compared with male respondents in this research. The outcome of the respondent's age group is shown in the table above. The most contributed respondents come from 19 to 23 years old with a result of 258 respondents with 80.6% and followed by the 24 to 28 aged group with 62 respondents (19.4%). Based on Table 1 above, the greatest amount of our respondents is Malay which is 205 with 64.1%, followed by Indians which is 60 with 18.8 percent of respondents. Then, 43 respondents which are Chinese with 13.4% and only 3.7% of total respondents are from other races of respondents. Table 1 shows 6 respondents are married with a result of 1.9%. Then, there are 314 respondents are single which 68.4 percent. Table 1 indicates the respondent's nationality. There are 314 (98%) respondents which are represented Malaysian meanwhile 6 (2%) respondents represented other nationality. Table 1 shows the respondents according to the Science Faculty in University Malaysia Kelantan, City Campus and Jeli Campus. It shows the highest percentage of respondents of 100 students which equals 31.20% are from FIAT Faculty while FBKT, FSB and FPV are 50 (15.6%) respondents, 86 (26.9) respondents and 84 (26.3%) respondents respectively. Table 1 also shows show the respondents according to their year of study. It shows the highest number of respondents with 98 (30.60%) students from 2nd year while the second-highest number of respondents is 90 (28.10%) students from 4th year. Meanwhile, there are 1st year and 3<sup>rd</sup>-year students which are 39 (12.20%) respondents and 76 (23.70%) respondents respectively and followed by the least number of respondents from 5th year with 17 (5.40%) students.

Table 1: Respondent Profiles

<b>Profile</b>		<b>Frequency</b>	<b>Percent (%)</b>
Gender	Female	210	65.6
	Male	110	34.4
Age	19-23	258	80.6
	24-28	62	19.4
Race	Chinese	43	13.4
	Indian	60	18.8
	Malay	205	64.1
	Others	12	3.7
Nationality	Malaysian	314	98.1
	Others	6	1.9
Marital Status	Married	6	1.9
	Single	314	98.1
Faculty	FPV	84	26.3
	FIAT	100	31.2
	FSB	86	26.9
	FBKT	50	15.6
Year of Studies	1 <sup>st</sup> year	39	12.2
	2 <sup>nd</sup> year	98	30.6
	3 <sup>rd</sup> year	76	23.7
	4 <sup>th</sup> year	90	28.1
	5 <sup>th</sup> year	17	5.4



## Descriptive Analysis

This study involved 320 respondents and it analysed the mean and standard deviation for the dependent variable which is insomnia disorder and independent variables which are lifestyle of students, stress and phone usage of the questionnaire.

Table 2 shows the number of respondents, the mean of the dependent variable and the independent variables. The mean of the dependent variable that is insomnia disorder is 1.9125 and the standard deviation is 0.96579. For the independent variables, phone usage is the highest mean which is 3.8441, and followed by stress and lifestyle of students are 3.5119 and 2.9428 respectively.

Table 2 also shows the standard deviation of dependent and independent variables. The standard deviation of dependent variable which is insomnia disorder is 0.96579. The highest standard deviation among independent variable is stress which is 0.83553 and followed by phone usage and lifestyle of students which are 0.72456 and 0.63459 respectively.

Table 2: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Insomnia	320	1.9125	0.96579
Lifestyle of Students	320	2.9428	0.63459
Stress	320	3.5119	0.83553
Phone Usage	320	3.8441	0.72456

## Reliability Analysis

Table 3 shows the result that the pilot test has been done to 30 respondents before the researcher distributed a questionnaire through the online survey method to 320 respondents. The result of the reliability analysis of instruments was measured using Cronbach's Alpha.

Table 3 conclude all the variables of Cronbach's alpha for pilot data were above the value of 0.4. The alpha value of reliability analysis for the dependent variable insomnia disorder among Science students of University Malaysia Kelantan construct was 0.919. Next, the alpha value of the reliability coefficient for the independent variable lifestyle of students construct was 0.465. Furthermore, the alpha value of the reliability coefficient for the stress was 0.591. Then, the alpha value of the coefficient of reliability for the construct of phone usage was 0.706.

From Table 3 also, it can conclude all the variables of Cronbach's alpha for actual data were above the value of 0.7. Therefore, the result shown is excellent reliable and it can be accepted in the analysis of this. For the dependent variable insomnia disorder construct, the alpha value of reliability measurement is 0.943, which is good and acceptable. Thus, this outcome indicates that reliability is acknowledged. Moreover, for independent variable lifestyle of students, the alpha reliability coefficient value is 0.764 which is in good range, which means that reliability has been acknowledged. Other than that, the reliability coefficient Cronbach's alpha for the stress is 0.885. This is often accepted in the range of goods. Next, 0.848 is the alpha value of the reliability coefficient for the construction of phone usage. This is in good range that indicates that the accuracy was approved. The reliability test was conducted on the independent variables to check the internal consistency of the measurement instrument. The Cronbach Alpha for all variables scales were in range of 0.70 to 0.943. Overall, the reliability test for the entire questionnaire was accepted. Thus, the questionnaire can be used for this study.

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach's Alpha (Pilot Data)	Cronbach's Alpha (Actual Data)
Insomnia Disorder	11	0.919	0.943
Lifestyle of Students	10	0.465	0.764
Stress	10	0.591	0.885
Phone Usage	10	0.706	0.848

### Pearson Correlation Analysis

The correlation was used in this study is to describe the relationship of the two variables in terms of strength of the relationship. The value of Pearson's correlation analysis is refer to the strength of association categories according to Akoglu (2018). The result indicated that for stress has moderate relationship between insomnia ( $r=0.538$ ,  $n=320$ ,  $p<0.01$ ) and followed by phone usage ( $r=0.492$ ,  $n=320$ ,  $p<0.01$ ) suggested a moderate correlation between insomnia among Science students of University Malaysia Kelantan. Last but not least, lifestyle of students has small but definite relationship which is ( $r=0.456$ ,  $n=320$ ,  $p<0.01$ ).

Table 4: Correlation Coefficient

		Lifestyle Of Students	Insomnia
Lifestyle Of Students	Pearson Correlation	1	.456**
	Sig. (2-tailed)		.000
	N	320	320
		Stress	Insomnia
Stress	Pearson Correlation	1	.538**
	Sig. (2-tailed)		.000
	N	320	320
		Phone Usage	Insomnia
Phone Usage	Pearson Correlation	1	.492**
	Sig. (2-tailed)		.000
	N	320	320

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

## DISCUSSION AND RECOMMENDATION

### Discussion

The researcher had identified that stress has the highest value of correlation ( $r=0.538$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between stress and insomnia disorder among Science students of University Malaysia Kelantan. Thus, this result shown that hypothesis one was supported. Based on Goel et al, 2020 stated

that the academic overload, pressure strive for success, and future burdens that amend their sleep quality.

Next, the researcher also has identified that lifestyle of students has the lowest value of correlation ( $r=0.456$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between lifestyle of students and insomnia disorder among Science students of University Malaysia Kelantan. Thus, this result shown that hypothesis two was supported. Thus, Jafari, 2018 stated that lifestyle can be healthy or unhealthy, based on food preferences, level of activity, and general behaviour.

Besides that, phone usage has the value of correlation ( $r=0.492$ ) and the significant value was less than 0.01. Based on the result, there was a significant positive moderate relationship between phone usage and insomnia disorder among Science students of University Malaysia Kelantan. Thus, this result shown that hypothesis three was supported. According to the Alhassan et al., 2018 users of society are unaware of smartphone use addiction is a serious problem that can have a negative impact.

### **Recommendation**

Stress has the highest value of correlation coefficient which is 0.538 and this result show that the stress has the moderate relationship with the insomnia disorder. Science students have to manage their stress in their academic to reach good result on their academic. Furthermore, future researcher can be more explored whether the relationship between lifestyle of students, stress and phone usage influencing insomnia disorder of university students.

### **CONCLUSION**

This study was to determine the risk factors of insomnia among Science students of University Malaysia Kelantan. For this study, risk factors insomnia was influenced by lifestyle of student, stress and phone usage. Therefore, risk factors of insomnia was represented by Science students of University Malaysia Kelantan which is a dependent variable. In addition, there are three independent variable which is lifestyle of student, stress, and phone usage. Those independent variable and dependent variables were analyzed by Pearson Correlation Coefficient. It showed that the dependent variable influenced by independent variables. Then the result shows the correlation between lifestyle of student, stress and phone usage is highly significant. In conclusion, the finding of this study proven that there is relationship between lifestyle of student, stress, phone usage and the risk factors of insomnia among Science students of University Malaysia Kelantan.

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# Spiritual Perspective and Mental Health Status among Wellness Students at Universiti Malaysia Kelantan

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## ABSTRACT

Mental health is a condition that shows a person's awareness or ability to give something useful to others. Mental health problems in Malaysia are rising from year to year. Spiritual approach might contribute positively to the good mental health. Thus, this study aims to investigate the spiritual perspective and mental health status among wellness students at Universiti Malaysia Kelantan. The study sample consists of 200 wellness students in Universiti Malaysia Kelantan. The correlation between all variable were significant at p-value 0.000, which is  $p < 0.001$ . Then the results show that the relationship between self-awareness, spiritual practice, spiritual needs and spiritual beliefs towards mental health status is very significant. In conclusion, the findings of this study prove that there is a relationship between self-awareness, spiritual practice, spiritual needs and spiritual beliefs.

**Keywords: Mental Health, Self-awareness, Spiritual Beliefs, Spiritual Practices, Spiritual Needs.**

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## INTRODUCTION

Recently, there are many studies that emphasized on mental health. There are many factors that contribute to these problems such as social factor, where the person has problem with family, friends, and the community. One of the early symptoms of mental health problems are always staying alone in the room, lack of appetite, having a tough time sleeping and frequent urination. The emotion of a university student plays an important role in the student's life and it needs to be integrated with the learning environment. This is a reason why mental health among university students should be emphasized.

Mental health management using a spiritual approach can reduce and prevent someone from experiencing mental health problems. Spirituality means the belief in God and active participation in organized religion (Puchalski, 2016). A person who has good morality means that person has a high spirituality value. The four aspects in spirituality are self-awareness, spiritual belief in life, spiritual practice, and spiritual needs. These aspects need to be studied to increase the mental health status among student.

This study aims to investigate the spiritual perspective and mental health among wellness students at Universiti Malaysia Kelantan. Spirituality plays an important role in treating mental health among students. According to National Alliance on Mental Illness (2016), spirituality gives a positive impact on mental health. For example, spirituality can help a person to reduce stress by generating peace, purpose and forgiveness. University students practicing spirituality such as spiritual need, spiritual self-awareness, spiritual belief in life, spiritual practice, and spiritual needs will help them manage the problems faced by them.

## **RESEARCH OBJECTIVE**

### **General objective**

This study intended to investigate the perspective of spirituality and mental health status among wellness students at Universiti Malaysia Kelantan.

### **Specific objectives**

Therefore, this study endeavors to achieve four main objectives as follow:

- i. To determine the relationship between spiritual self-awareness and mental health status among wellness students at Universiti Malaysia Kelantan.
- ii. To determine the relationship between spiritual beliefs in life and mental health status among wellness students at Universiti Malaysia Kelantan.
- iii. To determine the relationship between spiritual practice and mental health status among wellness students at Universiti Malaysia Kelantan.
- iv. To determine the relationship between spiritual needs and mental health status among wellness students at Universiti Malaysia Kelantan.

### **Significance of the Study**

#### *Academic fields*

This study will benefit the academic fields by giving knowledge enhancement not only for research in the university but also to other universities as well as for future researcher knowledge. It also can give clear knowledge on how perspective of spirituality in overcoming or helping mental health among students.

#### *Community*

This study can contribute new information to the community. This is because not all community know that spirituality can overcome mental health. Through this study, community will be aware about mental health status on own self, family, and the surrounding community. From this study, communities can collaborate to help provide support for those with mental health through spirituality perspective. In addition, the community can found out more about the perspective of spiritual and mental health status through this study.

#### *Industry*

The industry can use this study as a guide and reference. For example, there are many mental health problems at work. Spiritual perspective can help reduce the problem of mental health status prevailing in the industry. In addition, with this study in reference, the industry can enhance the development of more skilled and knowledgeable human capital.

## **LITERATURE REVIEW**

### **Mental Health**

Mental health is the level of psychological well-being or an absence of mental health. WHO defines mental health as a state of well-being in which every individual realizes their own potential, cope with the normal stresses of life, work productively and fruitfully, and able to make a contribution to the community (World Health Organization, 2007). Mental health can affect a person's daily living, relationships and physical health (World Health Organization, 2007).

The statistics for the mental health in Malaysia from 2015 are 29.2% and 12.1% among the adults and children, based on National Health and Morbidity Survey (NHMS, 2015). In 2011, the National Health and Morbidity Survey recorded 1.7% (95% CI: 1.5-2.1) among adults aged sixteen and above (NHMS, 2011 & Malaysia Mental Healthcare Performance, 2016). The statistics on lifetime depression and current depression are 2.4% (95% CI: 2.1-2.8) and 1.8% (95% CI: 1.5-2.1). In 2012, the National Health and Morbidity Survey, also focused on health problems among school-age adolescents (Malaysia Healthcare Performance, 2016 & NHMS 2011). The data shows 6.8% (95% CI: 6.11-7.53) of suicide attempts (Malaysia Healthcare Performance, 2016). Thus, showing the level of mental health in adolescents is very worrying (Malaysia Healthcare Performance, 2016).

### **Spiritual**

Recent evidence suggests that spirituality was found to be an important component of severe mental illness recovery (Singh et al., 2017). Spirituality requires a sense of significance and engagement in faith among people (Singh et al., 2017). It has multiple benefits such as improved optimism, well-being, self-esteem, social support, driven growth to minimize depression, anxiety, and misuse of drugs (Singh et al., 2017). Several attempts have been made to spirituality has a unique aspect of treatment that cannot be replaced by psychological, social and religious treatments (Cornah, 2006). Spirituality also encompasses meaning in life, pain, suffering, and death (Cornah, 2006). Spiritual is enhancing strength and enhances spirituality between individuals and improves interaction with family members, the environment, nature, and excellent in ways that reflect on the past and special problems (Cornah, 2006). Lack of attention to spiritual issues causes increased anxiety, decreased hope, and spiritual separation (Cornah, 2006).

### **Spiritual Self-Awareness**

Studies of Bao Western philosophy (2017), show the importance of spiritual self-awareness is emphasizing the importance of spirituality in life as it focuses on moral issues, values and the meaning of life, on the grounds that self-awareness of life does not only refer to the order and wealth of one's spiritual life but include social too. Therefore, spiritual self-awareness is very important for the view of human life, society, and ultimately nature (Jonkers, 2020). Based on Caldwell (2010), spiritual self-awareness has a deep understanding of emotions, strengths and weaknesses as well as values and motivations. Spiritual self-awareness is the true and realistic perception of one's interests, values, skills, limitations and choices (Roointan, Jalalvandi, & Nateghi, 2019).



## **Spiritual Beliefs**

Previous studies have reported that spiritual belief defines spirituality as the strength of the spirit that gives meaning and other purpose to life (Musa, 2015). The spirituality as a concept that includes faith before God, religious prosperity, hope, meaning, purpose in life and love in the spiritual community (Musa, 2015). Recent evidence suggests that spiritual belief is different from religion (Barnes, Singh, Parayitam, & Parapsychology, 2020). Spirituality is more about the direct experience of the higher consciousness that is embedded in self (Barnes et al., 2020). While religion is a set of beliefs, practices, and institutionalized guidelines that are practiced and followed by individuals (Barnes et al., 2020). A person may be religious and has spiritual belief, but sometime the person may be religious or the person may have spiritual beliefs (Barnes et al., 2020).

## **Spiritual Practice**

Surveys conducted by Arya, Singh, and Malik (2017) showed that since ancient times, all people have sought spiritual practice. People of different cultures have made various efforts to lead a better and happier life (Arya, Singh, & Malik, 2017). For example, strategies to better life such as playing music, positive art therapy, yoga-based lifestyle, pranayama breathing training exercises, Satsang like group spiritual activities and others have been used for a better and happier life (Arya et al., 2017). However, this approach to deal with emotions involves the application of contemplative and spiritual teaching activities such as reflection, silence, and reflexivity and the person should retain an awareness of basic characteristics and future role in the learning (Burton, Culham, & Vu, 2020). The person needs to be familiar with the roots and benefits of spiritual practices such as meditation and other contemplative practices that may involve instructors such as yoga, tai chi, and qi gong to reach this pedagogical space (Burton et al., 2020).

## **Spiritual Needs**

Several attempts have been made on spiritual needs show evidence of balance between the perception of emotional and spiritual needs (Clark, Drain, Malone, & Safety, 2003). The definition of spiritual needs is a psychological concept of the solitude of God's time (Clark et al., 2003). Spiritual needs are defined as individuals related to matters related to religious obligations (MR, Saini, Nasrin, Bahari, & Sharip, 2016). Knowledge can be sought through personal effort through reading and incorporate, demonstrate knowledge and transform it into practice (MR et al., 2016). Mental patients need the knowledge and guidance of religion as means of spiritual application and practice. Lack of knowledge can lead to uncertainty and eventually, guilt (MR et al., 2016)

## **Research Hypothesis**

In this study, there were four hypotheses related to identify the relationship between spiritual self-awareness, spiritual beliefs, spiritual practice, spiritual needs and mental health status among wellness students at Universiti Malaysia Kelantan.

H1: There is significant relationship between spiritual self-awareness and mental health status among wellness students at Universiti Malaysian Kelantan.

H2: There is significant relationship between spiritual beliefs and mental health status among wellness students at Universiti Malaysia Kelantan.

H3: There is significant relationship between spiritual practice and mental health status among wellness students at Universiti Malaysia Kelantan.

H4: There is a significant relationship between spiritual needs and mental health status among wellness students at Universiti Malaysia Kelantan.

### Research Framework

According to Labaree (2009), conceptual framework is the structures that support a research study. Figure 1 shows the spirituality perspective and mental health status among wellness students at Universiti Malaysia Kelantan. The independent variables are the spiritual perspective. The spiritual has spiritual self-awareness, spiritual beliefs, spiritual practice and spiritual needs among wellness student at Universiti Malaysia Kelantan. The dependent variable is mental health status. In addition, the researcher will conduct research on mental health status among wellness students at Universiti Malaysia Kelantan.

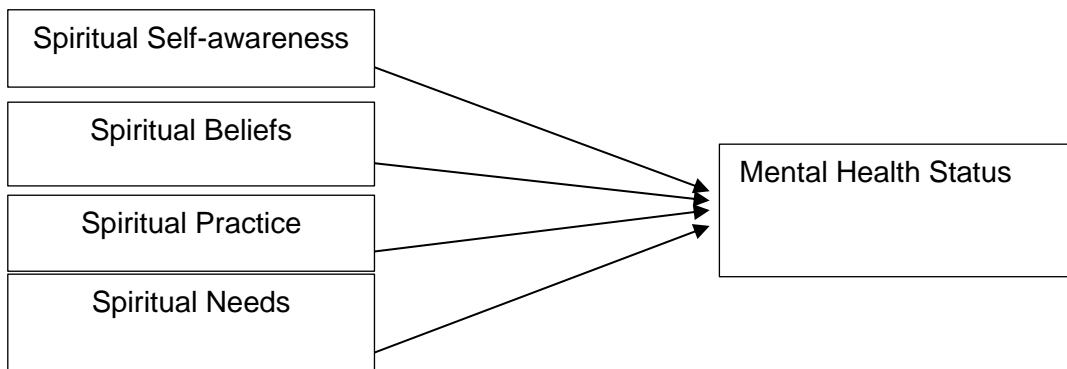


Figure 1: Research framework of Spiritual Perspectives And Mental Health Status

Source: *The role of conceptual frameworks in epidemiological analysis*  
(Victoria, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

## METHODOLOGY

### Research Design

This study used quantitative method. Researchers conducted a survey on spiritual perspectives and mental health status among well-being students at Universiti Malaysia Kelantan. The researcher conducted a study on 1 group of student respondents of different genders, ages, and races. The survey respondents were 200 wellness students. The selected courses are the same course which is wellness students. The students consist of students from Year 1 to Year 4. The respondents answered the questions in quantitative question and answered them online.

### Data Collection

The data collection used in this study is method of quantitative data to collect and gather all the data from respondent through survey method of questionnaires. The research used questionnaire as instrument for collecting the primary data. This questionnaire was distributed to wellness students at Universiti Malaysia Kelantan.

The researcher gave instruction and explanation about this questionnaire through social media such as WhatsApp to let respondent clearly understood about the question after they agreed to answer the questionnaire. Online questionnaire that required the respondents to answers through

Google form was sent via WhatsApp. The online questionnaires were prepared for 200 wellness students at Universiti Malaysia Kelantan. Wellness student as respondent of this study were required to answer this Google form. Respondents were given period of time to answer the questionnaire and data were collected once all respondents have answered it.

## Sampling

The sampling method used in this study was the probability sampling. Each student was selected at random and each student had the opportunity to sample just like any other subset of students. At Universiti Malaysia Kelantan, there were 1896 students under the FHPK and 518 were wellness students, while the rest were tourism and hospitality students.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

The age of respondents among wellness students in Universiti Malaysia Kelantan showed that the highest percentage of respondents were 23 years old with 34.5%. Meanwhile, the the lowest percentage number of respondents were the age of 20 with 0.5%. Age influenced the spiritual perspective and mental health status among wellness students at Universiti Malaysia Kelantan. The distribution of respondents according to years of study recorded that the highest percentage was from year 2 which was 32.0%. The least number's respondents by years of studies with 20.5% were from the year 3. Years of study influenced the spiritual perspective and mental health status among wellness student at Universiti Malaysia Kelantan.

The distribution of respondents in terms of gender showed that the majority of respondents were women with 154 equivalent to 77.0%, while the remaining of them were male respondents with 46 which equivalent to 23.0%. The results of this study showed that women respondents were more likely to answer the questionnaire than men. Gender also contributed to the influence of mental health status as respondents were male and female. In this study it was shown that women answered the questionnaire more than men. This resulted in more research results for women. The distribution of respondents in term of race showed the majority of the respondents were Malay which were 147

respondents (73.5%), the highest percentage of respondent. Then, the lowest percentage race of respondent was other race respondents such as Kadazan and Melanau with 1 respondent (0.5%). The distribution of respondents in marital status showed the majority of the respondents were single with 194 respondents (97.0%), the highest percentage of respondent. Then, the lowest percentage for marital status were the married respondents with 6 (3.0%). This showed that single respondents were the highest among wellness student at Universiti Malaysia Kelantan.

## RESULTS

Table 4.8: Results of Pearson Correlation between variables

		<b>SELF AWARENESS</b>	<b>SPIRITUAL BELIEFS</b>	<b>SPIRITUAL PRACTICE</b>	<b>SPIRITUAL NEEDS</b>	<b>HEALTH STATUS</b>
<b>SELF AWARENESS</b>	Pearson Correlation	1	.803**	.720**	.699**	.817**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
<b>SPIRITUAL BELIEFS</b>	Pearson Correlation	.803**	1	.742**	.727**	.738**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
<b>SPIRITUAL PRACTICE</b>	Pearson Correlation	.720**	.742**	1	.736**	.654**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
<b>SPIRITUAL NEEDS</b>	Pearson Correlation	.699**	.727**	.736**	1	.708**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
<b>HEALTH STATUS</b>	Pearson Correlation	.817**	.738**	.654**	.708**	1

	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

\*\* . Correlation is significant at the 0.000 level (2-tailed).

### **Relationship between Spiritual Self-Awareness and Mental Health Status among Wellness Students in Universiti Malaysia Kelantan**

The value  $r = 0.817$  indicated positive correlation between self-awareness and mental health status. This correlation test was significant at p-value 0.000, which was  $p < 0.001$ . Therefore, this analysis showed that the H1 hypothesis was accepted where there was a significant relationship between spiritual self-awareness and mental health status among wellness students in Universiti Malaysia Kelantan. The relationship was positive because as spiritual self-awareness increased, the mental health status also increased.

### **Relationship between Spiritual Beliefs and Mental Health Status among Wellness Students in Universiti Malaysia Kelantan**

The value of  $r = 0.738$  indicated positive correlation between spiritual beliefs and mental health status. This correlation test was significant at p-value 0.000, which was  $p < 0.001$ . Therefore, this analysis showed that the H1 hypothesis was accepted where there was a significant relationship between spiritual beliefs and mental health status among well-being students of Universiti Malaysia Kelantan. The relationship was positive because as spiritual belief increased, the mental health status also increased.

### **Relationship between Spiritual Practice and Mental Health Status among Wellness Students in Universiti Malaysia Kelantan**

The value of  $r = 0.654$  indicated positive correlation between spiritual practice and mental health status among wellness students in Universiti Malaysia Kelantan. This correlation test was significant at p-value 0.000, which was  $p < 0.001$ . Therefore, this analysis showed that the H3 can be accepted where it was significant between spiritual practice and mental health status among wellness students in Universiti Malaysia Kelantan. The relationship was positive because as spiritual practice increased, the mental health status also increased.

### **Relationship between Spiritual Needs and Mental Health Status among Wellness Students in Universiti Malaysia Kelantan**

The value of  $r = 0.708$  indicated positive correlation between spiritual needs and mental health status. This correlation test was significant at p-value 0.000, which was  $p < 0.001$ . Therefore, this indicated that hypothesis H4 was accepted where it was significant between spiritual needs and mental health status among wellness students in Universiti Malaysia Kelantan. The relationship was positive because as spiritual needs increased, the mental health status also increased.

## **DISCUSSION**

In this study, there was a relationship between spiritual self-awareness, spiritual beliefs, spiritual practices, spiritual needs and mental health status. After using data from SPSS, we found that all the P valued less than 0.001 and all hypothesis were not rejected. The hypothesis supported with previous study. According to Richards (2010), positive results were shown in studies on the importance of self-care, self-awareness and well-being have a relationship between mental health. This showed that it is not only self-awareness which needs to be emphasized by students. Even self-care needs to be given serious attention among students as it has to do with mental health.

Based on a previous study by Adam P. Knowlden (2016), spiritual beliefs also have a relationship between sex specifics. In this study, it showed that adequate sleep also contributes to the level of mental health and spiritual beliefs. Without enough sleep it will cause depression and will cause mental health and spiritual beliefs to decline. A study by Musa (2015) showed that spiritual beliefs and spiritual practices also contribute to religious well-being and spiritual well-being among university students. it also showed that spiritual beliefs are important for university students in Jordan. It also affects mental health because without spiritual beliefs, students cannot be guided towards positive thinking.

Based on the Broaden and Build mechanism of positive emotions (Fredrickson, 2013), gratitude as a positive emotion builds social and cognitive resources in term of social connectedness and meaning in life that in turn function as resources to contribute to subjective well-being (Liao & Weng, 2018). In addition, wellness student in Universiti Malaysia Kelantan can improve their health and have a good emotion while express gratitude. According to Danukalov et al (2017), yoga and meditation program can improve the quality of life and enhance their capacity for attention and self-compassion which is good for mental and physical health.

As mentioned by David R. Hodge and Violet E. Horvath (2011), an integral aspect of comprehensive service provision that specifically promotes positive health outcomes is taking into account the spiritual needs of person. Spiritual assets may be usable to help a person understands, copes with, or otherwise deal with the tension the person is feeling (Hodge & Horvath, 2011).

## **RECOMMENDATION**

As a result of this study, the researchers made the following recommendations. First, the sample size can be expanded in future research for student on spiritual perspectives in mental health status. This is because the respondents were only taken from year 1 until year 4 from wellness students only. This study should be implemented to other course such Tourism students or Hospitality students. Finally, the researchers also showed that the study can be administered with or towards postgraduate students because the majority of respondents are undergraduate students in this study. Therefore, this can help us know if time of undergraduate or postgraduate students' affects of spiritual perspectives in mental health status.

## **CONCLUSION**

In conclusion, the aim of this study was to determine the spiritual perspective among health students at Universiti Malaysia Kelantan. In this study, mental health was influenced by self-awareness, spiritual practice, spiritual needs and spiritual beliefs. Therefore, mental health was represented by student well-being students at Universiti of Malaysia Kelantan which was a dependent variable. In addition, there were four independent variables namely self-awareness, spiritual practice, spiritual needs and spiritual beliefs. Independent and dependent variables were analyzed by Pearson Correlation Coefficient. This indicated that the dependent variable is influenced by the independent

variable. Then the results showed that the relationship between self-awareness, spiritual practice, spiritual needs and spiritual beliefs towards mental health status was very significant. In conclusion, the findings of this study proved that there was a relationship between self-awareness, spiritual practice, spiritual needs and spiritual beliefs.

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# The Factors Contributing to Childhood Vaccination Hesitancy among Parents in Kampung Asam Jawa, Baling Kedah.

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## ABSTRACT

Vaccine hesitancy is a threat in the war against vaccine-preventable diseases. This vaccine hesitancy has been extensively studied in Western countries, but not in *Asian* countries. The aim of this survey was to assess the attitude, knowledge and beliefs as the factors of vaccine hesitancy among parents. This is because, vaccine hesitancy has becoming a growing problem for parents to let their kids to be vaccinated. In this research, a several factors that contribute to vaccine hesitancy among parents in Malaysia were determined. Baling in Kedah has a high statistic of vaccine refusal. A cross-sectional study has been carried out among parents in *Kampung Asam Jawa, Baling Kedah*. The convenience sampling approach was used to select 83 respondents. The data were collected in order to provide the answer to the research objectives by using a set of Parents Attitudes about Childhood Vaccination (PACV) questionnaires. The SPSS was used to analyze the data from the questionnaires that has been distributed. The correlation of knowledge was determined by Independent T-Test while attitudes and beliefs as a factors of vaccine hesitancy on childhood vaccination among parents was determined by Pearson Correlation Coefficient. The reliability test is about the internal consistency and stability of data collected in research. The researcher used Cronbach's Alpha because it used to assess the reliability of a set of scale or test items. The researchers found that knowledge among mothers and fathers had  $p=0.016$ . For attitudes the result is  $p=0.017$  and belief show result for  $p=0.015$ . The researcher rejected all the hypothesis because there is no significant in the findings result. The community play an important role in disseminating the validity of information about vaccination and prevent the statistic of vaccine refusal from increasing. Parents need to change their attitude about vaccine because this can affect their children's health. Future study can improve the method of the study by using other method of research and get respondents from the other rural areas in *Malaysia* about childhood vaccination.

**Keywords: Attitude, Knowledge, Belief, Vaccine Hesitancy**

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## INTRODUCTION

The World Health Organization (WHO) has declared the anti-vaccine movement was a top ten world health threat for 2019. Malaysia isn't any odder to the vaccination imbroglio. Early this year, the Health Ministry appealed to oldsters, particularly young parents to follow the National Immunisation Schedule for his or her kids and to not believe the info and news unfold concerning vaccination on social media. Vaccines are medications that boost our ability to resist certain diseases. Several of the immunology preventable diseases are extremely contagious and even fatal on non-immunized people (Edmond Hooker, 2018). Vaccine hesitancy is advanced and context specific, varied across time, place and vaccines. It is affected by factors like self-satisfaction, convenience and confidence. Whereas high degrees of vaccine hesitancy had caused low vaccine demand, low levels of hesitancy don't essentially mean high vaccine demand. The factors that influence the behavioural result to simply take, delay or refuse some or all vaccines underneath three categories which is contextual, individual and cluster and specific vaccination influences (MacDonald NE, 2015).



This study aim to investigate the impact of low awareness and the effect of misconception regarding the vaccination among parents because of present study stated that awareness and misconception is the most factors contributing to parents' hesitancy. Another problem that the researcher would like to know is the effect of misconception about vaccines. Based on the previous study, some parents believed that vaccine contains illegal goods such as DNA from pigs, which makes that vaccine is not allowed or Haram for Muslims. Researchers administered this research in rural area with a reason to know either it true or not, this information does not reach rural area and also because researchers want to know which one is more important between information and misconceptions.

There are three objectives of this research:

1. To compare the knowledge of childhood vaccination between mothers and fathers.
2. To identify the attitudes of childhood vaccination among parents.
3. To identify the beliefs on childhood vaccination among parents.

### **Significance of the Study**

#### *Researchers*

From this study, it will help further understanding on the factors contributing to childhood vaccination hesitancy among parents. The researchers tried to find out either childhood vaccination hesitancy among parents influenced by knowledge, beliefs and attitudes.

#### *Top Level Management*

From this study, for the next time, the top-level management such as the Academy of Medicine and Ministry of Health Malaysia can refer to this study to motivate parents to enhance their awareness, knowledge and beliefs towards vaccinations.

#### *Parents*

The benefit of this study can lead the parents to enhance knowledge and motivate them to give complete vaccine for their children. The results of this study will also impact on potential parents to be more aware of their childcare needs.

## **LITERATURE REVIEW**

### **Perception of vaccine hesitancy**

Vaccine hesitancy can be concluded with the difference level of considerations about vaccines. They are also referring to people that refuse some vaccine and conform to others to delay the vaccines uptake by following their hesitating concern to take the vaccines. According to World Health Organization SAGE Working Group on Vaccine Hesitancy (VH) have defined that the vaccine hesitancy is the decreases on anticipated vaccine receipt by the provided the details and service. There is the advance on their specific context and across time and place to distribute the vaccines (MacDonald NE, 2015). There are studies that shown the parental VH can give an effect to the vaccine uptake rates (Boulianne N et al., 2015).

Referring to the previous few decades; the body immunization can reduce the contagious diseases. However, immunization can be aspects of illness, disability and death prevention. The vaccines prevent illness such as Rubella, Measles, Diphtheria, Tetanus, respiratory disorder and infantile paralysis (Yousif M et al., 2015). The vaccines can improve the quality of life for the kids, reduces the cost of further treatments and the diseases rates (Rawan Habib et al., 2018). Prevention of diseases reduces the economic burden of diseases in comparison to cure. Before the introduction of the vaccine, the world was at higher risk of vaccine-preventable diseases, e.g., smallpox. These vaccines preventable diseases were solely controlled through preventive medicines and immunization is considered as an important part of these medicines. Reduction, eradication and complete elimination of vaccine-preventable diseases worldwide are solely through the introduction of vaccine (Sohail Aziz et al., 2018).

Vaccination was introduced in Malaysian society in 1950s, and an impressive rate of childhood immunization is one of the reasons behind a good health status of Malaysian children (Awadh et al., 2014). Lack of knowledge, low in level of awareness and misperception regarding vaccines are the major barriers towards avoidance of vaccination. The vaccine uptake can be influenced by multiple factors such as, lack of advice by general practitioners, considerations about vaccination effectiveness and safety, lack of information and knowledge, lack on perception risk, tough access to preventive activities and socio-economic predictors (Wu S et al., 2017). For advance and developing country, there have some parents' vaccine hesitancy that represents recent and some user-related are determined, affecting the decision regarding to vaccinate (Larson HJ et al., 2014). According to the World Health Organization (2018), it is known that vaccine hesitancy refers to all worries that oldsters express to refuse some vaccines, delaying vaccines or accepting others, while they're unsure of doing so, despite the availability of services and it's advanced and context specific, varied across time, place and vaccines.

### **Factor Hesitancy**

Factor hesitancy consists of three components which are knowledge, attitude, and beliefs. A great deal of research has been devoted to the factors of vaccine hesitancy. Researcher has found that the hesitancy is higher for parents that live in the village compared with parents that live in the city. In addition, income or socioeconomic status and education level were the factors that affecting vaccine acceptance in a group of society (Mohd Azizi FS et al. 2017).

### **Knowledge**

Fewer study has been published about vaccine hesitancy which they stated about the knowledge gap and there is a survey created to assess to the vaccine hesitancy and identify the factors regarding the vaccine hesitancy (Francesso N et al., 2018). Furthermore, the factors that can

contribute to the vaccination decisions are the parents' knowledge and their practices. Some studies showed the effects of the success in immunization programs can improve the parents' knowledge towards immunization status. Besides, parents' knowledge and practice regarding immunization give a great impact on children immunization status (Ashwaq Arar et al., 2018). Furthermore, refusal of vaccination uptake was promoted by the lack of scientific knowledge that can make the parents unbelief and misinformation about the vaccination (Schollin A.L et al., 2017). Kumar PRT et al. (2018) have reported that the education of transmitting the infection in the households and communities include health and economic that contracted with influenza can motivate the parents about vaccination. This was supported by a research conducted in parents attending the immunization clinic of the urban health centre. In short, lack of knowledge is one of the factors that contribute to vaccine hesitancy (Kumar D et al., 2016).

### **Attitudes**

The others factors contributing to vaccine hesitancy is attitude that provides a better understanding of the true effects. There are parents that refused to take the vaccination because of their instincts. As they mention that they made their decision based on their instincts. Their instincts were described as a gut feeling that they should not vaccinated their children. There are also parents that made decisions with each other's partner to not to vaccinate their children because they reinforced the decision together. This study also found that parents' lacks of confidence and trust in health care providers, especially doctors are reported as one factors of parental refusal on vaccination (Rumetta J, et al. 2019). According to Mohd Azizi et al. (2017), state that unemployed were found to be more significant about vaccine hesitancy. They are more likely to have the negative sentiment and attitudes for vaccine safety and productiveness. Ahmad NA et al. (2017) found that some of the parents assume the daughter will be more susceptible to get side effect from the vaccine such as fever or delay immunization if they are noted to be unwell and subsequently forgotten.

### **Beliefs**

The belief factors among parents really give a huge impact towards vaccine hesitancy, especially in religion. In Malaysia, the number of parents refusing to vaccinate their children really at the state of concerns. It has been increasing despite the benefit of vaccination have been proved. The main refusal for vaccination was included on the preference of alternative medicine, the thought that vaccine does not give any benefits and vaccines' content doubt (Lim et al., 2016). Furthermore, the study reported that 37.5% parents said vaccines as ineffective while 25% are reported doubting about vaccines' ingredients. According to Ahmad et al. (2017) the reasons for low vaccination intake are due to a few factors such as personal reasons, time factor and doubts about the status of halal vaccination. There are also a group of parents that believe that taking vaccination is against their nature. Since Islam is the majority in Malaysia, there were reports that Muslims have misconception that vaccine contained DNA from pigs as result that makes vaccine are forbidden for Muslim (Mohd Azizi FS et al., 2017). Since the issue is one of the religious beliefs, it requires involvement from the religious authorities' bodies. The authorities' bodies should press a statement about the legitimacy of the vaccine and also halal assurances on specific vaccination that can be used for Muslims (Rumetta J, et al., 2019).

## Research Hypothesis

In this study, there were three hypotheses:

H1: There is a significant relationship between the knowledge between mothers and fathers about childhood vaccination.

H2: There is a significant relationship between parents' beliefs and childhood vaccination intake

H3: There is a significant between children's health and parents' negative attitude.

## Research Framework

A research framework was conducted to investigate the connection in this study to measure parents' knowledge, attitude and belief. Most of the researchers strongly agreed that knowledge, attitude and belief were the most factors that contributing on parents' hesitancy during of the lack of knowledge or no awareness among the community, the attitude of parents that know about the important of vaccine but doesn't take any action or delaying the vaccination and the belief that human doesn't need the vaccination because human itself has their own immunisation that will fight diseases. In this study, the researcher focused on investigating the level of knowledge, the level of attitude and the level of belief. The researchers would see the results either they were the same with other's researcher or they would come with new results.

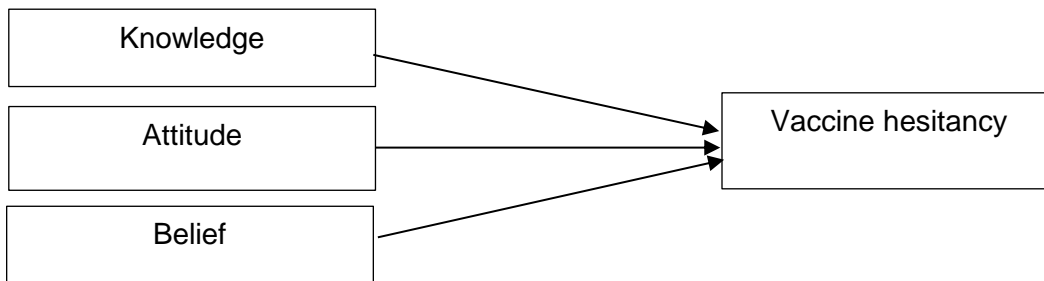


Figure 1: Research framework of vaccine hesitancy among parent toward childhood vaccination.

*Source: The role of conceptual frameworks in epidemiological analysis*

*(Victoria, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)*

## METHODOLOGY

### Research Design

This study used the quantitative method that is the most proper system to be utilized. The quantitative methodology has every one of the reserves of being creating excitement for quantitative procedures for research in regular preparing and in the field of guidance when all is said in done.

## Data Collection

In the first stage, the data collection used in this study was adopted from Scanlon (2019) which uses the Parents Attitude on Childhood Vaccination (PACV) (P. Scanlon et al., 2019). The questionnaire is best used as there are large numbers of respondents in Kampung Asam Jawa, Baling Kedah, easy to analyse the finding, standardized data from the identical questionnaire and requires fairly straightforward information. The items in the questionnaire have been formulated according to the research objectives and the research questions stipulated in this study.

The second stage of data collection was a fieldwork. A set of questionnaires was distributed to the population to collect the data about the factors contributing childhood vaccination hesitancy among parents in *Kampung Asam Jawa, Baling, Kedah*. The questionnaires were divided into 4 sections. Section A has focusing on demographic information and it contained item such as gender, age, ethnicity, etc. Section B is for comparison of the knowledge on childhood vaccination between mothers and fathers. In section C we focused on the attitudes on childhood vaccination among parents. Section D focused on the beliefs on childhood vaccination among parents.

## Sampling

The sampling method used in this study was the non-probability technique because samples are not selected randomly. Convenience sampling will be used in this study because the researchers know the specific characteristic that exists in the populations. The researchers approached the respondents focusing on parents who are from *Kampung Asam Jawa, Baling, Kedah*.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, which were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

In the following hypothesis testing, the probability value (p-value) was used to determine whether a null hypothesis will be accepted or rejected. In order to reject a particular null hypothesis, p-value must be less than or equal to the specific significant level or alpha value ( $\alpha$ ). All the hypothesis was tested at 95% confidence or p-value = 0.05. Therefore, if the p-value is smaller or equal to 0.05, the test significant and the null hypothesis will be rejected. This means that there is a significant difference between the dependent and independent variables. In contrast, if the p-value is larger than 0.05, the test is not significant and the null hypothesis cannot be rejected which means that there is no significant difference between variables. In the following hypothesis testing, an Independent Sample T-Test was carried out on the data and all the results are shown in the table given.

Ho1: There is no significant relationship between the knowledge between mothers and fathers about childhood vaccination.

Table 1.0: Independent Sample T-Test between male and female parents' knowledge

Gender	N	Mean (SD)	t	df	P value
Knowledge male	31	3.37 (1.06)	-2.48	81	0.016
Female	52	3.87 (0.74)			

Table 1.0 showed the comparison on the knowledge towards childhood vaccination between fathers and mothers. Mothers' knowledge (M = 3.87, SD = 0.74) reported had significantly higher knowledge of childhood vaccination than father (M = 3.37, SD = 1.06),  $t(81) = -2.48$ ,  $p < 0.016$ . From the result stated, the researchers were confirmed to reject research hypothesis one.

Ho2: There is a significant relationship between parents' attitudes and childhood vaccination intake.

Table 2.0: Correlation between Parents and Attitude of Childhood Vaccination

	Parent
Attitude	Pearson correlation
	0.261
	Sig. (2-tailed)
	0.017*
	N
	83

\*Significant at the  $< 0.05$  level (2 tailed)

From the table 2.0 given, Parents and Attitudes of Childhood Vaccination result were Moderately Correlated,  $R(83) = 0.261$ ,  $P < 0.017$ . From the result stated, the researchers were confirmed to reject research hypothesis two.

Ho3: There is a significant relationship between parents' beliefs and childhood vaccination intake.

Table 3.0: Correlation between Parents and Belief on Childhood Vaccination

		Parent
Belief	Pearson correlation	0.266
	Sig. (2-tailed)	0.015*
	N	83

\*Significant at the < 0.05 level (2 tailed)

From table 3.0, the Pearson correlation between parents and belief of childhood vaccination were moderately correlated,  $r(83) = 0.266$ ,  $p < 0.015$ . From the result stated, the researchers were confirmed to reject research hypothesis three.

According to the hypothesis tested, there were no significant differences on parents' knowledge, parents' attitudes and parents' belief in childhood vaccinations hesitancy among parents. The factors found indicated that there were no significant relationship between the knowledge between mothers and fathers, parents' attitudes and parents' belief with childhood vaccination hesitancy among parents. The next final chapter will deal with the discussion on the findings, suggestions and recommendations based on this study.

## DISCUSSION & RECOMMENDATION

The Independent Sample T-Test showed that there was no significant difference between fathers and mothers on factors contributing vaccination hesitancy which is knowledge among parents in Kampung Asam Jawa, Baling Kedah ( $p=0.016$ ). The next factors that contribute vaccination hesitancy among parents in *Kampung Asam Jawa, Baling, Kedah* was attitudes. Using the Pearson correlation, the result showed that there was no significant relationship on parents' attitudes to the factors contributing childhood vaccination hesitancy ( $p=0.017$ ). The result of Pearson correlation also showed that there was no significant relationship on parents belief's that contribute to childhood vaccination hesitancy among parents in *Kampung Asam Jawa, Baling Kedah* ( $p=0.015$ ).

Recommendation for further research is that the future study can improve the method of the study by using qualitative method to get information that is more accurate responses from the parents in rural areas about childhood vaccination. Next, the researcher also could select respondents in urban and rural areas to find out the gap differences in knowledge, attitude and belief towards childhood vaccination. Thus, future study could include a comparison between fathers and mother's knowledge, attitude and belief about childhood vaccination. This can help the researcher to identify the differences of father's and mother's levels of their hesitancy towards childhood vaccinations. Lastly, using online platform to collect the data from respondent is more effective and this indicator will help researcher to get accurate data and avoid data loss, unanswered data or unreturned data.

## CONCLUSION

In conclusion, the findings of this study showed that the factors contributing to childhood vaccinations hesitancy among parents in *Kampung Asam Jawa* had no significant differences towards knowledge, attitudes and beliefs.

This meant that the lack of knowledge about vaccine prevented parents from getting their children vaccinated. Meanwhile, the parents agreed to vaccinate their children when they do have basic or enough knowledge about the vaccine. This finding also indicated that the influences of childhood vaccination hesitancy among parents in *Kampung Asam Jawa* were caused by parents' attitudes and beliefs.

The result demonstrated that the other factors of childhood vaccination hesitancy among parents were their own attitudes. The findings also demonstrated that the parental attitudes and beliefs were important in order to make decision whether they want to vaccinate their children or not.

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# The Factors of UMK Students' Visit Intention to Halal Spa in Kota Bharu

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## ABSTRACT

The objective of the study is to determine the experiences of UMK students to visit Halal Spa and to determine the perception of UMK students to visit Halal Spa. 108 UMK students have been randomly involved in the questionnaires using Google form conducted by the researchers. This study focused on the factors for UMK students' visit intention to Halal Spa such as experience, perception and satisfaction. This research analyzed the significant factors to determine the experience of UMK students visiting Halal Spa by using descriptive analysis. The analysis shows that they are significant to determine the perception of UMK students to visit Halal Spas. This study provided numerical data about the factors of influence on UMK students' visit intention to Halal Spa in Kota Bharu. There are important data findings determining the relationship between independent variables and visit intention to Halal Spa.

**Keyword: Halal Spa, Student UMK, Experience, Perception**

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## INTRODUCTION

Muslims are considered as an emerging market segment. For that reason, market offerings such as wellness and spas need to accommodate the needs for Islamic spas (Jamaluddin et al., 2018). Having one or two Muslim workers without properly implementing Islamic spa practices is not sufficient to qualify spa operations as Halal Spa (Noipom et al., 2018). Major requirements of Halal spa services include beauty therapist segregation by sex, separate rooms and services among women and men, using beauty products from Halal sources, providing prayer rooms and no hair dye with black colour and eyebrow shaving (Noipom et al., 2018).

The dependent variable is visit intention to Halal Spa. Seeing the working life from day to day that is very hectic and nerve-racking, people nowadays seek to find a place to relax and recharge themselves (Rogelberg, 2017). Spas aim to be the places of respite, offering relaxation, treatments, pampering and others (Rogelberg, 2017). In the spa industry, customers who usually consume products or services from the spa industry always want the products or services that they consume to meet their expectations so that they can feel happy (Rogelberg, 2017).

This study examines UMK students' visit intention to Halal Spa. There are three factors such as experience, perception and satisfaction. The target population of the study is the UMK students.

There are three objectives of this research:

1. To determine the relationship between experiences of UMK students visiting Halal Spa
2. To determine the relationship between perception of UMK students visiting Halal Spa
3. To determine the relationship between satisfaction of UMK students visiting Halal Spa

## **Significance of the Study**

This research was carried out in Kota Bharu so that the results can be used to strengthen the customer experience with Kota Bharu Halal Spa. The results of this study could help Halal Spa in Kota Bharu to improve the management process of their services. This is because one of the companies that is very important to the Kota Bharu public is the Halal Spa sector. Hence, in order to maintain good customer relationships, Kota Bharu Halal Spa companies in Malaysia needs to enhance the quality of services. A good customer service would ensure that the customers are aware of the nature of the Halal Spa that is offered. In order to influence customers to come to Halal Spa again, experience plays an important role since they are satisfied and have a little awareness of the facilities of Halal Spa. It is hoped that this study would provide evidence for halal spa development in Kota Bharu.

## **LITERATURE REVIEW**

### **Experience**

There are various means to investigate visitors' experiences and assess their perceptions of the attractions. Namely as four domains of encounters or the 4Es. The 4Es comprise of including instructive, aesthetical, idealist, and engaging encounters to the business (Gani et al., 2019). The four experiences vary based on the customer's active or passive participation and absorption or immersion in the experience (Gani et al., 2019). Tourist's experience and consumption are important to the success of tourism products and eventually to the destination. This is because the quality of experience often determines satisfaction and post- consumption behavioural intention (Gani et al., 2019). Although visitors gained a lot through educational experience, some visitors may not experience the same. Aesthetic experience, on the other hand, refers to the evaluation of the physical environment or the overall atmosphere or mood (Gani et al., 2019).

### **Perception**

There are factors that influence individuals' perception, such as attitude, motives, interest, experience and expectation (1395, تيرجو). The spa must be able to distinguish clients' and potential clients' perception in order to be competitive in the spa industry. The spa perception differs in different countries and regions: for example, spa clients in Europe commonly perceive the spa mainly as curative of medical conditions. Understanding clients' perceptions and expectations of the spa service attributes is necessary (1395, تيرجو). Thus, it is important to understand how clients evaluate various spa benefits available in the market place. As Muslims are the majority populations in Malaysia, a spa and wellness centre with Muslim friendly concept is becoming one of the new spa products that bring a huge potential to tap on in this lucrative market (Jamaluddin et al., 2018).

### **Satisfaction**

Lack of skills among the staff and uncomfortable ambiance can lead to the unsatisfaction towards the service quality and can decrease the level of customer satisfaction in the spa. Service staff is related to the tangibility, reliability, responsiveness, assurance and also empathy (Rogelberg, 2017). The ambiance is related to sight, sound, smell, and touch. Customer satisfaction is connected to human activities which are aimed at satisfying the customers' needs and wants through the swap of products and services. Customer satisfaction can lead to customer loyalty towards a product or service, but it also depends on personal customer experience and also perceived of quality (Rogelberg, 2017). Non-satisfied customer tends to buy or consume the product or service from others or anywhere else.

## Research Hypothesis

H0: Experience has no positive relationship with visit intention to Halal Spa

H1: Experience has positive relationship with visit intention to Halal Spa

Perception

H0: Perception has no positive with visit intention to Halal Spa

H1: Perception has positive relationship with visit intention to Halal Spa

Satisfaction

H0: Satisfaction has no positive relationship with visit intention to Halal Spa

H1: Satisfaction has positive relationship with visit intention to Halal Spa

## Research Framework

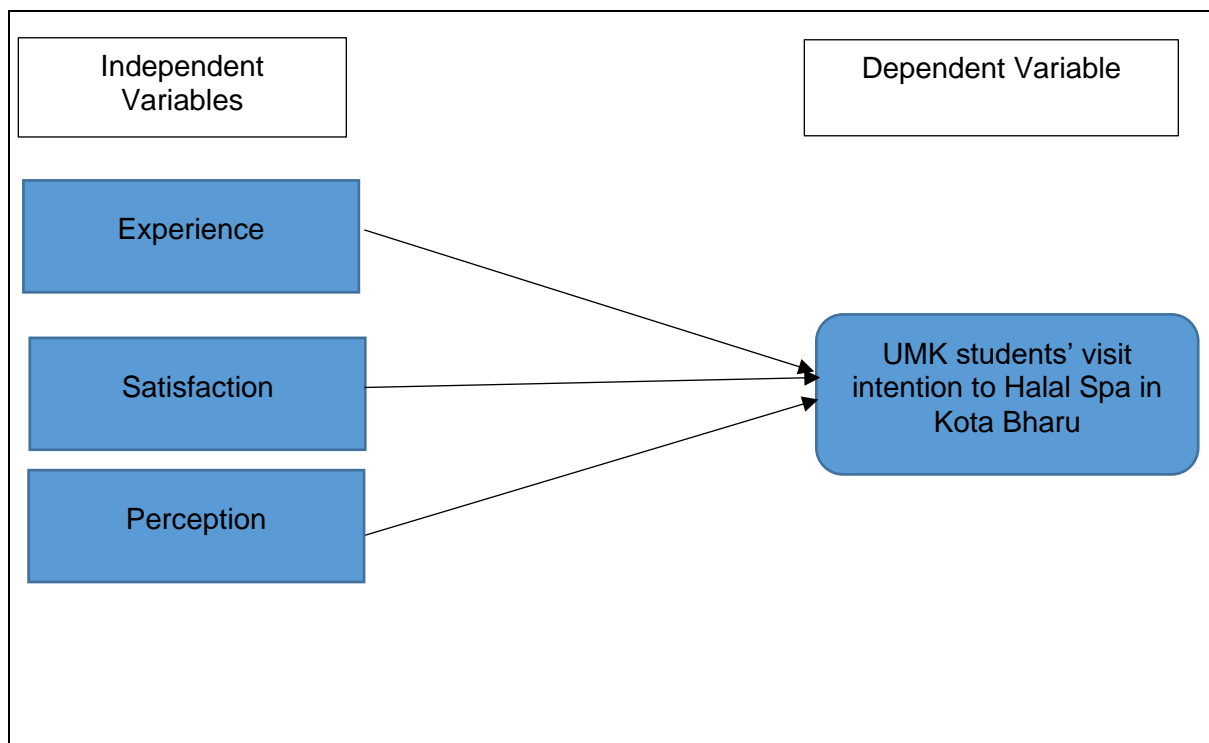


Figure1: Research Framework

## METHODOLOGY

### Research Design

The study design relates to the methods and procedures used to evaluate and obtain relevant information during the study. (2009, by Burns & George). In this research, sampling design was used as it was more sustainable in this study to evaluate and quantify the target. The quantitative approach to the concept of the variable that will affect Halal Spa in Kelantan was used in this analysis. Therefore, in this study, it was necessary for us to use questionnaires to obtain sampling data from a large number of the target respondents.

## **Data Collection**

The data collection used in this research were via Google Form questionnaires to the respondents. This approach would made it easier for respondents to answer the questions, reinforce the study's intentional nature, and ask participants to answer it. A set of questionnaires was used to collect the data. This Google Form was provided to the respondents as soon as the questions were properly reviewed. Using Google Form was selected because in the current situation Google Form was the best method. Therefore, it helped the researchers to reduce the cost of expenses while giving peace of mind to the respondents to answer anywhere.

## **Sampling**

Probability and non-probability sampling can be divided into sampling methods. In this study, the respondents were selected via convenience sampling technique under non-probabilities sampling. As Taherdoost (2016) reviewed, convenient sampling is selecting participants where they are easily available.

The sample set was selected from the UMK students. Researchers conducted the surveys to UMK students who went to Halal Spa using Google forms and data collection. A selection of UMK students were chosen by researchers to distribute questionnaires. This method is known as data gathering. In this study, 108 questionnaire sets were readily distributed to UMK students. All questionnaires were used for research. There are 30 questionnaires used for pilot test.

## **Data Analysis**

SPSS statistics 23 software was employed for the data analysis, which included two main requirements; the process of editing and coding. Data analysis is the conversion via Google form of raw data collected from target respondents through questionnaires and it was useful and insightful for this study. The details gathered from the respondents were included in the SPSS, which seek to assess the percentage of questions answered by respondents.

## RESULT AND DISCUSSION

### Descriptive Frequencies

Table 4.1: Respondents by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	52	48.1	48.1	48.1
female	56	51.9	51.9	100.0
Total	108	100.0	100.0	

Table and Figure 4. 1 showed the distribution of respondents according to gender. It illustrated that the highest percentage of respondents is 51.9% was female respondents. Meanwhile, the percentage of male respondents was 48.1%.

Table 4.2 : Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19-21 years/ 19-21 tahun	20	18.5	18.5	18.5
22-24 years/ 22-24 tahun	86	79.6	79.6	98.1
25 and above/ 25 tahun dan ke atas	2	1.9	1.9	100.0
Total	108	100.0	100.0	

Table and Figure 4. 2 showed the distribution of respondents according to age. It illustrated that the highest percentage of respondents is 79.6% was aged 22-24 years old. For the respondents age 25 and above the percentage was 1.9%. Meanwhile, for the 19-21 years old was 18.5%.

Table 4.3: Respondents by Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay / Melayu	101	93.5	93.5	93.5
	Chinese / Cina	3	2.8	2.8	96.3
	Indian / India	2	1.9	1.9	98.1
	Others / Lain-lain	2	1.9	1.9	100.0
	Total	108	100.0	100.0	

Table and Figure 4.3 showed respondents according to race. It illustrated that the highest percentage came from Malay which was 93.5%, followed by Chinese with a percentage of 2.8%. For Indian and others, each of them had the same difference of respondents which is 1.9%.

Table 4.4: Respondents by Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	105	97.2	97.2	97.2
	Master	2	1.9	1.9	99.1
	PHD	1	.9	.9	100.0
	Total	108	100.0	100.0	

Table and Figure 4.4 showed the respondents according to their Education Level. It illustrated the highest number of respondents 105, with the highest percentage about 97.2% was from degree students. Meanwhile, there were 2 master students as the respondent that occupied 1.9% and there was one respondent from the PHD students with a percentage of 0.9%.

Table 4.5: Respondents by What spa therapy or treatment/s do you associate a spa with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Massages	66	61.1	61.1	61.1
	Facials	24	22.2	22.2	83.3
	Manicures	3	2.8	2.8	86.1
	Pedicure	1	.9	.9	87.0
	Body wraps	2	1.9	1.9	88.9
	Reflexology	5	4.6	4.6	93.5
	Nail treatment	4	3.7	3.7	97.2
	Detox	1	.9	.9	98.1
	All the above	1	.9	.9	99.1
	Other Specify	1	.9	.9	100.0
	Total	108	100.0	100.0	

Table and Figure 4.5 showed the distribution of respondents by what spa therapy or treatment/s do they associated a spa with. It illustrated that 66 respondents which equalled to 61.1% associated therapy or spa treatments with massage. Facials were among the most associated with spa therapy or treatment with a frequency of 24 respondents and 22.2%. A total of five respondents with a percentage of 4.6% were those who associated spa therapy or treatment with reflexology. Nail treatment had a frequency of four in addition to a percentage of 3.7%. Next, manicures of 2.8% equalled to three frequencies and body wraps 1.9% equalled two frequencies. Pedicure, detox, all the above and other specify had the same frequency of one with a percentage of 0.9% each.

Table 4.6: Respondents by What treatment/s would you say is your most preferred?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Massages	52	48.1	48.6	48.6
	Facials	34	31.5	31.8	80.4
	Manicures	3	2.8	2.8	83.2
	Pedicure	1	.9	.9	84.1
	Body wraps	4	3.7	3.7	87.9
	Reflexology	5	4.6	4.7	92.5
	Nail treatment	3	2.8	2.8	95.3



	Detox	5	4.6	4.7	100.0
	Total	107	99.1	100.0	
Missing	System	1	.9		
Total		108	100.0		

Table and Figure 4.6 showed the distribution of respondents by what treatment/s would they as respondents said as their most preferred. It illustrated that 52 respondents which equalled to 48.1% were most preferred treatments at therapy or spa treatment. With a frequency of 34 and a percentage of 31.5% facial was the most preferred treatment therapy in the spa. Reflexology and detox had the same frequency of five with a percentage of 4.6% in what treatment was most preferred. A frequency of four and a percentage of 3.7 was body wraps treatment. Manicures and nail treatment had the same amount of three and 2.8% frequency. Pedicure was the least among the most preferred that with only one frequency with a percentage of 0.9% only.

Table 4.7: Respondents by On average, how many times per month do you visit a spa?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	62	57.4	57.4
	Twice	15	13.9	71.3
	Thrice	15	13.9	85.2
	Other	16	14.8	100.0
	Total	108	100.0	100.0

Table and Figure 4.7 show the distribution of respondents by on average, how many times per month did they visit a spa. Most visitors chose to visit the spa once on average with a total frequency of 62 equivalent to 57.4%. Meanwhile other had as many as 16 frequencies equivalent to 14.8%. Twice and thrice had the same frequency of 15 with a percentage of 13.9% in the average visit to the spa.

### Reliability Test

Table 4.3.4: Dependent and independent reliability coefficient test

variables	Total items	Alpha Values
Experience	5	0.811
Satisfaction	5	0.931
Perception	5	0.879
Halal spa	5	0.904

The result of the reliability analysis showed that all variables were 0.931, which were highly reliable. The alpha value showed the result of 0.811 to 0.879 as shown in table 4.3.4. This alpha value was accepted because it was already more than 0.8 as suggested by HR-Guide, LLC (2020) which stated that if the alpha value is below than 0.50, it can't be accepted, the value of 0.60 and above is normal, 0.70 is more than normal, 0.80 is good and 0.90 is better.

## Pearson Correlation

### Correlations

		Experience	Satisfaction	Perception	Halal Spa
Experience	Pearson Correlation	1	.688**	.596**	.414**
	Sig. (2-tailed)		.000	.000	.000
	N	108	108	108	108
Satisfaction	Pearson Correlation	.688**	1	.780**	.674**
	Sig. (2-tailed)	.000		.000	.000
	N	108	108	108	108
Perception	Pearson Correlation	.596**	.780**	1	.654**
	Sig. (2-tailed)	.000	.000		.000
	N	108	108	108	108
Halal Spa	Pearson Correlation	.414**	.674**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	108	108	108	108

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

## CONCLUSION & RECOMMENDATION

There were factors that influence UMK students' visit intention to Halal Spa in Kota Bharu. The first factor was experience. Experience was an independent variable which influenced UMK students' visit intention to Halal Spa in Kota Bharu. Experience framed the general knowledge about Halal Spa. UMK students who visited the Halal Spa in Kota Bharu could have willingness to revisit if they had positive experience. The second factor was perception. The perception of UMK about Halal Spa in Kota Bharu was expensive products. Halal Spas in Kota Bharu need to give reasonable prices to UMK students to attract their interest in visiting Halal Spa. In addition, the factors that determine the satisfaction of UMK students to visit this Halal Spa revolved around the treatment provided by the employees working in the halal Spa and the facilities provided in Halal Spa.

The majority of the respondents stated that they had experience visiting Halal Spa. Through this questionnaire it was found that many students have had the frequency to visit this Halal Spa. But there were students who had never and there were with two or three times coming to the Spa. Frequency of visits to Halal Spa was by 108 respondents. There were several fractions according to the category of answer selection done by the respondents. It Showed that a total of 62 respondents had answered once, a total of 15 respondents chose twice and three times, a total of 16 respondents had chose other. Suggestions by UMK students for them to visit to this Halal Spa were by providing a satisfactory first experience and giving gifts for every first time students who come to this spa. Results of this study indicated that women who visited Halal Spa were for beauty treatment and healthy reason. On the other hand, men visited Halal Spa for functional values such as for a body massage. Price advertisements, and facilities were perceived as predictors for male UMK students' visitat intention to Halal Spa.

Based on the research that the researchers had done, the improvements that can be done in the future is that the first study can be done more systematically that is to have more accurate planning. Most notably, we will go for a longer period of time to be able to capture participation from initial design through to distribution in the entire research process. In theory, we will aim to hire even more prospective case studies, so that once our research began earnestly, we had a greater choice on which to continue with. To capture the significant early participation of research partners in the initial design period, we will provide case studies from the implementation level. A smaller number of case studies may be preferable to be analysed, facilitating a more in-depth ethnographic approach. Therefore, the study will be faster and more accurate.

## CONCLUSION

In conclusion, this research had identified three factors that influenced UMK students' visit intention to Halal Spa in Kota Bharu. The factors for them to go to Halal Spa were represented by female and male students. Those independent and dependent variables were analysed by Pearson Correlation Coefficient. It showed that dependent variable influenced by the independent variables. Then the result showed that the correlation between experience, perception, and satisfaction with visit influence to halal spa was very significant. In conclusion, the finding of this study proved that there was a connection between experience, perception, and satisfaction and actors of UMK students influenced their visit intention to Halal Spa in Kota Bharu.

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# The Factors That Influencing Fast Food Consumption Behaviors among UMK Students in City Campus

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## ABSTRACT

Currently, there were an increase in fast food restaurants in worldwide and most young generation especially university students in Malaysia had now preferred to dine outside. Fast food restaurants in Malaysia are now got more and more popularity and great responses from the local community based on their taste, accessibility, and cheap alternatives. Nevertheless, frequent of fast food consumption had brought many health problems to the local community and university student in Malaysia. For the objective in this study, the researchers examined the relationship between The Theory of Planned Behaviors which consist of behavioral intention, attitude, subjective norms, and perceived behavioral control with fast food consumption behaviors among UMK students in City Campus. Data obtained from 357 respondents of UMK students in City Campus were analysed. By used of a quota sampling, the data collection used was an online questionnaire required the respondents to answer through Google Form. The findings found that all dimensions of TPB had significant strong positive relationships with fast food consumptions behaviors among UMK students in City Campus. This study showed that attitude had most influenced in the fast food consumption behaviors among UMK students in City Campus. Based on the research findings, all of research objectives were achieved. The hypothesis of each variables of behavioral intention, attitude, subjective norms, and perceived behavioral control had shown significant strong positive relationships with fast food consumptions behaviors among UMK students in City Campus. A few recommendations related to the study have been proposed by the researchers.

**Keywords:** Fast Food Consumptions, Fast Food Restaurants, Behavioral Intention, Attitude, Subjective Norms, Perceived Behavioral Control

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## INTRODUCTION

This research was conducted to study the factors that influencing fast food consumption behaviors among UMK students in City Campus. Fast food consumption was linked to poor dietary habits and unmet nutrient requirements (Ashdown et al., 2019). About 30% in children to more than 50% college students consume fast food daily (Al-Otaibi & Basuny, 2015). In previous study by Burgoine et al. (2016) fast food consumption was associated with obesity. Fast food typically refers to food that was quickly prepared, self-purchased and service from restaurants with precooked ingredients, and served in packaged form to the customer to take away (Shami & Fatima, 2017). Overweight was significantly associated with the frequency of fast food consumption among female in Saudi Arabian students who consumed fast food at least twice a week (Al Otaibi & Basuny, 2015). The studies conducted in Iran and Saudi Arabia also found that taste was the strongest determinant of fast food consumption (Al Faris, Al Tamimi, Al Jobair & Al Shwaiyat, 2015). Hence, it was necessary to improve the adolescents' knowledge on health hazards of fast food in order to save them from the ill effects of fast food (Saranya, Shanifa, Shilpa, Umarani & Shetty, 2016).

There were four objectives for this research:

1. To investigate the relationship between behavioral intention and fast food consumption behaviors among UMK students in City Campus.
2. To determine the relationship between attitude and fast food consumption behaviors among UMK students in City Campus.
3. To investigate the relationship between subjective norms and fast food consumption behaviors among UMK students in City Campus.
4. To identify the relationship between perceived behavioral control and fast food consumption behaviors among UMK students in City Campus.

### **SIGNIFICANCE OF STUDY**

The researchers also believed that this research would contribute a lot of advantages to many individuals who may refer to this research. Below were the individuals that might have advantages and also positive output from this research.

#### *Investors*

From this study, investors can find out the factors influencing fast food consumption behaviors among UMK students in City Campus with applied of Theory of Planned Behaviors (TPB). Thus, the investors and the fast food outlets that he or she had invested in, both can together enjoy the benefits when they found out which factors that would influence fast food consumption behaviors among UMK students in City Campus.

#### *Consumers*

From this study, students who used to like consuming fast food would be aware of the influential factors on fast food consumption behaviors and the health problems when they often eat fast food. Thus, they could enjoy health benefits starting from now.

#### *Future Researcher*

From this study, future researchers might take advantages on this study for their future research if their study is based on theory of planned behaviors or fast food consumptions. Future researchers might replicate study by referring on this study so that they could get valid and reliable result since when a researcher was able to replicate the results of the study, this had shown that the results could be generalized to a larger population (Cherry, 2020).

## **LITERATURE REVIEW**

### **Fast Food Consumption Behaviors**

Fast-food consumption was associated with poor eating habits such as drinking soft drinks and higher carbonated beverages while consuming low quantities of vegetables and insufficient nutrient requirements (Ashdown et al., 2019). For example, a study by Ashdown et al. (2019) found that 46.1% of teens eat fast food at least once a week.

### **Behavioral Intention**

Behavioral intention was a motivating factor that can capture the effort that a person is going to do some of the behaviors (Mamman, Ogunbado & Abu, 2016). In previous study by Alfaris et al. (2015), the study found that girl respondents intended to consume burgers and carbonated soft drinks when it comes to fast food meals.

### **Attitude**

Fast food consumption behaviors could be analysed to be taken into psychological factors (attitude) that shape the consumer behaviour (Ghoochani, Torabi, Hojjati, Ghanian & Kitterlin, 2018). In previous study by Ghoochani et al. (2018), the finding showed that the main factors of attitude on health consciousness and trust had influenced most of the respondents to consume the fast food.

### **Subjective Norms**

Subjective norms were assessed through parents' approvals, teachers' approvals, and friends' approvals for fast food consumption (Singh, Gautam, Bhandari & Sapkota, 2020). Based on Mirkarimi et al. (2016) study, it showed friends were the one who had most influenced for high-school students to consume fast food.

### **Perceived Behavioral Control**

There were two measures of perceived behavioral control which were internal and external factors (Mamman et al., 2016). In previous study by Mirkarimi et al. (2016), the study found that there was a medium relationship between fast food consumption and perceived behavioral control. Meanwhile, male lead to a higher level of perceived behavioral control than female which caused by external factors.

### **Relationship between Behavioral Intention (BI), Attitude, Subjective Norms (SN), Perceived Behavioral Control (PBC) and Fast Food Consumption Behaviors**

In previous study by Mirkarimi et al. (2016), it found significant strong positive relationship of the fast food consumption behaviors with behavioral intention. Overall, fast food consumption behaviors was strongly correlated with behavioral intention ( $r=0.735$ ,  $P=0.01$ ).

A study by Saraniya and Kennedy (2015), found that there was a positive significant relationship between consumer attitudes and fast food consumption with the correlation coefficient (r) of 0.768. The consumer attitudes towards fast food consumption shown that fast food restaurants should improve on their services.

In the previous study by Majabadi et al. (2016), the findings found that participants of male with 18 years old group were interested in socializing and spending time with peers and parents while dining out at fast-food restaurants. The participants also stated that they usually eat the same food at home and they needed to have new types of food when dining outside with friends or family members.

In previous study by Boyland, Kavanagh and Halford (2015), the findings found perceived behavioral control of children interested in fast food had increased after they had seen the fast food advertisement on television such as McDonald's Happy Meal (P= 0.004).

### **Research Hypothesis**

In this study, there were four hypotheses developed to assume that there were relationships of each influential factors with fast food consumption behaviors as below:

H<sub>1</sub>: There was a relationship between behavioral intention and fast food consumption behaviors among UMK students in City Campus.

H<sub>2</sub>: There was a relationship between attitude and fast food consumption behaviors among UMK students in City Campus.

H<sub>3</sub>: There was a relationship between subjective norms and fast food consumption behaviors among UMK students in City Campus.

H<sub>4</sub>: There was a relationship between perceived behavioral control and fast food consumption behaviors among UMK students in City Campus.



## Research Framework

A research framework was conducted to investigate connection between the relationships of behavioral intention, attitude, subjective norms, and perceived behavioral control with fast food consumption behaviors among UMK students in City Campus.

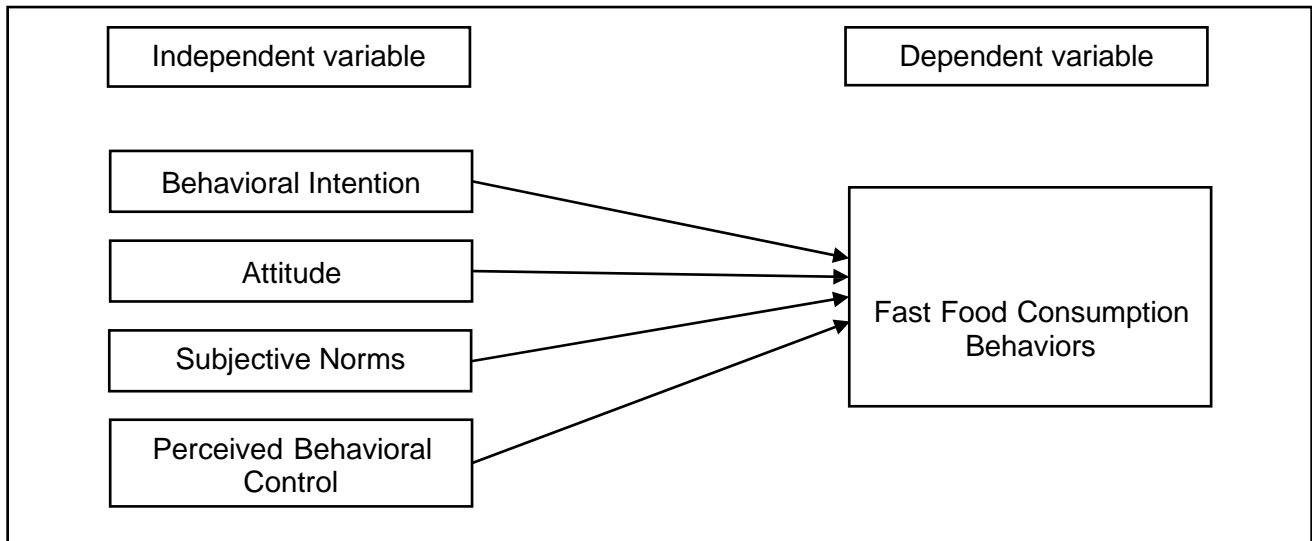


Figure 1: Research Framework of Factors that Influencing Fast Food Consumption Behaviors among UMK students in City Campus

## **METHODOLOGY**

### **Research Design**

This study was a cross-sectional study. Cross sectional study applied to find the factors that exist in the group of consumers who consumed fast food as their favourite foods. In addition, it helped to measure the outcomes and the exposures in the study with the participants. It also measured the relationship of variables in defined population at the same time. Moreover, research design might help researchers in order to carry out the research objectives. UMK City Campus students were surveyed to answer the research objectives. Unlike case-control trials or longitudinal research, only the participants in a cross-sectional sample were chosen depend on the study's criterion for inclusion and exclusion (Setia, 2016).

### **Data Collection**

In the first stage, the data collection used in this study was primary data, which was a quantitative approach used for the distribution of a questionnaire that might encourage respondents to give their opinion on the factor that influencing fast food consumption behaviors among UMK students in City Campus. Data were collected through the questionnaire in this report. The questionnaire highlighted the aims of this study and the confidentiality of the information provided by respondents was assured. In the second stage, the data collection used in this study was an online survey or in other name was an online questionnaire that would require the respondents to answer through Google Form. Then, the researchers used another effective way which was WhatsApp to distribute to the UMK students. Moreover, this platform was easy to find out the exact respondents. The reasons why the researcher used this platform of technology tools was due to this Covid-19 disease pandemic and it was also user friendly.

### **Sampling**

The sampling method used in this study was the quota sampling as sampling method to collect the data. This type of sampling method earned time and effort because quota sampling had a high statistical precision. In quota sampling, the researchers divided the survey sample of respondents into subgroup on the students in UMK City Campus by each course. The reason why the researchers used quota sampling was because it was generalizable and each seven courses in UMK City Campus had respondents to be represented in this study. In brief, the population was 5162 students UMK City Campus and the sample size would be 357 students by referring to Krejcie and Morgan (1970) table. The researchers had used quota sampling which set 51 respondents respectively for each seven courses of SAB, SAL, SAK, SAR, SAH, SAW and SAP.

## **DATA ANALYSIS**

There were four data types of data analysis used in this study, which were: demographics profile of respondent, reliability analysis, descriptive analysis and Pearson correlation analysis. The data obtained was analysed by using of Statistical Package for the Social Science (SPSS) version 25.

## **FINDINGS**

### **DEMOGRAPHICS PROFILE OF RESPONDENT**

The respondent demographics profile was summarized as in table 1 below. From the result based on total 357 respondents, female respondents calculated about 68.6% with 245 respondents while male respondents were only calculated about 31.4% with 112 respondents. From the result, based on total 357 respondents, the highest number of respondents by age who were involved in this study was the category of 21-23 years old with 216 respondents (60.5%), followed by category of 18 - 20 years old with 116 respondents (32.5%), then category of 24 -26 years old with 20 respondents (5.6%), and lastly followed by category of 27 years old and above with 5 respondents (1.4%). From the result based on total 357 respondents, the researchers had observed that the number of respondents who were involved in this study were mostly respondents with single status, contributed as 98.9% or 353 respondents. The married status respondents contributed the second highest which was 1.1% or 4 respondents. From the result based on total 357 respondents, the highest number of respondents by race who were involved in this study were Malay respondents with 67.5% and represented by 241 respondents, followed by Chinese respondents with 20.2% and represented by 72 respondents, then Indians respondents with 11.8% and represented by 42 respondents and lastly followed by Bajau and Siamese respondents with 0.3% or 1 respondents respectively. From the result based on total 357 respondents, the number of respondents by course who were involved in this study were from SAB, SAH, SAK, SAL, SAP, SAR and SAW course and each course shown 51 respondents (14.3%) respectively.

Table 1: Demographics Profile of Sample

Profile		Frequency	Percentage
Gender	Female	245	68.6
	Male	112	31.4
Age	18 - 20 years old	116	32.5
	21 - 23 years old	216	60.5
	24 - 26 years old	20	5.6
	27 years old and above	5	1.4
Marital Status	Married	4	1.1
	Single	353	98.9
Race	Bajau	1	0.3
	Chinese	72	20.2
	Indian	42	11.8
	Malay	241	67.5
	Siamese	1	0.3
Course	SAB	51	14.3
	SAH	51	14.3
	SAK	51	14.3
	SAL	51	14.3
	SAP	51	14.3
	SAR	51	14.3
	SAW	51	14.3

## RELIABILITY ANALYSIS

### *Reliability Analysis of Pilot Data and Actual Data*

Table 2 showed that the Cronbach's Alpha coefficient result for pilot data was within the range of 0.769 to 0.918 and it exceeded the acceptable value of 0.70 as preferred by George and Mallery (2003). Meanwhile, the Cronbach's Alpha coefficient result for actual data was within the range of 0.739 to 0.886 and it exceeded the acceptable value of 0.70 as preferred by George and Mallery (2003). From the table, the researchers could conclude that each of the variables were above the value of 0.70 for both pilot data and actual data analysis. Thus, the Cronbach's Alpha coefficient of overall variables for pilot data was 0.960 while for actual data was 0.954. Therefore, the result shown was excellent and it can be accepted in this study.

Table 2: Results of Reliability Analysis of Pilot Data and Actual data

Variable	Pilot Data Cronbach's Alpha coefficient	Reliability Level	Actual Data Cronbach's Alpha coefficient	Reliability Level
Fast Food Consumption Behaviors	0.769	Acceptable	0.828	Good
Behavioral Intention	0.918	Excellent	0.855	Good
Attitudes	0.876	Good	0.859	Good
Subjective Norms	0.822	Good	0.739	Acceptable
Perceived Behavioral Control	0.912	Excellent	0.886	Good
Overall variables	0.960	Excellent	0.954	Excellent

## DESCRIPTIVE ANALYSIS

This study has analysed the mean and standard deviation for section B (dependent variable) and section C (independent variables) of the questionnaires. Table 3 below showed the number of respondents, mean and standard deviation of dependent variable and independent variables. Among all variables, the dependent variable of fast food consumption behaviors had the highest mean value which was 3.4150. This meant that most of respondents had strongly agreed that they do eat fast food. Fast food typically refers to food that are quickly prepared, self-purchased and service from restaurants with precooked ingredients, and served in packaged forms to the customer to take away (Shami & Fatima, 2017). In the dependent variable sections, the researchers asked questions about the frequency of fast food consumption and factor that motivated UMK students in City Campus to eat fast food. Among of all independent variables, attitude had the highest mean value which was 3.4026. This meant that most of respondents had strongly agreed that they eat fast food because of attitude. According to Alfaris et al. (2015), respondents consume fast food because of the delicious taste and followed by convenience. Hygiene and food safety at fast food outlets had found to be very important for 62.2% of the girls (Alfaris et al., 2015). Therefore, in this study it showed that UMK students in City Campus usually consumed fast food monthly and they ate fast food because of attitude such as the delicious taste, fun environment, clean environment, and fast food were clean and safe.

Perceived behavioral control had the second highest of mean value which was 3.3597 that influenced fast food consumption behaviors, followed by behavioral intention which was 3.2437 and lastly followed by subjective norms which was 3.0684. Subjective norms were assessed through parents' approvals, teachers' approvals, and friends' approvals for fast food consumption (Singh et al., 2020). In the subjective norms sections, the researchers asked questions about who the respondents usually eat fast food with and for whose opinion respondents followed to consume the fast food. By this study, the researchers could conclude that most of the respondents followed their self-opinion to consume fast food while there were still several of respondents who followed the opinion of others to consume fast food. In previous study by Mirkarimi et al. (2016), the findings found that 52.2% of high school students meet their friends at fast food outlets and they follow the opinion of friends to consume fast food.

Table 3: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Fast Food Consumption Behaviors	357	3.4150	0.55483
Behavioral Intention	357	3.2437	0.61436
Attitude	357	3.4026	0.56948
Subjective Norms	357	3.0684	0.50480
Perceived Behavioral Control	357	3.3597	0.63893

## PEARSON CORRELATION ANALYSIS

The Pearson's correlation analysis was one of the important analysis that measured the linear relationship between the two variables. The objective of this analysis was to determine the relationship between independent variables (behavioral intention, attitude, subjective norms, and perceived behavioral control) and the dependent variable (fast food consumption behaviors).

Table 4 below showed behavioral intention had a significant strong positive relationship with fast food consumption behaviors which the p-value of 0.000 that was less than 0.01 significant level and correlation coefficient value of 0.680. Next, attitude had a significant strong positive relationship with fast food consumption behaviors which the p-value of 0.000 that was less than 0.01 significant level and correlation coefficient value of 0.701. Besides that, subjective norms had a significant strong positive relationship with fast food consumption behaviors which the p-value of 0.000 that was less than 0.01 significant level and correlation coefficient value of 0.619. Moreover, perceived behavioral control had a significant strong positive relationship with fast food consumption behaviors which the p-value of 0.000 which was less than 0.01 significant level and correlation coefficient value of 0.684. This study used the guideline on the strength of association categories by Meghanathan (2016).

Table 4: Pearson Correlation Analysis

		Behavioral Intention	Attitude	Subjective Norms	Perceived Behavioral Control	Fast Food Consumption Behaviors
Behavioral Intention	Correlation coefficient	1	.750**	.671**	.719**	.680**
	Sig. (2- tailed)	-	.000	.000	.000	.000
Attitude	Correlation coefficient	.750**	1	.698**	.804**	.701**
	Sig. (2- tailed)	.000	-	.000	.000	.000
Subjective Norms	Correlation coefficient	.671**	.698**	1	.757**	.619**
	Sig. (2- tailed)	.000	.000	-	.000	.000
Perceived Behavioral Control	Correlation coefficient	.719**	.804**	.757**	1	.684**
	Sig. (2- tailed)	.000	.000	.000	-	.000
Fast Food Consumption Behaviors	Correlation coefficient	.680**	.701**	.619**	.684**	1
	Sig. (2- tailed)	.000	.000	.000	.000	-

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

## DISCUSSION & RECOMMENDATION

This study had shown that behavioral intention had the third strongest correlation coefficient of 0.680 and p-value of 0.000 which was less than 0.01 significant level. Therefore, behavioral intention had a significant strong positive relationship with fast food consumption behaviors among UMK students in City Campus. Research objective 1 which was to investigate the relationship between behavioral intention and fast food consumption behaviors among UMK students in City Campus was achieved. Hypothesis 1 which was “there is a relationship between behavioral intention and fast food consumption behaviors among UMK students in City Campus” was supported.

Based on the findings in this study, attitude had the strongest correlation coefficient of 0.701 and p-value of 0.000 which was less than 0.01 significant level. Therefore, attitude had a significant strong positive relationship with fast food consumption behaviors among UMK students in City Campus. According to Alfaris et al. (2015), respondents consume fast food because of the delicious taste then hygiene and safety food at fast food outlets which found to be very important for 62.2% of girls. Research objective 2 which was to determine the relationship between attitude and fast food consumption behaviors among UMK students in City Campus was achieved. Hypothesis 2 which was “there is a relationship between attitude and fast food consumption behaviors among UMK students in City Campus” was supported.

This study has shown that subjective norms had the lowest correlation coefficient of 0.619 and p-value of 0.000 which was less than 0.01 significant level. Therefore, subjective norms had a significant strong positive relationship with fast food consumption behaviors among UMK students in City Campus. In previous study by Mirkarimi et al. (2016), the findings found that 52.2% of high school students meet their friends at fast food outlets and they follow the opinion of friends to consume fast food. Research objective 3 which was to investigate the relationship between subjective norms and fast food consumption behaviors among UMK students in City Campus was achieved. Hypothesis 3 which was “there is a relationship between subjective norms and fast food consumption behaviors among UMK students in City Campus” was supported.

Based on the findings in this study, perceived behavioral control had the second strongest correlation coefficient of 0.684 and p-value of 0.000 which was less than 0.01 significant level. Therefore, perceived behavioral control had a significant strong positive relationship with fast food consumption behaviors among UMK students in City Campus. Research objective 4 which was to identify the relationship between perceived behavioral control and fast food consumption behaviors among UMK students in City Campus was achieved. Hypothesis 4 which was “there is a relationship between perceived behavioral control and fast food consumption behaviors among UMK students in City Campus” was supported.

The researchers had suggested to the stakeholders of University Malaysia Kelantan in City Campus to start spreading awareness and to cultivate the healthy eating behaviors among UMK students in City Campus. This research suggested that further studies can also be carried out on the staffs or lecturers in University Malaysia Kelantan City Campus since this study had only focused among students in UMK City Campus.



## CONCLUSION

The theory of planned behavior which consists of four components of behavioral intention, attitude, subjective norms, and perceived behavioral control had significant strong positive relationships with fast food consumption behaviors among UMK students in City Campus. Thus, all of the four hypothesis above were supported and the research objectives which were to investigate the relationships between behavioral intention, attitude, subjective norms, and perceived behavioral control and fast food consumption behaviors among UMK students in City Campus was achieved.

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# The Influence of Work Stress toward Work Performance among Workers in Human Resources NSK Seremban 2, Negeri Sembilan

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## ABSTRACT

Studies have been conducted by the researchers to investigate the influences of work stress toward work performance among workers in human resources NSK, Seremban 2, Negeri Sembilan. There are 186 workers who had been involved in order to answer the questionnaire that was conducted by the researchers. This study focused on work performance of workers at NSK, Seremban 2, Negeri Sembilan. The research analyzed the relationship of job control, role conflict and work environment towards work performance. Stress in job control, role conflict and work environment which were the independent variables and work performance was dependent variable. Based on the result, all independent variables, job control, role conflict and work environment had moderate relationship with work performance. This meant that all hypothesis and research objectives were acceptable. For future studies, the new researchers can explain and explore the influence of work stress health effects in individuals.

**Keywords: Job Control, Role Conflict, Work Environment, Task Performance, Ccounterproductive performance, Contextual Performance**

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## INTRODUCTION

Stress at work was generally known as new wonder of contemporary lifestyle nowadays. The nature of work has experienced radical changes during the most recent time, and it is changing at hurricane speed. Stress is a state of threatened homeostasis which is activated to produce physiological and behavioural changes (Bali and Jaggi, 2015). The work performance assesses whether a person is accomplishing a job well or not. According to Doyle (2019), quality of work depends on a person's accuracy, the quantity of work, time management, job knowledge, and also working relationship affecting the work performance.

A statistic on Sleeper (2020), in 2019 shows the results of a survey among respondents who have experienced mental health issues in Malaysia due to stress. According to Landau (2018), it was surprising that the Patron of the Malaysian Psychiatric Association (MPA) stated the National Health and Morbidity Survey in 2017, shows that 29% of Malaysians had depression and anxiety disorder compared to 12% in 2011 whereas the estimated percentage was by 2020. This study aims to investigate the factors that influence Work Stress toward Work Performance among Workers in NSK Seremban 2, Negeri Sembilan.

There were three research objectives for this study which were:

1. To identify the relationship between job control and work performance.
2. To identify the relationship between role conflict and work performance.
3. To identify the relationship between work environment and work performance.

## **Significance of the study**

### *Organizations*

The good quality in work performance at any company comes from how the organization manages the company well. Which is how that company conducts the management of workers, products suppliers, environment and many more that are always in good condition. Musek Lešnik (2006) says in this context that organizations can be successful when organizational goals are aligned with organizational values and those are aligned with personal values of people who are this same organization.

### *Employees*

Employees in any supermarket companies spend most of time completing work in respective divisions such as in stores, arranging goods, cashiers and so on. And this requires strong energy and emotions also play an important role in such work. A recent study also showed that a decreased ability to cope with work due to the health problems and consequent functional limitations were associated with higher productivity loss at work (Alavinia et al. 2009).

### *UMK Students*

This research will benefit the students to understand the level of work stress toward work performance better. And it also could be a reference or guideline for other researchers who are interested to study about the level influence of work stress toward work performance among workers. Students also can get a little bit knowledge before they participate in any job organization later. It gives view of environment in organization at any companies about the level of influence of work stress towards work performance among workers. Thus, the students can prepare their mental and physical before jumping into any job that are related to this study.

## **LITERATURE REVIEW**

### **Dependent Variable: Work Performance**

Every company needs an employee who is able to get the job done according to the due time given (Kajidori, 2015). Same goes to an organization that needs a responsible employee to get their job done correctly. This is because an employee performance is similar to overall success of the organization (Siddiqui, 2014). According to Phillipott (2018), a good quality of work performance can be gain, if there is a positive working environment, good pay satisfaction and professional support organizational.

The organizational authority should understand the benefits of their work performance towards the organization whether they have done their job according of their position or not. This can help to determine the strength, weaknesses and also the potential managerial gaps in the organization and on what the organization authority should do to improve their performance quality. The dependent variables are the task performance, counterproductive performance and contextual performance.

## **Independent Variables**

### **Job Control**

Job control refers to ability to selectively suspend the execution of processes and resume their execution at later point. It is similar as controlling them from not giving them the authority on to make up a decision (Weigl and Muller, 2013). Every employee wants their opinion to be accepted or at least to be considered. Everyone will always want a two way interaction between the employer and the employees. It is demonstrated that the moderate role of self-efficacy in the job control interaction are in the prediction of two dimensions are such as emotional exhaustion and de-personalization among workers (Schaufeli et. al., 2002). According to Bishop (2003), job control is identified as the active coping style such as concrete action undertook to solve a problem which moderates the job control interaction in the prediction of emotional exhaustion.

### **Role Conflict**

Workplace is a social support which are known as a meta-analysis which clarified the influence of work-family (Bodner et.al., 2011). Work- family is a concept where the worker will be treated like a family. A good way communication and guiding each other without seeing their time entered job is work- family concept. This is to make sure that the newly joined employees are not stressed out on their new job (Bodner et.al., 2011). This is where role conflict is a specific social support where individuals accept others with a concept of “care about their ability to experience role conflict by providing helpful social interaction and resources” (Bodner et.al., 2011).

### **Work Environment**

According to Indeed (2020), working environment is very important because a positive work environment will reward high performing employees with incentives and feel alive and where they tend to work towards the goals that they wanted to achieve. According to Beehr (2001), it is a group of actions occur in the behaviour, physical functioning of individuals and in the performance of their work as a result of individuals interacting with their stressful work environment. According to Oswald (2012), work environment is the physical geographical location such as offices which involves factors like air quality, noise level, employees' welfare and adequate parking.

### **Relationship between Independent Variable and Dependent Variable**

The job control will impact the work performance among employees in NSK, Seremban 2, Negeri Sembilan. There is a relationship between job control influence the task performance, counterproductive performance and contextual performance. According to Ceschi (2016), job control causes counterproductive behaviour which tends to happen through emotional exhaustion. Exposure to bullying and violence may also be more pronounced among employee with low job control (Laura et. al., 2015). Employees with high job control will show tendency toward advance self-regulation with a positive perception of usefulness, ease of use and behavior when using online workplace learning (Fan et. al., 2018). If their works have been controlled from not doing this and not doing that, will damage the motivation in themselves to perform the best for the organization (Clark and Saxberg, 2019). The relationship between role conflicts influences the task performance, counterproductive performance and contextual performance. The higher the role conflict the lower the task performance that will be performed. It is associated with physical activity and job characteristic. According to Nunez (2016), the controllers will perceive conflict in role and also perceive ambiguity of function when that particular employee is about to perform their role. Besides, the role conflict will affect the contextual performance by creating a non-harmony feeling towards the organization. The role conflict can be associate negatively which will lead to low job satisfaction (Palomino, 2016).

The work environment also affects task performance, counterproductive performance and contextual performance. According to NHS (2018), fatigue resulting from shift work tends to reduce the employee ability to concentrate and decrease the quality of decision-making, increasing the possibility of errors and injuries. The workers' health productivity and performance can low down due to poor workplace environment (Edem, et. al., 2017). Besides, the work environment also affects the contextual performance. The work environment provides poor job motivation will lead to no job satisfaction among the employees. This will become one of the huge challenges for the management to ensure the job satisfaction towards the job (Edem, et. al., 2017).

### **Research Hypotheses**

In this study, there are three hypotheses, which were:

- H<sub>1</sub>: There is a relationship between job control and work performance among workers of human resources in NSK, Seremban 2, Negeri Sembilan.
- H<sub>2</sub>: There is a relationship between role conflict and work performance among workers of human resources in NSK, Seremban 2, Negeri Sembilan.
- H<sub>3</sub>: There is a relationship between work environment and work performance among workers of human resources in NSK, Seremban 2, Negeri Sembilan.

## Research Framework

A research framework has been conducted to investigate the connection between job control, role conflict and work environment among organisation worker in HR at NSK, Seremban 2, Negeri Sembilan.

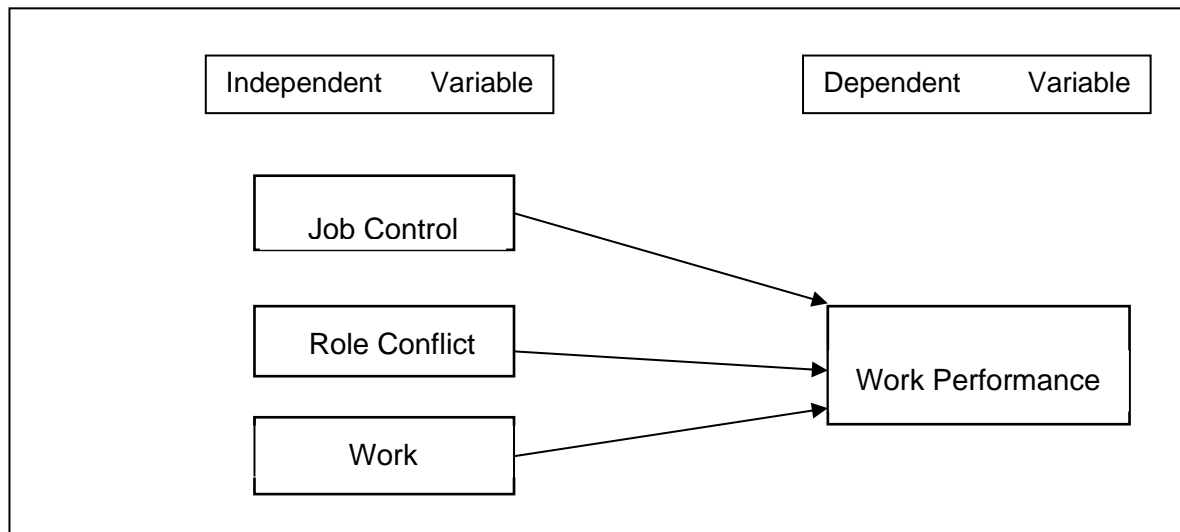


Figure 1: Research framework of the influence of work stress toward work performance among workers in Human Resources NSK, Seremban 2, Negeri Sembilan.

## METHODOLOGY

### Research Design

Research design includes gathering of data, information and facts for the advancement of knowledge (Shuttleworth and Martyn, 2008). According to Creswel (2008), creating questionnaire, data collecting to answer the questions, and presenting an answer to the questions are the process used to collect and analyze information in order to increase the understanding of a topic or issue.

The cross-sectional is defined as numerical description of demographic trends, attitudes or choices. It includes the use of questionnaires or structured interviews by examining the sample of the population from the sample of the population. Cross-sectional study describes as a group of subjects at one particular point in time (Campbell et. al., 2007). This was where the researchers used the cross-sectional to measure the relationship between independent variable (IV) such as role conflict, job control and work environment and to measure the relationship between dependent variable (DV) like task performance, contextual performance, as well counterproductive performance.

### Data Collection

A set of questionnaires was distributed to the population to collect the data. The questions for independent variables which are: job control, role conflict and work environment had been taken from the website of Personal views survey that was obtained from Prof. Salvatore R. Maddi. Meanwhile, for dependent variables which are: task performance, counterproductive performance and contextual performance had been taken from journal website by Campbell, (1990). The counterproductive performance was by Rotundo and Sackett, (2002) and the contextual performance had been taken from Borman and Motowidlo, (1993).

For next step, 186 questionnaires were administered by the researchers via Google Form of the questionnaire so that the respondents answered the survey. The time taken to answer the questionnaire was 15 minutes. The researchers provided the enlightenment and guidelines to answer the questionnaire and it went through with Google Form via WhatsApp.

## Sampling

The sampling method in this research was convenience sampling method. Convenience sampling method was a part of the sampling method in which each sample has an equal probability of being chosen. This method has been selected because the researchers referred to the best method to fit the current situation.

The questionnaire was distributed to 186 respondents by sharing Google Form link. The estimated time taken by each respondent to answer the questionnaire was 15 minutes. The researcher provided the enlightenment and guidelines to the respondents while they answered the questionnaire. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size.

## Data Analysis

According to Durcevic (2020), data analysis is a process that relies on methods and techniques to taking raw data mining for insight that are relevant to the business's primary goals, and drilling down into the information to transform metrics, facts, and figures into initiatives for improving. Data were gained from the questionnaire that has been filled by the respondents. SPSS application was used after all quantitative data has been collect. By running the SPSS application, the data were analysed and showed. Researcher used 'IBM SPSS Statistics 24. The data were checked in into SPSS to be analysed. The result were showed after being analyse. This steps will begin after all data of questionnaire has been collected.

## FINDINGS

### Reliability Analysis

Table 1 showed the result that the pilot test which had been done to 30 respondents among NSK workers, Seremban 2 before the researchers distributed a questionnaire through online survey method to the 186 respondents. The results of the reliability analysis of instruments were measured using Cronbach's Alpha.

Table 1: Results of Reliability Analysis

Variables	Number of item	Cronbach's alpha (pilot test) data)	Cronbach's alpha	Item Deleted (actual data)
Work performance	21	0.859	20	0.762
Job control	7	0.654	4	0.685
Role conflict	7	0.689	6	0.818
Work environment	8	0.622	8	0.678
<b>All Variables</b>	<b>43</b>	<b>0.896</b>	<b>38</b>	<b>0.891</b>



From table 1, it can be concluded there were four variables. Work performance was dependent variable whilst job control, role conflict and work environment were independent variables.

Let's start with dependent variable which was work performance where there was 1 item deleted all together. The Cronbach's alpha (pilot test) for this variable was 0.859 and actual data was 0.762 which were in the good range. For independent variables there were 3 items deleted for job control, 1 item deleted for role conflict and there was no item deleted for work environment. The Cronbach's alpha for pilot data ranged from 0.622 to 0.689 and for actual data, it ranged from 0.678 to 0.818.

According to the results of the reliability analysis below, the plurality of Cronbach's Alpha value factor were greater than 0.6, which was reasonable degree of reliability. Overall, the reliability test for the entire questionnaire was accepted. Therefore, the questionnaire can be used for this study.

### Descriptive Analysis

In this study, the researchers analysed the sample size, mean and standard deviation for the independent variables which are: job control, role conflict, work environment and also work performance of the questionnaire. The researchers involved 186 respondents among NSK Trade City 2, Seremban, Negeri Sembilan into this study.

Table 2 showed the number of respondents, mean and standard deviation of the independent variables and dependent variable. The highest mean for independent variables was 3.6673 which was work environment meanwhile the lowest mean was role conflict which is 2.7518. Work environment had the highest mean because a good working climate should include close relationship with colleagues, workplace satisfaction should also without bullying and harassment (Abdullah et. al., 2020). According to Rina (2020), role conflict has the lowest mean because individuals formulate a different set of expectations so, it is possible for someone who has that role to full-fill all of the expectations when intra-role happens. The mean of the dependent variable which is work performance, was 3.3981 and the standard deviation was .48828.

**Table 2: Descriptive Analysis**

Variables	N	Mean	Standard Deviation
Job Control	186	3.0457	.86286
Role Conflict	186	2.7518	.92159
Work Environment	186	3.6673	.62801
Work Performance	186	3.3981	.48828

### Pearson Correlation Analysis

In this study, Pearson correlation was used to investigate the relationship between the variable. Researchers used the correlation to analyse and identify the relationship between independent variables and dependent variable. For this study, independent variable were job control, role conflict and work environment. For dependent variable, it was work performance which involved task performance, counterproductive performance and contextual performance.

According to the Pearson correlation table of job control above, there was a moderate relationship between job control and work performance among workers in human resources, NSK, Seremban, Negeri Sembilan. Work stress in independent variable of job control had a moderate relationship with work performance in NSK. Based on the results, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.447

suggested a moderate correlation between job control and work performance. Based on correlation relationship strength in chapter four, 0.41 to 0.60 is moderate. The hypothesis was accepted, where there was a relationship between job control and work performance. The result on job control towards work performance showed that there was a moderate relationship. Many respondents chose this variable as one of the factor that caused them stress in their work, but it is not as a main factor that causes work stress in NSK. Based on the item, workers in NSK often did too much work that leads them to work stress.

According to the Pearson correlation table of role conflict above, there was a moderate relationship between role conflict and work performance among workers in human resources, NSK, Seremban, Negeri Sembilan. Work stress in independent variables of role conflict had a moderate relationship with work performance in NSK. It had a slight different than job control. Based on the results, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.422 suggested a moderate correlation between role conflict and work performance. Based on correlation relationship strength in chapter four, 0.41 to 0.60 is moderate. The hypothesis was accepted, where there was a relationship between role conflict and work performance. The result on role conflict towards work environment shows that there was a moderate relationship. Many respondents chose this variable as one of the factors that stressed them out in their work, but it was not the main factors that caused work stress in NSK, almost as same as job control. Based on the item, workers of NSK could not do their task efficiently due to the lack of cooperation from other departments that lead them to have work stress.

According to the table Pearson correlation above, there was a moderate relationship between work environment and work performance among workers in human resources, NSK, Seremban, Negeri Sembilan. Work stress in independent variables of work environment had a moderate relationship with work performance in NSK. Based on the results, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.540 suggested a strong correlation between work environment and work performance. Based on correlation relationship strength in chapter four, 0.40 to 0.60 is strong. The hypothesis was accepted, where there was a relationship between work environment and work performance. The result on job control toward work performance showed that there was strong relationship. Many respondents chose this variable as one of the factors that stressed them out in their work and as a main factor that caused work stress in NSK. Based on the item, the culture of the company really influenced their work stress. The item "The culture in the company is generally positive and supportive" has the highest mean in work environment, which is 4.05.

Table 8: Summary of Pearson correlational analysis

		Job Control	Role Conflict	Work Environment	Work Performance
<b>Job Control</b>	Correlation coefficient	1	.629**	.181*	.447**
	Sig. (2-tailed)	-	.000	.014	.000
<b>Role Conflict</b>	Correlation coefficient	.629**	1	-.043	.422**
	Sig. (2-tailed)	.000	-	.560	.000
<b>Work Environment</b>	Correlation coefficient	.181*	-.043	1	.540**
	Sig. (2-tailed)	.014	.560	-	.000
<b>Work Performance</b>	Correlation coefficient	.447**	.422**	.540**	1
	Sig. (2-tailed)	.000	.000	.000	-

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

\*Correlation is significant at the 0.05 level (2-tailed)

## DISCUSSION & RECOMMENDATION

Based on the findings in this study, work environment had the highest value of correlation which was 0.540 with the p-value less than 0.01. Therefore, it can be concluded that work environment had a significant moderate positive relationship with work performance among workers in human resources NSK Trade City, Seremban 2, Negeri Sembilan. According to Abdul (2019), the work environment greatly influences employees in terms of the level of innovation, the degree of work error, the level of attendance, collaboration with other employees and how long they stay in their jobs. Research objective 3 which was to investigate the relationship between work environment and work performance was achieved and also hypothesis<sup>3</sup> which was “there is a relationship between work environment and work performance” was supported.

Next, job control had the second highest value of correlation which was 0.477 with the p-value less than 0.01. . Therefore, it can be concluded that job control had a significant moderate positive relationship with work performance among workers in human resources NSK Trade City, Seremban 2, Negeri Sembilan. Job control allows employees to best optimize their work by allowing them to control their breaks, schedules and approaches (Sehoon et. al., 2020). Research objective 1 which was to investigate the relationship between job control and work performance was achieved and also hypothesis<sup>1</sup> which was “there is a relationship between job control and work performance” was supported.

Last but not least, role conflict had the lowest value of correlation which was -0.422 with the p-value less than 0.01. Therefore, it can be conclude that role conflict had a significant moderate negative relationship with work performance among workers in human resources NSK Trade City, Seremban 2, Negeri Sembilan. There was a significant negative impact of role conflict on performances (Indah et. al., 2020). Research objective 2 which was to investigate the relationship between role conflict and work performance was achieved and also hypothesis<sup>2</sup> which was “there is a relationship between role conflict and work performance” was supported.

## Recommendation

Firstly, the new researchers can choose or magnify again the target respondents. For example, previous researchers used the subordinates as the respondents to answer the questionnaires. So, the new researchers can aim employees from all positions to be the respondents for the research. This is because; work stress can happen to anyone in an organization. For example, employees from financial department had their own problems and stress with their task which will affect their work performance. Next is the study about work stress on the health of individuals. Previously, the researchers focused on work performance but the new researchers can explain and explore the influence of work stress on affecting health in individuals. In general, lot of work stress can affect the individual's health to worst. For example, pressure on extreme work can push the persons to mental health problems such as depression and anxiety disorders, which causes a decline in health. Lastly, new research can focus on various place of NSK at Malaysia. Previously, the researchers only focused on NSK Seremban 2, so the new researchers can administered the questionnaire at NSK Kuchai Lama, NSK (Melaka) Sdn Bhd, NSK (Muar) Sdn Bhd and others. The reason for various the place of NSK being selected are that each work stress that was experienced by individuals differs based on workplace and state. For example, workers at NSK Kuchai Lama may have more work stress because of the area which is located in the heart of the city. So, employee's business will double as customers are more concentrated there and there will be factors to work stress in order to meet customer's needs.

## CONCLUSION

The main reason of this research was to study whether there was a relationship between independent variables which is the job control, role conflict and work environment with dependent variable of influence of work stress affecting work performance in Human Resource department in NSK, Seremban 2, Negeri Sembilan. In order to get the information and the result, a total 186 Google Form questionnaires were administered and keyed into the SPSS version 24.0. From this research, the result showed that the independent variables which were: job control, role conflict and work environment had significant relationship toward dependent variable. In conclusion, the hypotheses were accepted because there was a significant relationship between the independent variables and dependent variables.

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# The Perception of Art Therapy to Reduce A Stress Level Among Universiti Malaysia Kelantan (UMK) Students

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## ABSTRACT

This paper is about a study of the perception of art therapy to reduce stress level among Universiti Malaysia Kelantan (UMK) Bachok Campus students. The American Art Therapy Association defined art therapy as a practical use for creating art by using the creative technique process to improve mental, physical, and emotional wellness. Stress has become a major issue among university students. Therefore, the objective of this study is to define the significant relationship between stress and art therapy among the students in Universiti Malaysia Kelantan. There were 234 students who had been involved in the questionnaires conducted by the researchers. The questionnaire had been used as the main instrument for the study purpose. To achieve the objective, this study applied the descriptive analysis such as frequency analysis, descriptive analysis, reliability analysis and correlation. The findings of the data are essential in order to reduce the stress level among the students in UMK Bachok Campus. Based on the research, drawing therapy, music therapy and dance movement therapy are effective in reducing stress level among the students of Universiti Malaysia Kelantan Bachok campus.

**Keywords: Stress, Art Therapy, Drawing Therapy, Dance Movement Therapy, Music Therapy, Students University**

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## INTRODUCTION

Art therapy is a method of improving someone's physical, mental, and emotional well-being by involving a process of creative art. Given their important role in the arts and theories of creativity (Malchiodi, 2005), creative arts therapies referred to art, music, dance, drama and poetry therapies. In psychology, art therapy is known as a treatment that helps persons who have psychological disorder and enhances the mental health (Kendra, 2019). The American Art Therapy Association defined art therapy as a practical use for creating art by using the creative technique process to improve mental, physical, and emotional wellness.

Stress has become a major issue among university students, as they need to finish many tasks. According to the report by The National Union of Student, the main reasons for stress among students are the timelines, examinations and balancing study with other commitments. It also affects the achievement and performance of student academics, as stress affects physical and psychological health negatively (Dwyer & Cummings, 2011). There has been academic stress among students for a long time, and there were also identified stressors that came from many assignments, competition with other students, failures, lack of pocket money, poor relationships with other students or lecturers, family or home issues (Marwan, 2013).

The ineffective time management is one of the cause of stress among university students. Students often neglect to take quality time, whether good or average. Sometimes the successful students over-scheduled their time for study-related tasks while others under-scheduled their valued time with insufficient activities while it can increase their stress levels. Financial was among the most popular stressors among students according to Votta and Benau (2014). Lastly, the problem in using art therapy to reduce the stress is the person lack

of practical experience in art therapy due to lack of knowledge about art therapy's benefit.

The dependent variable is stress level among students. Stress is encountering a demanding li hectic lifestyle that has to be responded and how the individual body and mind cope with the pressure. Stress can come in different ways to an individual's daily life. Stress will lead to a sudden change in life of the sufferer and it also will affect a person's life style physically and mentally (George, 2017).

This study aims to investigate the perception of art therapy in reducing stress level among students in UMK, Bachok Campus. The target population of the study is the students in UMK, Bachok Campus.

There are three objectives of this research:

1. To study the perception of art therapy in reducing stress level among Universiti Malaysia Kelantan Bachok campus students.
2. To examine the effectiveness of art therapy in reducing stress level.
3. To determine the relationship between art therapy and stress level.

## **Significance of the Study**

### *Body of knowledge*

This finding is useful for finding the part that contributes to the information body. This research would increase awareness of art therapy as an initiative, in addition to taking medications or medication to relieve stress. This research is a new view of life and provides a fresh lifestyle that is far healthier. A modern way of thinking and recovery at the same time should be advocated. This study also promotes a stress reduction self-treatment and is really good for humans, particularly for the mental health of humans. This study also promotes a self-treatment of reducing stress and it is really good for human being especially for human's mental health.

### *Non-government organization*

This study show a non-governmental organization (NGO) that contributes indirectly through this research which are Health Agencies. In the field of reducing patient congestion, this research would be useful to these health departments. Psychiatry can only manage patients who suffer from serious mental disorders such as depression and schizophrenia, thus, if people with mild stress can treat themselves through art therapy. This research would also act as a guide for future research as well.

### *Society*

In the field of creating the perception of student stress, this study would be beneficial to the society. This research focuses on students, since students are one of the most stressed out groups in society. In order to relieve their tension, if students understand and can apply arts therapy, it will help them enhance their education and social success. It also helps to minimize major student epidemics such as criminal suicide and committing suicide. And they should be able to live. Then it would allow them to live a happier life and create a harmonious society.

## **LITERATURE REVIEW**

### **Stress Level**

Stress is perceived as a physiological response. One of the most significant factors that adversely influence our well-being is known to be stress. Stress is a state of physical, mental and emotional exhaustion that can occur in any person. Then the reaction of the human body in the form of physiological or psychological stress is based on individual stress response tolerance. Students in the university may experience high stress due to academic obligations, financial burdens and lack of skills in time management. When stress is viewed negatively or is overwhelming, it can affect both health and academic performance (Campbell & Svenson, 1992) as well as adversely impacted the students (Amirkhan, 1998; Covington, 1997).

### **Drawing Therapy**

Drawing is a wonderful way of expression, because it is something that everyone should use to express themselves, because everyone can be artistic in some form or another, and then ideally at least get a little gain from it. In the other hand, the effects may be immense for those who love drawing as a hobby or career by increasing levels of satisfaction from doing something you find pride in, the feelings of success, it decreased levels of depression, , and many other positive psychological impacts. Drawing therapy also can be described as the creation of a cohesive story that are helpful by using therapy to control and understand people's emotions (Klein & Boals, 2001).

### **Dance Movement Therapy**

Dance therapy is related with stress because stress can be reduced via dance therapy. The psychotherapeutic use of movement and dance to support the intellectual, emotional and motor functions of the body are defined as dance or movement therapy in the United States. It looks at the correlation between movement and emotion. There is also no single established form of movement style used within this clinical treatment, which is called "movement psychotherapy." Dance movement therapy is characterized as a psychotherapeutic use of movement to improve person's emotional, cognitive, physical and social integration. Each movement communicates in some way with the emotion that the patient might currently feels or has experienced in the past (Chibbaro, Holland).

### **Music Therapy**

Music therapy involves the use of art therapies and is a health care specialty in the physical, mental, financial, social and cognitive dimensions of achieving individual goals. The use of music therapies is therapeutic and evidence-based. Specific features of music are expected to influence stress reduction effects in music therapy. Music tempo can be regarded as one of the most important arousal and relaxation regulators specifically to the song. Music which has a slow tempo of 60 to 80 beats per minute is found to calm the same heart rate as that of the adult human. Meditative music, for example, has also been associated with reductions in heart rate, contributing to greater relaxation. Music listening sessions without interruptions for 20 to 30 minutes are recommended for optimal performance at least twice a day (Chi, 2011).



## Research Hypothesis

In this study, there were three hypotheses as hypothesis is a theory suggested by the researcher, based on the small supporting evidence (Kumar, 2013). On plain terms there is an education that thinks a researcher made using the information the researcher got and get this hypothesis from the literature review or from previous research records.

H<sub>1</sub>: There is a significant relationship between drawing therapy and stress level among student UMK Bachok campus

H<sub>2</sub>: There is a significant relationship between dance movement therapy and stress level among student UMK Bachok campus

H<sub>3</sub>: There is a significant relationship between music therapy and stress level among student UMK Bachok campus

## Research Framework

A research framework has been conducted to investigate the connection between the perceptions of art therapy in reducing stress level among students Universiti Malaysia Kelantan Bachok Campus. This figure below shows that stress level is influenced by the types of art therapy which are drawing therapy, dance movement therapy and music therapy to reducing stress level among students Universiti Malaysia Kelantan Bachok Campus.

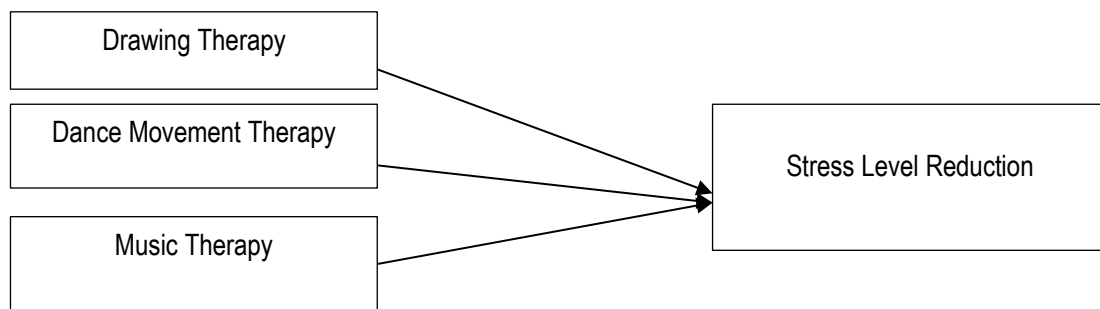


Figure 1: Research framework of Perception Art Therapy in Reducing Stress Level among Students Universiti Malaysia Kelantan Bachok Campus

Source: *The role of conceptual frameworks in epidemiological analysis*

(Victora, C. G., Huttly, S. R., Fuchs, S. C., & Olinto, M. T., 1997)

## METHODOLOGY

### Research Design

This study used the quantitative method that was cross-sectional because all the data related to the variables within the framework were taken from one source at a certain time. Descriptive study was undertaken to investigate the relationship between investigate the perception of art therapy in reducing stress level among student Universiti Malaysia Kelantan Bachok campus with the dependent variables. With this, a quantitative approach was the most appropriate research design to test the hypotheses for this study. The nature of the relationship between independent variables and dependent variable were tested through hypothesis testing. The research will be taken place at Universiti Malaysia Kelantan Bachok Campus.

### Data Collection

In the first stage, the data collection used in this study was questionnaire. The method of data collection used by researchers in this research is quantitative analysis through online questionnaires and collective questionnaires to all respondents. We used a structured systematic approach, using tools like surveys and questions. Using this method also had an advantage since they are cheaper to implement and standardized in such a way that it is easy to make comparisons and measure the effect size.

The second stages of data were collected in pattern of fieldwork. The questionnaires to collect the data was distributed to a total of 234 respondents in the population. The population in this study was based on all the faculty and courses from Universiti Malaysia Kelantan Bachok Campus from all years. The students must answer all the questions spontaneously based on their own opinion and experience as the researchers gave randomly from questionnaires. Through their answer based on questionnaires given, the research had focused which of the independent variables has the most influence types of therapy chosen by all year FTKW and FAE students in UMK Bachok campus.

### Sampling

The sampling method used in this study was the non-probability sampling. Additionally, the non-probability sampling design fit with snowball sampling. In this sampling method, to be a subject in this study, sampling process is applied when not all population participants have equal opportunities to participate in the sample, unlike the chance sampling. By using snowball sampling, sample participants are not selected from a sampling frame because snowball samples have many preferences.

In achieving reliable and valid sample of this study, the researchers used the sampling formula proposed by Krejcie & Morgan (1970). The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

As to answer the objectives, several types of analysis had been applied which were frequency analysis, descriptive analysis, Pearson Correlation analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science 24.0(SPSS).

## FINDINGS

The purpose of this chapter was to answer the research objectives of the research questions. The results of the research data were obtained from 234 respondents. The final results of statistical analysis were presented in this chapter.

### Frequency Analysis

#### Demographic Profile

The demographic profile of respondents for this research was discussed in more detail. The data obtained from Section A included questions from various demographics variables of the respondents such as gender, age, races, religion, marital status, course, current year and semester.

Table 1.1: Number of Respondents by Gender

Gender	Frequency	Per cent (%)	Valid per cent (%)	Cumulative per cent (%)
<b>Female</b>	170	72.3	72.3	72.6
<b>Male</b>	64	27.4	27.4	100.0
<b>Total</b>	234	100.0	100.0	

Table 1.1 presented the total respondent of female which was 170 and male was 64. The percentages of respondents by gender were out of 234 respondents with 72.6% for female students and 27.4% of male students who had been involved in this study. Hence, gender distribution was slightly higher for female.

Table 1.2: Number of Respondents by Age

Age	Frequency	Per cent (%)	Valid per cent (%)	Cumulative per cent (%)
<b>18-21 years old</b>	62	26.5	26.5	26.5
<b>22-25 years old</b>	166	70.9	70.9	97.4
<b>26-29 years old</b>	4	1.7	1.7	99.1
<b>30 years old and above</b>	2	0.9	0.9	100.0
<b>Total</b>	234	100.0	100.0	

Table 1.2 showed the percentages of the respondents by age. In terms of age, it had been divided into 4 levels of ages. The percentages of respondents by age were out of 234 respondents, 18-21 years old was 26.5% with 62 respondents, followed by 22-25 years old was 70.9% or 166 respondents, followed by 26-29 years old and above was 1.7% which with 4 who had involved in this study. Meanwhile, 30 years old and above was 0.9% with 2 respondents. The most respondents were from age level of 22-25 years old.

Table 1.3: Number of Respondents by Course taken in UMK Bachok Campus

Course taken in UMK Bachok campus	Frequency	Per cent (%)	Valid per cent (%)	Cumulative per cent (%)
<b>Heritage Studies</b>	63	26.9	26.9	26.9
<b>Creative Technology</b>	66	28.2	28.2	55.1
<b>Science in Architecture</b>	38	16.2	16.2	71.4
<b>Interior in Architecture</b>	50	21.4	21.4	92.7
<b>Landscape in Architecture</b>	17	7.3	7.3	100.0
<b>Total</b>	234	100.0	100.0	

Table 1.3 showed that the majority of the course taken by the respondents in UMK Bachok Campus. The highest percentages of the course taken in UMK Bachok Campus among respondents were 28.2% which was from Creative Technology with 66 respondents. The second highest was 26.9% which was from Heritage Studies with 63 respondents, followed by Interior in Architecture which was 21.4% with 50 respondents. Next was from Science in Architecture which was 16.2% with 38 respondents. The lowest respondents were those from Landscape in Architecture which was 7.3% with 17 respondents.

## I. Descriptive Analysis

Descriptive analysis was the basic analysis that has been carried out in this research. The researchers used the descriptive analysis to find the mean score and standard deviation for every section of independent variables and dependent variable in the questionnaire.

Table 2: Mean and Standard Deviation of Stress Level

No	Problems	Mean	SD
1.	Problem of concentrating mind on what I was doing.	2.86	1.235
2.	My sleep was disturbed.	2.93	1.334
3.	Stress feelings.	2.93	1.290
4.	I feel that I cannot get rid of the problem even with the help from my family or friends.	2.59	1.263
5.	I do not feel like eating.	2.52	1.274
6.	I feel lonely.	2.66	1.204

Table 2 showed the mean values for dependent variables, stress level. As it shown from the table above, the highest mean score was 2.93 among students in UMK Bachok campus, which were “my sleep was disturbed” and “I feel stress”. Meanwhile, the lowest mean score was 2.52, which was “I do not feel like eating. This may due to students preferring to eat even though they faced all pattern of stress along their studies.

### Correlation

The objective of this analysis was to determine whether the correlation coefficient was significant and to identify which hypotheses should be accepted or rejected based on the result shown after variables were measured.

Table 3.1: Result of Correlation between variables

	Stress Level	Drawing Therapy	Music Therapy	Dance Movement Therapy
Stress Level	1	0.769**	0.895**	0.817**
Drawing Therapy	0.769**	1	0.614**	0.618**
Music Therapy	0.895**	0.614**	1	0.997**
Dance Movement Therapy	0.817**	0.618**	0.997**	1

Table 3.2: Result of Hypothesis

No	Hypothesis	Results
1.	H <sub>1</sub> : There is a significant relationship between drawing therapy and stress level among student UMK Bachok campus	H <sub>1</sub> supported
2.	H <sub>2</sub> : There is a significant relationship between Music therapy and stress level among student UMK Bachok campus	H <sub>2</sub> supported
3.	H <sub>3</sub> : There is a significant relationship between Dance movement therapy and stress level among student UMK Bachok campus	H <sub>3</sub> supported

According to table 3.1 and 3.2, the relationship between art therapy and stress level among student UMK Bachok campus was a highly positive correlation. H<sub>1</sub>, H<sub>2</sub> and H<sub>3</sub> were not rejected after Pearson correlation testing was conducted. Based on the results of significant value of  $P < 0.07$  this showed that drawing therapy, music therapy and dance movement therapy were related to the stress level among student UMK Bachok campus. Therefore, H<sub>1</sub>, H<sub>2</sub> and H<sub>3</sub> were accepted. Based on H<sub>1</sub>, the positive value of Pearson Correlation was 0.769\*\* showing that the relationship between drawing therapy and stress level had a high positive level. It showed that 76.9% dependent variable was influenced by the independent variables (drawing therapy). Thus, the correlation between drawing therapy and stress level was highly significant. Then, based on H<sub>2</sub>, the positive value of Pearson Correlation was 0.895\*\* showing that the relationship between music therapy and stress level had a high positive level. It showed that 89.5% dependent variable was influenced by the independent variables (music therapy). Thus, the correlation between music therapy and stress level was highly significant. Lastly, based on H<sub>3</sub>, the positive value of Pearson Correlation was 0.817\*\* showing that the relationship between Dance movement therapy and stress level had a high positive level. It showed that 81.7% dependent variable was influenced by the independent variables (Dance movement therapy). Thus, the correlation between Dance movement therapy and stress level was highly significant. This part exhibited the summary of the results in regard to the objective which to find the relationship between art therapy in reducing stress level among students at Universiti Malaysia Kelantan Bachok campus.

## DISCUSSION & RECOMMENDATION

The main objective of this research was to study the perception of art therapy in reducing stress level among students at Universiti Malaysia Kelantan Bachok campus. Based on findings in chapter 4, researchers agreed that UMK students have perceptions that art therapy can reduce stress level. Drawing therapy, music therapy and dance movement therapy were effective in reducing stress level among the students at Universiti Malaysia Kelantan Bachok campus.

Based on this study, researchers made the following recommendations which were: widening the sample size and having respondents' interview session. Firstly, the sample size can be widened in future research to emphasize the topic on stress level among university students. Perhaps, it can be changed from Universiti Malaysia Kelantan Bachok campus only to all the campuses of Universiti Malaysia Kelantan. It is because a larger sample size helps to minimize error and generates a better outcome. Secondly, researchers should try to interview the respondents directly so they can answer all the questions face to face, rather than having a Google Form questionnaire only. Future researchers also can examine them by giving a physical test which require them to do the art therapy and see the results on the spot.

## CONCLUSION

In conclusion, the aim of this study was to determine the perceptions of art therapy among students at Universiti Malaysia Kelantan Bachok Campus in reducing stress. Stress levels were affected by drawing therapy, music therapy, and dance movement therapy in this study. Stress level was therefore represented by Universiti Malaysia Kelantan Bachok Campus students as a dependent variable. Moreover, there were three independent variables which were drawing therapy, music therapy and dance movement therapy. The data obtained from the questionnaire were received from 234 respondents at Universiti Malaysia Kelantan Bachok Campus. This research will be significant in encouraging healthy ways to relieve stress, especially among students. The body of knowledge also profited from this analysis which were the non-governmental organizations and the environment as well.

Based on the results, Pearson Correlation Coefficient had evaluated certain independent and dependent variables. This illustrated that the dependent variable was affected by the independent variables. The outcome then indicated that the connection between the level of stress, drawing therapy, music therapy and dance movement therapy were extremely relevant. In conclusion, all the hypotheses in this study were supportive and the findings of this study proved that there were connection between art therapies in reducing stress level among students at Universiti Malaysia Kelantan Bachok Campus.

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# **The Prevention, Control and Evaluation Related to Hand, Foot, and Mouth Disease (HFMD) among Child Caregivers at Taman Kurnia Jaya, Pengkalan Chepa, Kelantan**

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## **ABSTRACT**

In the past few decades, there are many outbreaks of infectious diseases whether it is a pandemic level or epidemic level diseases. Hand, Foot, and Mouth Disease (HFMD) is one of the pandemic that spread over multiple countries or continents rapidly. The cause of an outbreak of this disease includes the daily practice of the people, in a country which involved hygiene and awareness of HFMD. The main objectives of this research were to determine the methods of prevention of HFMD, method of control treatment of HFMD as well as the evaluation of HFMD from the child caregivers. The three elements discussed in this research were the prevention, control, and evaluation of the HFMD. Convenience sampling method was used to collect information by selecting fifty respondents from a population of fifty-eight child caregivers at Taman Kurnia Jaya, Pengkalan Chepa. Hence, the respondents were given a set of questionnaire pertaining the prevention, control and evaluation of HFMD. The data collection was analysed by using Pearson Correlation. The result showed positive correlation between the independent and dependent variable and it was significant. In conclusion this study had proven that there was a connection between prevention, control, evaluation and HFMD among the child caregivers at Taman Kurnia Jaya, Kelantan.

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## **Keywords:**

**Hand Foot Mouth Disease, Prevention, Control, Evaluation, Child Caregivers**

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## **INTRODUCTION**

Based on what recent studies, Hand, Foot and Mouth disease (HFMD) is an ordinary and frequent disease in infancy characterized by a brief febrile illness, typical vesicular rashes on the palms, soles, or backside, and oropharyngeal ulcers. Patients may also experience neurological problems in severe circumstances, such as En-cephalomyelitis, aseptic meningitis, and acute flaccid paralysis. Coxsackievirus A6, A16 and enterovirus type 71 are the most popular etiologic agents.

The transmission of Enteroviruses mostly transmitted directly from one person through another person by oral or air contact. The symptoms showing a children diagnosed of HFMD usually are: getting fever about 3 to 5 days, mouth sores about 7 days and about 10 days of lesions palm. (Zhu et al., 2012) Children are the main target of this disease since they are the easiest to get infected due to poor knowledge of hygiene management. Most cases happened in childcare centres where children aged of 2 to 6 years assembled in (44.8% to 86.4% of the reported cases), and followed by kindergartens where children aged between the ages of 5 and 6 years old visited (13.0% to 34.1%). The Ministry of Health Malaysia via HFMD Guideline 2007, has promoted precautionary measures against HFMD, these include not to share private items such as toothbrush, spoon and wash toys and cloth regular to lower the rate of propagation, avoid to play at public place when the peak of outbreak, keep washing hands with the purpose to increase the rate of awareness among community members about HFMD (World Health Organization, 2011).

There are three objectives in this research:

- 1) To determine the methods of prevention of HFMD by caregivers at Taman Kurnia Jaya, Pengkalan Chepa, Kelantan.
- 2) To determine the method of control treatment of HFMD by caregivers at Taman Kurnia Jaya, Pengkalan Chepa, Kelantan.
- 3) To determine how the child caregivers evaluate HFMD at Taman Kurnia Jaya, Pengkalan Chepa, Kelantan.

### **Significance of the Study**

This study will be beneficial for the society, government, organizations and also to Universiti Malaysia Kelantan City Campus's students since the study aims to investigate the prevention, control and evaluation related to a disease called Hand, Foot, and Mouth Disease (HFMD) among child caregivers at Taman Kurnia Jaya which located at Pengkalan Chepa, Kelantan.

For the child caregivers who involve in health care industry, this study will help them understand more about HFMD. Through this research study, child caregivers will get a picture of how HFMD transmits, the treatment and the prevention, how to take care of infected children and a lot more about the hygiene of surrounding.

### **LITERATURE REVIEW**

#### **Hand, Foot, and Mouth Disease (HFMD)**

According to the Ministry of Social and Family Development of Singapore [MSF] (2018), hand, foot and mouth disease is a widespread childhood illness, particularly among pre-schoolers where it comes up as small mouth ulcers and blisters on your child's hands and feet. It spreads very quickly, but typically it is harmless. However, the public cannot take this disease lightly because if there is no proper action taken to cure the symptoms of HFMD, it may lead to severe effect after a long time.

In the Asia-Pacific region, Enterovirus A71 (EV-A71) is the leading cause of serious hand, foot, and mouth disease and viral encephalitis among children within the region (Nguyen, 2017). In recent years, the EV71-associated HFMD had categorised into two level which are the primary level that causes fever, skin rash, blisters and ulcers on hands, feet and mouth and second level which causes pulmonary oedema, aseptic meningitis, encephalitis of the brainstem and other if the disease prolonged. Public citizen should be more concerned about this disease and gain knowledge as well as information about it to reduce the rate and prevent theinfection.

The development of HFMD vaccine which mainly for EV-A71 and CV-A16 are in progress. In clinical trials, the vaccine had indicated a high level of safety and immunogenicity against both pathogens-related diseases. The EV-A71 vaccine was tested on animals and exhibited good efficacy, so in 2010, the National Taiwan Institute of Health (HHRI) began the clinical trial in adults. However, the durability of the antibodies by this vaccine was not in the best place, therefore, a booster injection was recommended for long-lasting protection against EV-A71.

## **Prevention of HFMD**

According to the Centres for Disease Control and Prevention [CDC] (2019), the usual symptoms and diagnosis of HFMD are fever and flu-like symptoms such as sore throat, eating or drinking less, fever, and other symptoms like mouth sores (Herpangina) where there are small red spots and also skin rashes on the palms of hands and foot soles which looks like flat, red spots. Good hygiene needs to be practised by everyone including parents, guardians, and child caregivers by avoiding sharing food or drinks, the eating utensils, toothbrushes or towels with other children as a basic hygiene knowledge. When feeling unwell, make sure to put on a face mask and disinfect all the toys or appliances that were contaminated by nasal or oral secretions (Health Hub, 2020). It is crucial to observe 5 hygienic practices: proper hand washing, ensuring environmental hygiene, conducting screening at the entrances of school premises and disinfection of contaminated surfaces (Farhana, 2018).

## **Control of HFMD**

According to the CDC (2019), there is no specific medical treatment for HFMD so the public and child caregivers especially need to understand the ways to relieve the symptoms. Symptoms like ulcer, blister and fever can be easily treated by eating Panadol, drink enough liquid although it might be painful to swallow. According to Health Hub by Ministry of Health Singapore (2019), if the children happen to be infected by HFMD then parents and guardians need to make sure to practise social distance, keep your child at home until all the blisters have dried up and recovered to minimise its spread to others. Next is to inform the school, kindergarten, childcare centre so they can monitor other children and take precautions too. All the toys, books, utensils, clothes need to be kept separately and look out for HFMD symptoms in other family members' regardless adults or children.

## **Evaluation of HFMD**

During EV71-associated HFMD epidemics, a higher proportion of children was hospitalized as compared with those that diagnosed with CA16. In 2018, Malaysia recorded a number of 51,147 cases of HFMD between January and August 14 (Health Minister Dr Dzulkefly Ahmad, 2018). Sarawak recorded the highest number of cases which was 6209 cases especially in Kuching, the hotspot of HFMD (Farhana, 2018). Even before year 2018, Johor had recorded an increase in HFMD cases which were 161 cases just in a week as said by Johor Health and Environment Executive Committee chairman Datuk Ayub Rahmat while there was a total of 1448 cases between January and June in year 2016 (Rizalman Hammim, 2016). According to Melissa in 2016, there were 265 cases for the first half year and in Week 22 which was May 29 to June 4, Kedah recorded 41 cases, highest number that exceeded the epidemic level for the state. In Seremban, HFMD was not slowing down as the outbreak reached 595 cases in the last 24 weeks and the State Health Director, Dr Abdul Rahim Abdullah advised parents to take precautionary steps in order to minimise the risk of infection (Nur Aqidah Azizi, 2016).

## **Child caregivers**

Child Caregiver, is defined as an individual who attend to the basic needs of children, such as dressing, feeding, ensure children acquire knowledge by assisting them with homework (Job Hero, 2020). In this study, it covers child caregivers from 3 categories which are the childcare centre workers, parents and nannies. According to Truity (2020), most of the child caregiver tasks are closely related to each other mainly to supervise and monitor children's safety, prepare and organize mealtimes, ensure good hygiene, arrange schedule for children to have enough playtime and rest, diaper changing for infants or young children, being aware of any sign of emotional or developmental problem that may lead to potential problem while keeping records of children's routines, progress and interests and communicate with staffs and parents about them.

## Research Framework

A research framework has been conducted to investigate connection between the method of prevention, control, and evaluation of Hand, Foot, and Mouth Disease (HFMD) among child caregivers at Pengkalan Chepa, Kelantan.

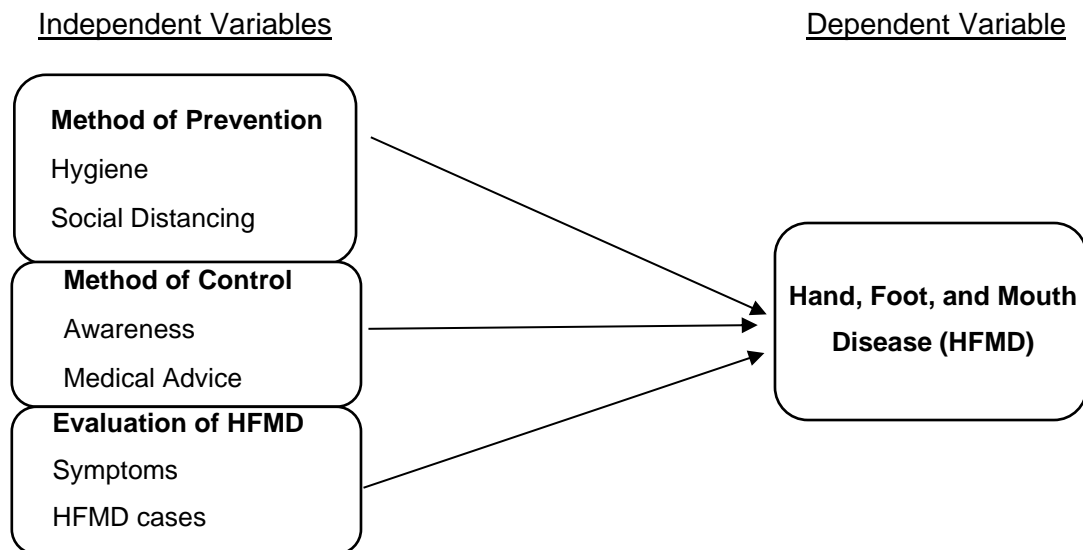


Figure 1: Research Framework of the Prevention, Control and Evaluation related to Hand, Foot, and Mouth Disease (HFMD) among child caregivers at Taman Kurnia Jaya, Pengkalan Chepa, Kelantan.

## **METHODOLOGY**

### **Research Design**

This study used the quantitative method where questionnaire was distributed to fifty child caregivers. Moreover, research design helped researchers in order to carry out research objectives. Child caregivers in the residence of Taman Kurnia Jaya were surveyed to answer the research objectives.

### **Population**

The target population is the focused set of units for which the research data were to be used to make assumption or judgement, (Lavrakas, 2008). The target population for this study were the child caregivers at Taman Kurnia Jaya, Pengkalan Chepa, Kelantan.

### **Sample Size**

“Sample is a portion or group of people from a larger population or universe” (Tailor, 2005). The sample size of the research was decided based on Krejcie and Morgan (1970) table that used a fixed formula for an estimated population. A sample size of fifty respondents were chosen from a population of 58 child caregivers.

### **Data Collection**

The questionnaire contains three different sections and the first section was about the respondents' demographic background. Researchers visited the kindergarten, nursery, childcare centre and houses who have child caregivers at Taman Kurnia Jaya. The questionnaires were distributed to respondents and researchers collected the questionnaires that have been answered by the respondents for further analysis purposes.

### **Sampling Method**

As for this study, the samples were made of the child caregivers at Taman Kurnia Jaya, Pengkalan Chepa. These samples were chosen based on convenience sampling and according to the Krejcie & Morgan's table for determining sample size for a finite population to pick fifty samples from fifty eight child caregivers who live at Taman Kurnia Jaya, Pengkalan Chepa.

### **Data Analysis**

There were few data analysis used in this study which were frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

		Correlations			
		DV	P	C	E
Hand, Foot, Mouth Disease (HFMD)	Pearson Correlation	1	.720**	.581**	.482**
	Sig. (2-tailed)		.001	.001	.001
	N	50	50	50	50
Prevention	Pearson Correlation	.720**	1	.711**	.427**
	Sig. (2-tailed)	.001		.000	.002
	N	50	50	50	50
Control	Pearson Correlation	.581**	.711**	1	.343*
	Sig. (2-tailed)	.001	.000		.015
	N	50	50	50	50
Evaluation	Pearson Correlation	.482**	.427**	.343*	1
	Sig. (2-tailed)	.001	.002	.015	
	N	50	50	50	50

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Based on the table above, the p-values for the correlation between prevention and HFMD was 0.001 and less than the significance level of 0.01, which indicated that the correlation coefficient was significant. The correlation was positive at 0.720, showing a positive association between prevention and HFMD. There was a strong correlation relationship between the variables which at the range of 0.70 to 0.90. It showed that 72% dependent variable was influenced by prevention. Therefore, the researcher can conclude that there was a significant and strong positive correlation relationship between the prevention and HFMD.

Next, the p-values for the correlation between control and HFMD was 0.001 and less than the significance level of 0.01, which indicated that the correlation coefficient was significant. The correlation was positive with 0.581, showing a positive association between control and HFMD. There was a moderate correlation relationship between the variables which at the range of 0.50 to 0.70. It showed that 58% dependent variable was influenced by control. Therefore, the researcher can conclude that there was a significant and moderate positive correlation relationship between the control and HFMD.

As for the third independent variable, the p-values for the correlation between evaluation and HFMD was 0.001 and less than the significance level of 0.01, which indicated that the correlation coefficient was significant. The correlation was positive at 0.482, showing a positive association between evaluation and HFMD. There was a weak correlation relationship between the variables which at the range of 0.30 to 0.50. It showed that 48% dependent variable was influenced by evaluation. Therefore, the researcher can conclude that

was a significant and moderate positive correlation relationship between evaluation and HFMD.

## **DISCUSSION & RECOMMENDATION**

### **PREVENTION OF HFMD**

Based on the result of Pearson Correlation, the researcher had identified that there was a significant relationship between prevention and HFMD. The strong correlation showed that the method of prevention that practised by the child caregivers was related to the amount of knowledge towards HFMD among themselves. The differences between cleaning and disinfection is cleaning is just physically removes germs and dirt by lowering their numbers but disinfecting is using chemicals which can kill germs on surfaces (CDC, 2020). Most of the respondents understood that proper disposal of diapers need to be done in order to minimise the spread of infectious agents among the children (Kotch, et al, 2007). Respondents who had practised proper preventive methods had better understanding of what is Hand, Foot, and Mouth Disease.

### **CONTROL OF HFMD**

Based on the result of Pearson Correlation, the researcher had identified that there was a significant relationship between control and HFMD. The moderate correlation showed that the method of control treatment practised by the child caregivers was related to the amount of knowledge towards HFMD among themselves. Parents and caregivers should be educated on hygiene and measures to protect their children. HFMD is usually milk and self-limiting so most cases of HFMD do not require admission but managed as outpatients (MOH, 2019). According to CDC (2019), if symptoms did not improve in 10 days then caregivers need to seek for medical help from healthcare provider other than just making sure the child drink plenty of water to stay hydrated.

### **EVALUATION OF HFMD**

Based on the result of Pearson Correlation, the researcher had identified that there was a significant relationship between evaluation and HFMD. The weak correlation showed that the way of evaluation about HFMD by child caregivers was related to the amount of knowledge towards HFMD among themselves. According to Tahoun (2019), a result of a study on the level of knowledge and practice among caregivers was below optimum as only 2.5% caregivers had good knowledge while 31% had bad practice. Child care centres and families showed no statistically significant differences in knowledge levels on sanitation of toys. Both of the groups play a vital role in properly sanitizing toys and preventing transmission of diseases among children (Yun Ha, 2017)

## **RECOMMENDATION**

Based on this study, there are few recommendations that the researchers would like to point out to overcome in future work. Firstly, there should be a question in the demographic part where respondents are categorised into different type of child caregivers whether he or she is a caregiver in term of parent or kindergarten teacher or nanny. This might help us to have a comparison on which type of caregivers in order to have better overall understanding of HFMD.

Secondly, researchers think that this research should be done in a more subjective way to answer the questions. For example, respondents can give their thought or action of what will they do if their children get infected by HFMD instead of answering our objective questions with multiple choice of Agree, Disagree, Neutral.

## **CONCLUSION**

The goal of this study was to determine the method of prevention, control treatment and evaluation of HFMD among the child caregivers at Taman Kurnia Jaya, Pengkalan Chepa, Kota Bharu, Kelantan. In this study, prevention, control and evaluation were represented as independent variables and HFMD was represented the dependent variable. The knowledge related to HFMD was influenced by prevention, control and evaluation of HFMD. The data were collected through the use of questionnaire that were filled by fifty respondents who were child caregivers. The independent variables and dependent variable were analysed with the use of SPSS and several tests had been made such as the Reliability Test, Descriptive Analysis and Pearson Correlation.

The result from the Pearson Correlation concluded that the dependent variable influenced by independent variables with positive and significant correlation. Majority of the respondents understood the proper way of prevention and control method for HFMD but a moderate level for evaluation. The findings of this study had proven that there were connection between prevention, control, evaluation and the knowledge of HFMD among the child caregivers at Taman Kurnia Jaya



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# The Relationship Between Consumer Behaviour and Intention to Patronize Muslim Friendly Spa Among a Community In Kota Bharu, Kelantan

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## ABSTRACT

Nowadays, Muslim Friendly Spa (MFS) are emerging due to the high demand among Muslim to relax, refresh and rejoice. The study was purposely designed to investigate the relationship between consume behaviour and intention to patronize the MFS concept. Data was gathered from 384 respondents in Kota Bharu, Kelantan by using validated questionnaire. The findings showed that attitude, subjective norms and perceived behavioural control have relationship with P-value less than 0.001 respectively. This result would be helpful to design a detailed marketing plan for Muslim Friendly Spa to provide a better well-being.

**Keywords: Spa and Wellness, Muslim Friendly Spa. Attitude, Subjective Norm, Perceived Behavioural Control**

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## INTRODUCTION

A spa is usually known as a place where men and women go for health and beauty treatments. Muslim friendly spa are now emerging due to the demand among Muslim to relax, reflect, refresh, and rejoice themselves and at the same time cover their awrah. This chapter highlighted on the background of the study, problem statement, research objectives, research questions, significance of study, and definition of terms.

Malaysia is one of the Muslim countries in the Southeast Asia that received billions of tourists from across the world (Islamic Tourism Centre, 2018). As an Islamic country, Malaysia shares a common Islamic culture and practice with Muslim travellers who feel safer in terms of security, food, shopping and religious rules in this country. There are many sectors involve in Muslim friendly industry. The Malaysian halal products and services industry comprises of various sectors such as food and beverages, Islamic banking and finance, halal logistic, retailing, pharmaceutical, cosmetics and personal care, tourism and few others. Malaysia which already a pioneer for halal food and beverages, is now moving towards becoming the pioneer for MFHS for the world. Malaysia places great emphasis on the comfort and convenience of its Muslim residents and guests.

This study aims to investigate the consumer behaviour and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan. The target population of the study is the community in Kota Bharu, Kelantan which contain 384 respondents.

There are three objectives of this research:

1. To identify the relationship between attitude and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan.
2. To identify the relationship between subjective norm and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan.
3. To identify the relationship between perceived behavioural control and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan.

## **Significance of the Study**

### *The Government*

Government will be able to promote Muslim friendly spa as new concept of wellness tourism industry to public because they are still doubtful about the halal concept. Through this, government also can implement good strategies to promote and educate the concept of Muslim friendly spa to boost up the tourism sector.

### *The Spa Owner / Stakeholder*

The spa owner or stakeholder will be able to understand the preferences of spa goers in choosing Muslim friendly spa. The spa owner will come out with good strategies to attract a lot of customers. This also can boost Malaysian wellness tourism industry. Thus, there is a possibility of an increase in generated income to government that can be gained from wellness tourism industry.

### *Academicians / researchers*

The findings are beneficial to the academicians or researchers. This study explained consumer's behaviour with more detail aspects. The academicians and researchers will be able to understand the attitude, subjective norm and perceived behavioural control of consumers. For future researchers, this theoretical framework comprises the fundamental that aids in more detailed research for them.

## **LITERATURE REVIEW**

### **Perception of patronize intention**

It is a guidance of how much people are willing to try and how much effort they are willing to put into that behaviour. Muslim customers develop favourable attitude in patronizing Muslim friendly spa that show high degree of halal images, feel very pleased to know that every product used in the spa is a confirmed halal and decide to re-patronize the spa more often as are they practicing the Islamic teaching by supporting Muslim friendly spa (Norazah Mohd Suki, 2014). Existing standards provide only halal guidelines and compliance requirements for clean and comfortable rooms, halal products usage, separate recreational facilities for women and men as well as prayer rooms (Nor Zafir et al., 2014)

### **Attitude**

Attitude towards a behaviour is defined as a person's overall evaluation of performing the behaviour in question. Attitude also is beliefs, feelings, and behavioural tendencies towards socially significant objects, groups, events or symbols (Hogg & Vaughan, 2005). Besides, attitude also requires consideration of the results on the implementation of the behaviour (LaMorte, 2019). Attitude is an on-going assessment of people and things (Albarracín, Johnson, & Zanna, 2005).

### **Subjective Norm**

An individual's perception of whether a person is important for him or her and believes that a particular behaviour is expected. Subjective norms refer to the belief that a person or a group of people would agree with and support that behaviour. Subjective norms are defined by social pressure that other people feel that they are acting in a certain way and are motivated to conform to that view (Krueger, Reilly & Carsrud, 2000).

## Perceived Behavioural Control

Perceived behavioural control refers to people's perception of their ability to behave in a certain manner. Perceived behavioural control also refers to factors that may prevent the performance of behaviours that can be categorized into two components (Ajzen, 1991). The better subjective attitudes and norms combined with better behaviour control as well as stronger intentions for environmentally-based behaviours (Phuah et al., 2012).

## Research Hypothesis

In this study, there were three hypotheses related to identify the relationship between consumer behaviour and intention to patronize Muslim Friendly Spa among a community in Kota Bharu, Kelantan.

H1: There is a significant relationship between attitude and intention to patronize Muslim friendly spa.

H2: There is a significant relationship between subjective norm and intention to patronize Muslim friendly spa.

H3: There is a significant relationship between perceived behavioural control and intention to patronize Muslim friendly spa.

## Research Framework

A research framework had been conducted to investigate the connection between the consumer behaviour towards intention to patronize Muslim friendly spa. The development of conceptual framework in this study was based on the Theory of Planned Behaviour (TPB). As illustrated in Figure 1, there were three independent variables considered for the study which were attitude, subjective norm, and perceived behavioural control.

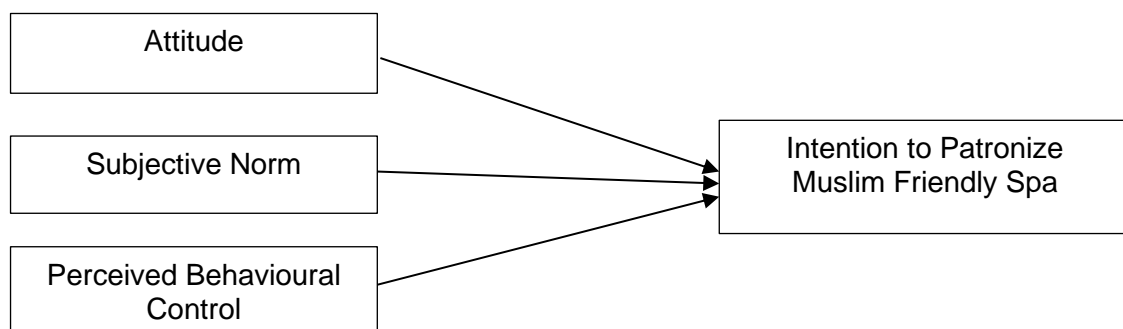


Figure 1: Research framework of a variables in the consumer behaviour and intention to patronize Muslim Friendly Spa among community in Kota Bharu, Kelantan.

## METHODOLOGY

### Research Design

This study used the quantitative method to study the relationship between consumer behaviour and intention to patronize Muslim friendly spa among the community in Kota Bahru, Kelantan. Thus, the quantitative research approach, using cross-sectional study design was used to measure the relationship between intention to patronize Muslim friendly spa and

independent variables which were attitude, subjective norm and perceived behavioural control.

## Data Collection

The data collection used in this study was questionnaire. This survey employed self-administered data collection mode, where it required the respective respondents to answer the questionnaire themselves through Google Form. The questionnaires were distributed to the population to collect the data which were the community in Kota Bharu, Kelantan. The research divided the questionnaire into 3 sections which were Section A, B, and C. In Section A, respondents indicated their answers to general demographic information. Section B was the general knowledge of individual based on attitude, subjective norm and perceived behaviour control to patronize Muslim friendly spa. Meanwhile Section C was the desire to get treatment at a Muslim friendly spa.

## Sampling

The sampling method used in this study was the purposive sampling technique to select the state and district as well as convenience sampling in selecting the 384 respondents. Each individual was chosen randomly and each had the chance to be chosen for the sample as any other subset of individuals. Kelantan was chosen because it is known as “*Serambi Mekah*” (“veranda for Mecca”). The questionnaires were distributed randomly to the community in Kota Bharu, Kelantan. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, which were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

### I. Frequency Analysis

#### 1.1 Demographic Profile

Table 1.1: Distribution of respondents according to the demographic characteristics

Demographic		Frequency	Percent (%)	Mean (SD)
Age	Below 23 years old	278	72.4	29.5(4.24)
	24 to 27 years old	55	14.3	
	28 to 31 years old	21	5.5	
	32 to 35 years old	19	4.9	
	36 and above	11	2.9	
Marital status	Single	318	82.8	
	Married	57	14.8	
	Divorce	9	2.3	
Race	Malay	360	93.8	
	Chinese	10	2.6	
	Indian	9	2.3	
	Christian	3	0.8	
	Other	2	0.5	
Monthly income	RM500 – RM1000	110	28.6	
	RM1001 – RM3000	83	21.6	
	RM3001 – RM5000	21	5.5	
	RM5001 and above	170	44.3	

Table 1.1 showed distribution of respondents according to age. It illustrated that the highest percentage of respondents (72.4%) were aged below 23 years old. Meanwhile, the lowest percentage number of respondents were aged 36 years old and above with 2.9%. According to previous study by Edy, Samira, and Rosyihan (2018), they found that respondents from age groups 21-30 years were frequently visiting a sharia salon.

The table 1.1 also showed distribution of respondents according to marital status. According to the marital status characteristic, respondents were divided into three categories which were single, marriage and divorced. The table showed that respondents who were single had the highest number which was 318 respondents (82.8%) while the respondents who were divorced had the least number which was only 9 people (2.3%). This was supported by the highest percentage status of consumers' attitude toward spa in Thailand where 72% was single persons followed by 27.8% were married, while 14.8% were divorced (Panadis & Phongvivat, 2011).

In table 1.1, it showed the distribution of respondents according to race. It illustrated that the highest percentage of respondents (93.8%) were Malay while the lowest percentage number of respondents (0.5%) were from others races. Indeed, Malaysia had the topmost Malay tourists in this world with percentage 50.40% because of the Islamic environment (Shafaei & Mohamed, 2017).

Last but not least, the table showed distribution of respondents according to monthly income of the customers. The table showed that respondents who had the most monthly income were 170 respondents with percentage of 44.3%, followed by income of RM500 to RM1000 with 28.6%, then the income of RM1001 to RM3000 with 21.6%. So, the least number of percentages with about 5.5% were from the respondents that have monthly income

RM3001 to RM5000. According to Sharma et al, (2013), the study found that most respondents spent money on beauty care products below 1000 (42%), 28% of the respondents spent 1000 to 2000, 3000 to 4000 spending was by only 8% and above 4000 was by 6% of respondents.

Table 1.2: Distribution of respondents according to the purpose intention characteristics

Purpose intention		Frequency	Percent (%)
Regularly go to the spa	Never	121	31.5
	Rarely	192	50.0
	Once a month	46	12.0
	Once a week	7	1.8
	Twice a month	113	3.4
	Twice a week	5	1.3
What bring you to the spa	To get beauty treatment	154	40.1
	For self-reward	71	18.5
	To break the stress	100	26.0
	other	59	15.4

Table 1.2 showed distribution of respondents according to regularity of respondents visit to the spa. It had shown that respondents who rarely went to the spa with percentage 50.0%. Meanwhile the lowest was twice a week which was by 5 respondents with percentage 1.3%. Smith and Puczkó, (2010) found in their study that visitors also rarely went to the spa where 54 people with the highest percentage 38.8%.

Table 1.2 also showed distribution of respondents according to what make respondents went to the spa. The table had shown that respondents mostly visited the spa because of they wanted to do beauty treatments. It illustrated that the highest percentage of respondents (40.1%) did beauty treatments while the lowest percentage was (15.4%) because of other purposes such as skin consultation. According to Jamaluddin et al, (2018), they found that people need beauty treatment to restore, refresh and rejuvenate their body conditions to look very fresh and good.

## II. ATTITUDE

### 2.1 Descriptive Analysis for Attitude

Table 2.1: Total Mean and Std. Deviation of Attitude (n=384)

Item		Mean	Std. Deviation
Attitude	I prefer spas that used halal products in their spa	4.77	0.610
	I am sure to consume halal products rather than non-halal products at Muslim Friendly Spa	4.76	0.586
	I am sure Muslim Friendly Spa used clean and safe products	4.62	0.648
	Going to Muslim Friendly Spa will make me feel more safe	4.63	0.661

I am sure that Muslim Friendly Spa can protect the privacy of individuals	4.66	0.654
I think that Halal product and services in Muslim Friendly spa is better than ordinary spa	4.41	0.819
I think that Muslim Friendly spa is not that secure than normal spa	2.42	1.459
Total	4.324	0.490

Table 2.1 shown the mean values for independent variable, attitude. As it shown from the table above, the total mean of attitude and intention to patronize Muslim friendly spa was 4.324 meanwhile the total of standard deviation was 0.490. From the result, the highest mean score was 4.77 (SD = 0.610), which was “*I prefer spas that used halal products in their spa*”. According to the previous study, the increasing awareness among Muslim consumers globally was about the ingredients of cosmetic and personal care products, the concerned of halalness and its safety by (Swidi, Cheng, Hassan, Al-Hosam, & Mohd Kassim, 2010). Muslim consumers must observe the principles of halal and haram in using or buying products. Meanwhile, the lowest mean score was 2.42 (SD = 1.459), which was “*I think that Muslim Friendly spa is not secure than normal spa*”. According to Rashidi Othman et al. (2018) who conducted a study had found that Muslim friendly spa was concerned about the principles of Islamic built environments that were integrated into the design and services of spas to maintain the privacy and safety of customers.

Table 2.2: The Spearman’s Rank Result between Attitude and Intention.

	Attitude
Intention to patronize Muslim friendly spa	0.453***

According to table 2.2, the Spearman’s Rank of attitude and intention to patronize Muslim friendly spa was found to have low positive correlation which was 0.453. The p-value is 0.000. Therefore, this p-value was statistically highly significant because it was less than 0.001. The confidence interval was 99% and this automatically did not reject the hypothesis. The finding in this study found that a person with high attitude would lead to a higher intention to patronize Muslim friendly spa. In addition, this study was also supported by previous study where attitude was positively related to the intention for choosing halal products (Alam & Sayuti, 2011; Mukhtar & Butt, 2012; Briliana & Mursito, 2017). Thus, this indicated that it was positively significant between attitude and intention to patronize Muslim friendly spa.

## II. SUBJECTIVE NORM

Table 3.1: Total Mean and Standard Deviation of Subjective norm (n=384)

	Item	Mean	Std. Deviation
Subjective norm	I’m sure the closest (family & friends) will choose treatments at Muslim Friendly Spa	4.51	0.670
	People can influence me to visit Muslim Friendly Spa	4.45	0.790



The closest people (family & friends) prefer Muslim Friendly spa because they use halal products	4.35	0.915
I think Muslim Friendly Spa is better than other spas	4.56	0.698
My family will emphasize to me the benefits of going to Muslim Friendly Spa	4.38	0.861
I think Muslim Friendly spa is more comfortable than other spa	4.50	0.737
I'm sure that my family and friend will go to Muslim Spa regularly	4.40	0.762
Total	4.45	0.606

Table 3.1 showed the descriptive analysis for subjective norms and intention to patronize Muslim friendly spa among the community in Kota Bharu, Kelantan. The total mean of subjective norm and intention to patronize Muslim friendly spa was 4.45 meanwhile the total of standard deviation was 0.606. From the result shown, the highest mean score was 4.56 (SD=0.698), which was "*I think Muslim Friendly Spa is better than other spas*". This because Muslim friendly spa totally follows Shariah guidelines and rules. Muslim women need to cover their awrah even in front of the non-Muslim woman and this causes a lot of Muslim friendly spa demand among Muslim women (Yaman et al., 2012). Meanwhile, the lowest mean was 4.35 (SD = 0.915) which was "*the closest people (family & friends) prefer Muslim Friendly spa because they use halal products*". According to Rahim & Junos, (2012), the purchase of halal products had become a habit for Muslim consumers who were highly religious because Islamic law has stipulated that Muslims need to consume Halal products.

Table 3.2: The Spearman's Rank Result between Subjective norm and Intention.

	Subjective norm
Intention to patronize Muslim friendly spa	0.711***

According to table 3.2, the Spearman's Rank of subjective norm and intention to patronize Muslim friendly spa was found to have high positive correlation which was 0.711. The P-value was 0.000. This P-value was statistically highly significant because it was less than 0.001. The confidence interval of 99% was high and did not reject the hypothesis. The finding in this study found that a person with high subjective norm would lead to higher intention to patronize Muslim friendly spa. This was supported with previous study which found evidence that there was a positive relationship between subjective norms and intention (Afendi et al., 2014; Piartrini, 2020) Thus, this indicated that it was positively significant between subjective norm and intention to patronize Muslim friendly spa.

### III. PERCEIVED BEHAVIOURAL CONTROL

Table 4.1: Total Mean and Standard Deviation of Perceived Behavioural Control (n=384)

Item		Mean	Std. Deviation
Perceived Behavioral Control	I will always be able to find a Muslim Friendly Spa	4.17	0.899
	There are many choices of Muslim Friendly Spa close to my house	3.48	1.172
	Prices at Muslim Friendly Spa are affordable and reasonable	3.96	0.837
	Most people like to go to Muslim Friendly Spa at least once per month	3.85	1.006
	I am confident to repeat again going to Muslim friendly Spa	4.30	0.790
	I think Muslim Friendly spa can meet the customers' expectation standards well	4.39	0.716
	Total	4.02	0.679

Table 4.1 showed descriptive analysis for perceived behavioural control. The total mean of perceived behavioural control and intention to patronize Muslim friendly spa was 4.02 meanwhile the total of standard deviation was 0.679. The result had shown the highest mean at 4.39 (SD=0.716) which was "*I think Muslim Friendly spa can meet the customers' expectation standards well*". A study by Parasuraman et al (1991) stated that, in determining customers' satisfaction and quality of service, expectations are seen as the main measure. Meanwhile, the lowest mean was 3.48 (SD = 1.172) which was "*there are many choices of Muslim Friendly Spa close to my house*". In Kelantan, there were many Muslimah spas that were characterized by the concept of Islam but the spa were not listed on the official website of the Ministry Of Tourism, Art and Culture Malaysia (Ministry Of Tourism, 2020). In addition, location of the spa should be strategic and the signboard of the spa should be clear for the public.

Table 4.2: The Spearman's Rank Result between Perceived Behavioural Control and Intention.

	Perceived Behavioural Control
Intention to patronize Muslim friendly spa	0.624***

According to table 4.2, the Spearman's Rank of perceived behavioural control and intention to patronize Muslim friendly spa was found to have a moderate positive correlation which was 0.624. The P-value was 0.000. This P-value statistically was highly significant because it was less than 0.001. Therefore, the confidence interval of 99% was high so the hypothesis was not rejected. Finding in this study found that a person with high perceived behavioural control would lead to a higher intention to patronize Muslim friendly spa among the community in Kota Bharu, Kelantan. This was also supported by previous studies where perceived behavioural control was significant with intention (Malebana, 2014; Lee, 2015; Piartrini, 2020). Thus, this indicated that it was positively significant between perceived behavioural control and intention to patronize Muslim friendly spa.

## DISCUSSION & RECOMMENDATION

This study was conducted to identify the intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan using Theory of Planned Behaviour. This study analysed independent variable which is attitude, subjective norm and perceived behavioural control. The result in this study has found that attitude, subjective norm and perceived behavioural control had significant relationship with intention to patronize Muslim friendly spa.

For future recommendations, the type of the respondents needs to be changed to a smaller population which from Kota Bharu to Pengkalan Chepa, Ketereh or other smaller population areas. Secondly, spreading the questionnaires through Google Form was quite inconvenient since there were not many senior citizens who had answered the questionnaires although the research was not specific for youngsters only. If this research is carried through face to face or physical, the researchers can make sure there are senior citizens involve more in answering the questionnaires. Finally, researchers also feel that this research is also relevant to be carried for other districts such as suburban districts because the community also starts to be aware about the wellness of their body and self.

## CONCLUSION

In this study, the consumer behaviour that researcher focus are attitude, subjective norm and perceived behavioural control. Consumer behaviour influence the intention to patronize Muslim friendly spa among the community in Kota Bharu, Kelantan. This study can give benefits to the community to know more about the real concept of Muslim friendly spa. Other than that, stakeholder also can make proper strategies to attract the consumers and academicians can know the market demand of this sector.

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# The Relationship between Self-Esteem and Academic Performance among Students of University Malaysia Kelantan, City Campus

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## ABSTRACT

This study was conducted to examine the relationship between self-esteem and academic performance among students from University Malaysia Kelantan. The objectives of this study were to investigate the relationship between psychological factor and academic performance among students at University Malaysia Kelantan City Campus, to identify the relationship between family support and academic performance among student at University Malaysia Kelantan City Campus and to determine the relationship between mental health and academic performance among student at University Malaysia Kelantan City Campus by using descriptive analysis. There were 357 respondents who had been randomly involved in the questionnaires conducted by the researchers. A survey was conducted using questionnaires which were divided into three sections, Section A, Section B, and Section C. This study focused on the academic performance among University Malaysia Kelantan students. The elements of the analysis of the survey were the revealed academic performance and self-esteem among University Malaysia Kelantan students. This study provided numerical data about academic performance and self-esteem among University Malaysia Kelantan students. The findings of the data were essential in order to improve the academic performance among University Malaysia Kelantan students. The study found all three hypotheses in this study were accepted. All the independent variables showed different correlation coefficient with the dependent value of 0.311\*\* for psychological factor, 0.235\*\* for family support and -0.201\*\* for mental health. These answered the research questions whether there were relationships between psychological factor and academic performance, the relationship between family support and academic performance and the relationship between mental health and academic performance. They were highly significant and showed positive relationships between psychological factor and academic performance, family support and academic performance; meanwhile it has low significant as well as negative relationship between mental health and academic performance.

**Keywords: Academic Performance, Self Esteem, Psychological Factor, Family Support, Mental Health**

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## INTRODUCTION

The self-esteem of a person describes his/her feelings about him/herself. McMartin (1995) stated that "Self-esteem is a key factor in our behavior." It is the "combination of both the product of past encounters and the determinant of much of what is encountered later in life". According to Mischel, Shoda, & Smith (2004), the definition of self-esteem has at present acquired a prominent role in the theories of education.

Recent studies indicated that high self-esteem raises academic achievement and there are plenty of research that show high academic achievement also causes less self-esteem. In their research, Geisler-Brenstein, Schmeck and Hetherington (1996) found that "the self-esteem of students and their abilities and competencies play a significant role in deciding the educational outcomes". Rosenberg, Schooler and Schoenbach (1989) claimed that the well-established relationship between self-esteem and academic performance is mainly because of university GPA on self-esteem, rather than the reverse that they further added that global

self-esteem appears to have little or no effect in improving academic performance. The assumption of the previous study was that higher self-esteem leads to higher academic performance

It is concluded that academic performance is an important indicator of self-esteem of students. The target of this investigation is to study the factors that influence self-esteem toward academic performance among students at University Malaysia Kelantan City Campus. In addition, this research also intends to identify whether psychological factor, family support and mental health factor can affect academic performance among students.

There are three objectives of this research:

1. To investigate the relationship between psychological factor and academic performance among students at University Malaysia Kelantan City Campus;
2. To identify the relationship between family support and academic performance among student at University Malaysia Kelantan City Campus; and
3. To determine the relationship between mental health and academic performance among student at University Malaysia Kelantan City Campus.

## **Significance of the Study**

### *Researchers*

This research provides good information to new researchers who relate to the situations in this topic. This study will be related to researchers and able give knowledge about the relationship between self-esteem and academic performance among university students. The knowledge is applicable for university students who struggle with their self-esteem too. This paper serves as a basic outline on how to conduct a research involving what and how the research was going to be done. This could be used as a reference for future researchers that wish to study this issue. Future researchers could do their literature review based on this study to gain an idea on the results as previous research had shown.

### *Wellness Industries*

The wellness industry is general gathering of organization that gives services to the customers such as spas and mental health institutes. It was focused on the mental health recognition and physical appearance care, gives satisfaction for customers, providing specific experiences and solutions for them. It is important that the results of this study will benefit the spas and mental health institutes to provide good environment such as good facilities, workers that have skills and positive ambiance. The wellness industry can help many people who suffer self-esteem issues to solve their problem by understanding this research.

### *Students*

The topic that researchers had chose gives awareness to students so that they can identify their self-esteem level and how to deal with their confident level that can later affect their academic performance. This study will give useful information and opinion to students to improve their self-esteem and lead to increase their academic performance result.

## **LITERATURE REVIEW**

### **Psychological Factor**

Psychological can describe issues related to the way in which our physical body or personality influences the thought (Binet & Saimon, 1916). Numerous studies showed people with a higher Body Mass Index (BMI) score had a lower self-esteem and more objectively judged their own bodies than those with a low body image score (Ackard et al. 2003; Stuhldreher & Forrest 2007; Weaver & Byers, 2006) It is because people with a higher BMI feel less comfortable about engaging and having less familiarity of social surroundings.

### **Family Support**

Family factors, such as single parenting, domestic violence and other stressful events, can contribute to the risk of maltreatment, particularly when parents are socially isolated or lack adequate emotional or financial support (Gong, Marchant & Cheng 2015). In addition to promoting emotional resilience among Hispanic students, they are most consistently associated with academic achievement levels (Gong, Marchant & Cheng 2015; Santiago et al. 2014). Educated parents will have a better way to educate their children by having and giving more information and guidance to their children.

### **Mental Health**

Mental health can be described as the state of a person. Depression and anxiety, including poor self-esteem, are more likely (Sowislo & Orth, 2013; Tucker et al. 2011). Studies have shown major life outcomes where self-esteem has a remarkable effect on important outcomes in life, including relationship and career satisfaction, occupational status, physical and mental wellbeing (Orth et al., 2012). Vazquez et al., (2004), carried out a study with a sample of 533 patients treated in mental health centres of the district belonging to the Andalusian Health Service.

### **Research Hypothesis**

In this study, there were three hypotheses to determine the relationship between self-esteem and academic performance among students at University Malaysia Kelantan, City Campus.

H1: There is a significant relationship between psychological factor and academic performance among students at University Malaysia Kelantan City Campus.

H2: There is a significant relationship between family support and academic performance among students at University Malaysia Kelantan City Campus

H3: There is a significant relationship between mental health and academic performance among students at University Malaysia Kelantan City Campus.

### **Research Framework**

The conceptual framework for research is the schematic diagram was drawn to indicate how the variables involve in the study should relate to each other. This framework showed three factors which are psychological factor, family support and mental health that influence the academic performance. The framework of this research used the conceptual frameworks that was develop by *Petersen et al., (2009, 2010)*.

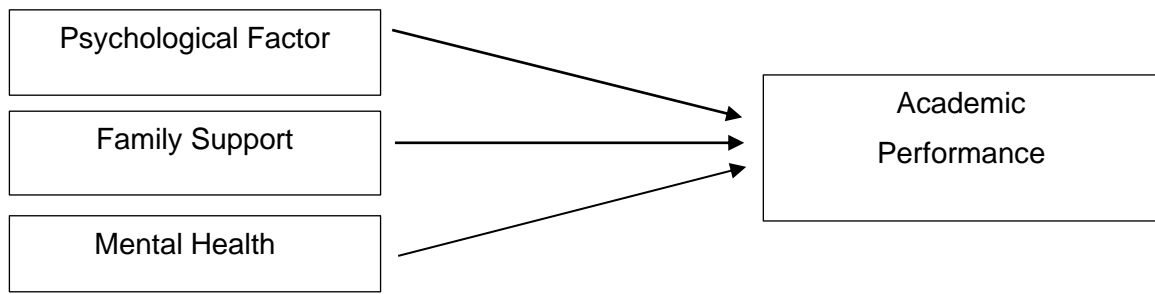


Figure 1: Research framework of the relationship between academic performance and self esteem.

Source: : Adopted from Model of Academic Performance (Petersen et al., 2009, 2010)

## METHODOLOGY

### Research Design

This study used the quantitative method that paid attention to collecting and analyzing numerical data using methods based on mathematics. In this research study, the survey was in questionnaire. The questionnaire was distributed to 357 students at University Malaysia Kelantan, City Campus.

### Data Collection

In the first stage, the data collection used in this study were questionnaires. This method was easy and doubts could be clarified. The total numbers of students at University Malaysia Kelantan are 5192. The questionnaire was assigned randomly to the respondents and according to Krejcie & Morgan (1970) table, our respondents were 357 students.

The second stage of data collection was administering the questionnaires. A set of questionnaires was distributed to the population to collect the data which were students at University Malaysia Kelantan, City Campus. The research divided the questionnaire into 3 sections which were Section A, B, and C, the questionnaire provided the general information about student's demographics such as gender, age, faculty, race, parents working status and parent's monthly income. For section A, B and C, the questions elaborated more on the dependent and independent variables which had included the model of academic performance which were (i) psychological factors, (ii) family support, and (iii) mental health that will be examined in the survey. There were four types of scales, namely nominal, ordinal, and ratio scale.

### Sampling

The sampling method used in this study was the probability sampling which was random cluster sampling. The researchers used this method because every members of the population have an equal and known the chances of being the subject of the sample. The questionnaire will be distributed randomly to students at University Malaysia Kelantan, City Campus using the questionnaire.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$



n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## **Data Analysis**

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

## **FINDINGS**

### **Frequency Analysis**

#### ***Demographic Profile***

Frequency for gender showed that male had the highest percentage (52.9%). Meanwhile, the percentage for female was 47.1%.

For the range of age, the respondents aged 20 to 22 years old had the highest percentage which was 48.5%. Next, for 23 to 25 years old, it showed that this range of age had 37.5% of respondents. For 19 years old and below was 13.2% according to the table. Meanwhile, 26 years old and above had the least percentage of respondents with 0.8%.

Next, for respondents' races, Chinese had the highest percentage of respondents which was 45.1%. Meanwhile, Malay had the second highest percentage according to the table which was 30%. Indian had the percentage of 22.4% of respondents and 2.5% were categorized as others.

For faculty analysis, FEB faculty at University Malaysia Kelantan had the highest percentage of respondents which was 62.5%. FHPK faculty at University Malaysia Kelantan had a percentage of 37.5% of respondents.

Besides, there were 4 types of working status, private sector had the highest percentage. Meanwhile self-employed had the second highest percentage for parent working status. For government servant, it was 19% of the respondents. The lowest percentage was 2.8% which was in the others category.

Lastly, monthly income range analysis showed that RM1501 had the highest percentage with 40.1%. For monthly income of RM3001-RM4500 it showed that it was the second highest percentage. Meanwhile, the range of income from RM1500 and below had the second lowest percentage. Lastly, RM4501 and above had the least percentage of 14.3% of the respondents.

## Descriptive analysis

Table 1: Descriptive Statistics Dependent and Independent Variable.

Descriptive Statistics			
	N	Mean	Std. Deviation
Performance	357	5.5255	.36894
lv1	357	5.4168	.75204
lv2	357	5.2812	.97139
lv3	357	1.7227	.81425
Valid (listwise)	N	357	

The above table showed that the mean value for dependent variable, academic performance was 5.5255, but the independent variable, which was psychological factor (5.4168) was slightly higher than family support (5.2812) and followed by mental health with 1.7227. Meanwhile, the range standard deviation for the dependent variable, academic performance was 0.36894 and for independent variables, psychological factor was 0.75205, family support with 0.97139 and mental health was recorded at 0.81425.

## Reliability Analysis

Table 2: Dependent and independent reliability coefficient test

Variables	Number of items	Cronch's alpha	Strength of Associated
Psychological factor	5	0.927	Acceptable
Family support	5	0.949	Acceptable
Mental health	5	0.918	Acceptable
Academic performance	5	0.703	

The acceptable value for Cronbach's Alpha range form 0.70-0.95. Based on Table 2, it showed that the first independent variable which was psychological factor had the value of 0.927. The second independent variable, family support was at 0.949. The third independent variable was mental health and the value had shown 0.918. Meanwhile, the value for academic performance showed 0.703. It can be concluded that the entire variables were reliable based on the test because the Cronbach's Alpha was more than 0.70.

Table 3: The Pearson Correlation Result

		Performance
Performance	Pearson Correlation	1
	Sig. (2-tailed)	
	N	357
Iv1	Pearson Correlation	.311**
	Sig. (2-tailed)	.000
	N	357
Iv2	Pearson Correlation	.235**
	Sig. (2-tailed)	.000
	N	357
Iv3	Pearson Correlation	-.201**
	Sig. (2-tailed)	.000
	N	357

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

According to Table 3, the relationship between psychological factor and academic performance had a positive correlation. H1 is accepted. There was a connection between psychological factor and academic performance as the correlation coefficient was 0.311 or 31.1%. It meant that H0 should be rejected. It can be concluded that academic performance is influenced by psychological factor. Therefore, there was a connection among psychological and academic performance.

Based the table above, the relationship between family support and academic performance had a positive correlation. H2 was accepted. Therefore, there was a connection between family support and academic performance as the correlation coefficient was 0.235 or 23.5%. It meant that H0 should be rejected. It can be concluded that academic performance was influenced by family support. Therefore, there was a connection between family support and academic performance.

The result of correlation analysis between the factors which shown in the table was also for the relationship between mental health and academic performance. The relationship between mental health and academic performance had negative correlation. H3 was accepted. Therefore, there was a connection between mental health and academic performance as the correlation coefficient is -0.201 or 20.1%. It meant that H0 should be rejected. It can be concluded that academic performance was influenced by mental health. Therefore, there was a connection between mental health and academic performance.

## **DISCUSSION & RECOMMENDATION**

There was a significant relationship between psychological factor and academic performance. The alpha value of reliability analysis for the dependent variable academic performance construct was 0.703, which was an adequate interpretation. Thus, this result showed that the reliability was accepted. It showed that index r gave significance or p-value of 0.311\*\* which was greater than alpha 0.01. Therefore, H1 was supported, as there was a significant association between psychological factor and academic performance. In a survey of 96,000 students by the American College Health Association (2006), 10% cited depression as one of the top ten obstacles to academic performance, and withdrawal due to depression had been linked to lower academic marks (Meilman et al. 1992).

Next, there was a significant relationship between family support and academic performance. The alpha value of reliability analysis for the dependent variable academic performance construct was 0.949, which was an adequate interpretation. Thus, this result showed that the reliability was accepted. It showed that index r gave significance or p-value of 0.235\*\* which was greater than alpha 0.01. Therefore, H2 was supported, as there was a significant association between family support and academic performance. Parental involvement in education of their children was a key function of child total functioning as well as their academic success. Parental involvement practices at home or at school had been found to influence children's academic performance (Miedel & Reynolds, 1999; Hill & Craft, 2003).

Lastly, there was a significant relationship between mental health and academic performance. The alpha value of reliability analysis for the dependent variable academic performance construct was 0.918, which was an adequate interpretation. Thus, this result showed that the reliability was accepted. It showed that index r gave significance or p-value of -0.201\*\* which was lower than alpha 0.01. Therefore, H3 was supported, as there was a significant association between mental health and academic performance. It seemed that students who had a better mental health status, that were, those who obtained lower scores in the mental health questionnaire, have a better educational performance as well. These findings were not in agreement with findings of the study done by Asgari (2008).

For future research, the researchers recommend several suggestions to further improve the result of the study. Firstly, re-assessing and expanding the theory, framework or model would be addressed in future research. Other than that, the researchers should add the questions in the questionnaire and do the recode in SPSS to change the negative questions into positive.

## **CONCLUSION**

In this study, the research objectives were to determine the relationship between psychological factors, family support, and mental health towards academic performance among students at University Malaysia Kelantan City Campus. Data were collected from questionnaire distributed to 357 respondents at UMK City Campus students. From 357 respondents, there were about 112 students that were affected by psychological factor. Therefore, academic performance were influenced by psychological factor and family support. Meanwhile, mental health factor influenced the academic performance and it stated a negative relationship. It showed that dependent variable was influenced by the independent variables. Then, the result showed the correlation between academic performance, psychological factor and family support were highly significant meanwhile mental health has low significance. Among three independent variables, psychological factor had highest correlation with academic performance that was about 31.1%. In conclusion, the finding of this study had proven that academic performance had connections between psychological factor, family support and mental health among Universiti Malaysia Kelantan City Campus students.

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# Factors Affecting the Purchase Intention Among Undergraduate Students Towards Fast-food Restaurants in East Coast Malaysia

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## ABSTRACT

Fast-food has been recognized in Malaysia because it may be particularly necessary for Malaysians, especially students and office workers to adopt western style. Due to many factors, the consumption of processed foods is increasing. This may include increasing changes in consumer tastes, preferences, changing lifestyles and others. This research project aims to examine the factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. The essential of this study is to identify the factors affecting the purchase intention among undergraduate students. This study thus empirically measures the extend, which factors namely the food quality, service quality and restaurant environment affecting purchase intention among graduate students towards fast-food restaurant. This study was constructed through a self-administered survey that selected undergraduates from public higher education institutions on the east coast of Malaysia for data collection. By using SPSS, the data analyze 384 questionnaires from our respondents, and results obtained are explained in the form of tables and charts. An inferential analysis performed by using Pearson Correlation Coefficient ( $r$ ) to examine the relationship and influence that exist between the two variables that are the independent variables and dependent variables. Based on this research, the researcher acknowledged that all these factors are essential in influencing undergraduate students' purchase intention towards fast-food restaurants. The Pearson correlation value of each variable obtained from the researcher can prove this point. A moderate positive and significant relationship between food quality and the purchase intention among undergraduate students which is the p-value was 0.615. Secondly, a moderate positive and significant relationship between service quality and purchase intention among undergraduate students, which is the p-value was 0.595. Lastly, a moderate positive and significant relationship between restaurant environment and purchase intention among undergraduate students, which is the p-value was 0.660. Through this finding, it can be determined that food quality, service quality and restaurant environment have a significant impact on the purchase intention of undergraduates.

**Keywords:** Food quality, Service quality, Restaurant environment, Purchase intention

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## INTRODUCTION

Fast-food is simple to process, reasonably priced and easily obtainable as different from food at home (Habib, Abu Dardak, & Zakaria, 2011). Dictionaries (2020) represents fast-food, which can also be ready and sold quickly and conveniently in restaurants and snack bars, as a quick meal or to is taken out. Besides, Rahman, Esa, Omar, and Nadzrah (2009) represent fast-food restaurants as facilities where meals can be ready or cooked in advance to order via a self-service table or just a keep driving via the windows.

As compared with fast-food, Malaysians typically prefer their own food culture. Culture is defined as that complicated whole, including knowledge, belief, art, morals, law, custom, and other abilities and habits obtained by a member of society. At a fundamental level, the culture can be described as shared symbols, norms, and values in social organizations (Walsham, 2008). Food culture in this context, which is informed the population by a particular country or area as the eating habits, food processing, agricultural production, cultural tradition, buying level, has reflected the effect on food choice and is difficult to change (Yin et al., 2020). Some individuals try and serve at the house, rather than restaurant dining. According to French, Story, Neumark-Sztainer, Fulkerson, and Hannan (2001), Malaysians traditionally prefer their cuisine compared to fast-food. Besides, the fast-food industry is implemented to Malaysian daily needs and is perceived by the people and then becoming famous in the world (Habib et al., 2011)

Fast-food is becoming recognized in Malaysia, as there may be a clear high demand for Malaysians to adopt western food style (Pingali, 2007) including fried chicken and burgers especially for students and office workers including fried chicken and burgers especially for students and office workers (Ryan, Ghazali, & Mohsin, 2011). Due to many factors, the consumption of processed foods is increasing. For example, this may include constant changes in consumer tastes, preferences, changing lifestyles and others. Fast-food restaurants are known with second-and middle-income people- increases in disposable income impact consumption of processed foods (Habib et al., 2011)

Besides that, with a busy lifestyle, most people will consumer processed food throughout business time because they are perceived to be time-saving items. They never want to waste much time planning food or waiting for food when eating in the restaurants. Hence, consumers are highly dependent on fast-food. US franchises have widely influenced the fast-food industry in Malaysia (Habib et al., 2011). Kentucky Fried Chicken (KFC), Pizza Shack, Kenny Rogers Roasters, A&W, the Burger King, McDonald's, Pizza Domino, etc. Some brands of fast-food had already gained attention in Malaysia. Therefore, local fast-food is gaining a high-profit margin compared to US franchises. The purpose of this present study is to examine the factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia using questionnaire survey method.

There are three objectives of this research:

1. To examine the relationship between food quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
2. To examine the relationship between service quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
3. To examine the relationship between the restaurant environment and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

### **Significance of the Study**

This research aims to understand the factors that cause undergraduate students' purchase intention towards fast-food restaurants in East Coast Malaysia. Below are the parties that will benefit from this research and also get positive results from this research.



## **Researchers**

This study will bring advantage to the researcher while doing this study. Researchers may understand the relationship between the factors that they are used to fast-food restaurant and purchase intention towards fast-food restaurants in East Coast Malaysia. In addition, the researcher gives the best advice on how to provide consumers with better services.

## **Marketers**

This study will provide a good understanding and knowledge of factors that associated undergraduate students with revisiting. Based on this study, marketers can plan and develop an excellent marketing strategy and fulfil customer satisfaction. When marketers acquire new knowledge and understand who the target customers are, an organization will gain a competitive advantage over the competition with its competitors in the same industry.

## **Food service industry**

This study will give instructions to the employer of a foodservice industry to enhance its customers' services. On the other hand, the importance of this research towards employers is that they gain knowledge and acknowledge in terms of food, services, and the restaurant's environment.

## **LITERATURE REVIEW**

### **Food Quality**

An essential component in the operation of any restaurant can acknowledge as food quality. It can become the customer's primary influence to achieve their satisfaction and future repurchase intentions (Namkung & Jang, 2007). Furthermore, a recent study showed that the type of table linen might also contribute to the perception of food quality and liking (Lu, Chang, & Chang, 2014). The critical role for the customer to determine their brand image and loyalty should be the food quality. Food quality is the most vital role for their customer's make a full evaluation of the fast-food restaurant (Vangvanitchyakorn, 2000). Food quality demonstration is an essential ingredient that the restaurant should provide to meet customers' needs and customer satisfaction. Food quality's common characteristics concluded for several elements: taste, food, healthy options, freshness, diversity of choice, and temperature presentation.

### **Service Quality**

Service quality can be described as the difference between customer expectations and recognition regarding the industry's service. Efficiency is generally considered to be one of the most critical factors affecting customer satisfaction. It is very beneficial when fast-food restaurants can contribute to the "homey feeling" acknowledged by the customers, appear individualized attention, and create a personalized platform for the service expenditure. The characteristics of expectations that influence the desired level of the services such as word of mouth (WOM), traditions, and ideology, but will not usually investigated in the present research. (Iqbal & Hassan, 2018).

As Iqbal, Ahmad, and Nasim (2016), expanded the research work of (Parasuraman, Zeithaml, & Berry, 1988) by exploring the role of service quality in the service sector of Pakistan and the United Kingdom. According to Toosi and Kohanali (2011) mentioned, a service provider's organization needs to know the situation from the customer's view to understand what occurs. Service quality has significant correlation with customer loyalty despite being used diversely. (Iqbal et al., 2016).

### **Restaurant Environment**

At the moment, people have often preferred dining outside more usually. Customers are spending a premium to have their meals and a high-quality environment. These factors prompt the owner restaurant to pay attention to the atmosphere and provide a more suitable and comfortable environment for consumers (Xiao, Yang, & Iqbal, 2019). The restaurant's climate is affected customer satisfaction and purchase intention such as decoration, setting arrangements that bring a positive image that make an excellent first impression in the mind of customers (Lim, 2010).

According to Horng, Chou, Liu, and Tsai (2013), customers nowadays prefer to dine-in restaurants with enjoyable, comfortable spaces, and quality of life. As studied by Tripathi and Dave (2016) mentioned that the layout of a service environment is essential to make customers more appreciate enough space so that they do not experience crowding.

### **Purchase Intention**

Marketers usually utilize purchase intentions as input for decisions concerning new and current products (Mai, 2016). Lu et al. (2014) mentioned that purchase intentions is "Consumers' willingness to buy a given product at a specific time or in a specific situation". The purpose is personalized judgments on how an individual to carry on for the future, and they generally provide serve as dependent variables in numerous service research and satisfaction models (Boulding, Kalra, Staelin, & Zeithaml, 1993); (Sulek & Hensley, 2004)

This appears the growth of purchase intention to create the consumer probably, to begin with, total purchase. Hence, it is worth reasoning when trying to predict future sales (Mai, 2016). Most relevantly, purchase intention is the best approach to maintain long-term business success, which helps to attract customers and collect CLV (customer lifetime value). Customers' behaviour will influence the purchasing intention towards product (Rana & Paul, 2017). The fast- food industry, faced with an extremely competitive atmosphere, needs to know the customer buying behaviour to raise the buying intention for customers to decrease the distance between the fast-food industry and customers (Momtaz, Alizadeh, & Vaghefi, 2013).

### **Research Hypothesis**

In this study, there were three hypotheses formulated:

- H1: There is a significant relationship between food quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
- H2: There is a significant relationship between service quality and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.
- H3: There is a significant relationship between restaurant environment and purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

## Research Framework

The research framework in Figure 1 represented the independent variables and the dependent variable of this study. In this study, the independent variables are food quality, service quality, and restaurant environment, and the dependent variables is purchase intention. These factors are related to purchase intention toward fast-food restaurant, which is the study's dependent variable. This study concepts can be defined through the theoretical framework to investigate, create and test hypotheses.

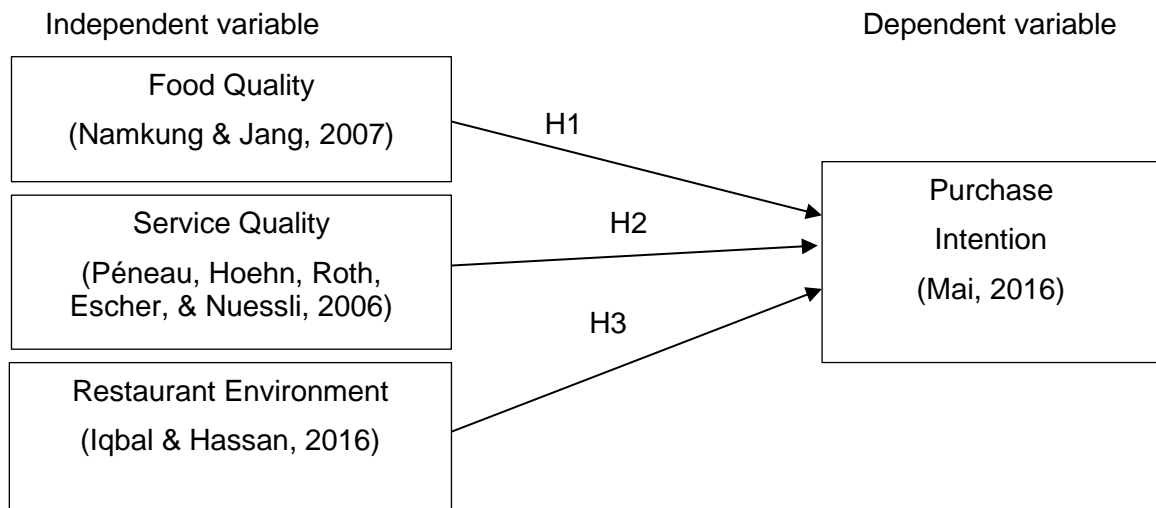


Figure 1: Research framework of Factors Affecting the Purchase Intentions among undergraduate students towards fast-food restaurants in East Coast Malaysia.

## METHODOLOGY

### Research Design

This study used the quantitative method to study the food quality, service quality, and restaurant environment that affect the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. According to Tavakol and Sandars (2014), quantitative research uses statistical analysis to provide numerical results in order to examine more objectively. Quantitative research defined as collected the data and explore the hypothesis regarding linking up with research objectives. The research design of this study was a descriptive cross-sectional study. A cross-sectional study defined that the data is collected just once to allow the researcher to answer.

### Data Collection

The target population was the undergraduate students, aged 18-26 years old and currently study at public higher education institutions in East Coast Malaysia. According to the Department of Statistics Malaysia (2020), the population of consumers in Malaysia is approximately 32,581,400 people. The population of undergraduate students at public higher education institutions is around 457,369 people in Malaysia. The questionnaires were randomly distributed from the states of Pahang, Terengganu, and Kelantan.

The data collection used in this study was the primary data. This research utilizes an approach by delivering the questionnaire survey. A set of questionnaires was distributed to the population to collect the data by using the online Google form.

### **Sampling**

The sampling method used in this study was simple random sampling. Simple random sampling means each element in the population has an equal opportunity of being selected (Sharma, 2017). In simple random sampling, the population's selection cannot be based on convenience availability, whereas it depends upon random sampling.

The research sample size was determined based on Krejcie and Morgan (1970) table that used a fixed formula for an estimated population. Hence, a sample size of 384 will be used, and the customers in Malaysia will be selected randomly to explore in this study

### **Data Analysis**

The research instrument that the researcher used to gather the information from the respondents was a questionnaire. In the research, a questionnaire will be divided into three parts, which were Part A, Part B, and Part C. Based on the questionnaire, the researcher carries out the Likert-scale in this study. According to Bertram (2016), the Likert Scale is a psychometric response scale primarily used in questionnaires to acquire respondent's desire on the degree of agreement with a statement or statement set. The first sections collect information about respondents' demographic profiles such as gender, race, expenses per week and other relevant information. Typically, in Part B scale, items are 1-extremely unimportant, 2-unimportant, 3-neutral, 4-important, and 5-extremely important. Part C scale items are characterized by 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree.

This study used three types of data analysis; reliability analysis, normality analysis and descriptive analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS) version 26.0.

### **FINDINGS**

Pearson Correlation is used to measure the relationship between the three constructs of this research. The result shows that all the independent variables: food quality, service quality, and restaurant environment have a significant positive relationship with purchase intention at a significant level of 0.01. Based on the results, the restaurant environment has the strongest significant relationship with purchase intention ( $r=0.660$ ) among the three independent variables. Besides that, followed by the food quality ( $r=0.615$ ) and the service quality ( $r=0.595$ ). Therefore, the results have proved that there is significant positive relationship among all the constructs.

Table 2: Results of Pearson Correlation Coefficient

		Food Quality	Service Quality	Restaurant Environment	Purchase Intention
Food Quality	Pearson Correlation	1	.820**	.798**	.615**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Service Quality	Pearson Correlation	.820**	1	.825**	.595**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Restaurant Environment	Pearson Correlation	.798**	.825**	1	.660**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Purchase Intention	Pearson Correlation	.615**	.595**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

## DISCUSSION & RECOMMENDATION

The finding of this study was discussed. First of foremost, the discussion focused on the summary of descriptive analyses of demographics which were gender, race, expenses per week, looking information about the fast-food restaurant, make purchase at fast-food restaurant, how much willing to spend on a meal, how frequently visit a fast-food restaurant, time visit fast-food restaurant, the reason to dine in fast food restaurants.

Firstly, it is recommended to use multi-lingual questionnaire in future research to alleviate language barrier faced by some respondents. Secondly, it is also suggested that all of the variables be included in future research. Although this research will take long time, the future researcher will have a better understanding of the demand and requirement of today's customers about factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. The other recommendations are the researchers should try the interview session with the respondents so that they can answer all their questions directly, rather than having them interpret the questions themselves and results in a bad performance on behalf of them. Lastly, the researcher should try to add more information about the purchase intention in their questionnaire so that the respondents will have better understanding of the topic. It will make them easier to answer it.

## CONCLUSION

This study aims to determine factors affecting purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia. In this study, purchase intention was influenced by food quality, service quality, and restaurant environment. Therefore, purchase intention was represented by factors affecting purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia was a dependent variable. Moreover, three independent variables are food quality, service quality, and restaurant environment.

Pearson Correlation Coefficient analyzed those independent and dependent variables. It shows that independent variables influence the dependent variable. The result shows that the correlation between food quality, service quality, restaurant environment, and purchase intention is highly significant. In conclusion, this study's finding proved that there is a connection between food quality, service quality, and restaurant environment and factors affecting the purchase intention among undergraduate students towards fast-food restaurants in East Coast Malaysia.

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